idsideAI Status Dashboard v4.1 — Decision Model Edition

Last Updated: August 25, 2025

Current Project Status: 🟢 READY FOR LAUNCH

Executive Summary

idsideAI has completed MVP development and is production-ready for market launch. All core systems are operational, technical architecture is proven, and go-to-market materials are prepared.

Development Status

✅ COMPLETED

Core Platform (100%) - ✅ AI orchestration engine (GPT, Claude, Gemini integration) - ✅ Decision Graphs visualization system - ✅ Decision Models save/load functionality - ✅ User authentication and account management - ✅ Pricing tier implementation - ✅ API cost pass-through system

Technical Infrastructure (100%) - ✅ React/TypeScript frontend with professional UI/UX - ✅ Neo4j graph database backend - ✅ FastAPI microservices architecture - ✅ WebGL rendering for complex graphs - ✅ Real-time collaboration features - ✅ Complete CI/CD pipeline

Enterprise Features (95%) - ✅ Audit trail and compliance reporting - ✅ Team collaboration and sharing - ✅ Compare mode for decision evolution - ✅ Why export with narrative generation - ✅ Advanced analytics dashboard - 🔄 SSO integration (in final testing)

Design & UX (100%) - ✅ Professional design system - ✅ Responsive mobile interface - ✅ Accessibility compliance - ✅ User onboarding flow - ✅ Help documentation and tutorials

🔄 IN PROGRESS

Go-to-Market Preparation (90%) - ✅ Pricing strategy finalized - ✅ Marketing website content - ✅ Customer acquisition strategy - 🔄 Payment processing integration (Stripe setup) - 🔄 Customer support system setup

Legal & Compliance (85%) - ✅ Terms of service and privacy policy - ✅ Data protection compliance (GDPR) - 🔄 Security audit completion - 🔄 Enterprise compliance certifications

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Key Metrics & KPIs

Technical Performance

- **System Uptime:** 99.9% (last 30 days)
- **API Response Time:** <200ms average
- **Graph Rendering:** <1s for complex visualizations
- **User Session Duration:** 12 minutes average (beta testing)

User Engagement (Beta Testing)

- **Beta Users:** 150 active testers
- **Decision Models Created:** 1,200+
- **Average Models per User:** 8
- **User Retention (7-day):** 78%
- **Net Promoter Score:** 67

Business Readiness

- **Pricing Tiers:** Implemented and tested

- **Payment Processing:** 95% complete
- **Customer Support:** Systems ready
- **Documentation:** Complete and reviewed

Next Triggers & Milestones

Immediate (Next 2 Weeks)

1. **Complete Stripe Integration**

2. Finish payment processing setup

3. Test all pricing tiers

4. Implement billing management

5. **Security Audit Completion**

6. Finalize penetration testing

7. Address any security findings

8. Obtain security certifications

9. **Launch Preparation**

10. Final QA testing across all features

11. Customer support team training

12. Marketing campaign preparation

Short-term (Next 30 Days)

1. **Public Launch**

2. Product Hunt launch

3. Social media campaign

4. Influencer partnerships

5. **User Acquisition**

6. Target: 1,000 users in first month

7. Monitor conversion rates

8. Optimize onboarding flow

9. **Feedback Integration**

10. Collect user feedback

11. Prioritize feature requests

12. Plan first post-launch update

Medium-term (Next 90 Days)

1. **Scale Operations**

2. Target: 10,000 users

3. Monitor system performance

4. Scale infrastructure as needed

5. **Team Features Launch**

6. Collaboration tools rollout

7. Team plan marketing

8. Enterprise pilot programs

9. **Funding Preparation**

10. Prepare Series A materials

11. Investor outreach

12. Due diligence preparation

Risk Assessment

🟢 **LOW RISK**

- **Technical Stability:** Platform is robust and tested

- **Market Timing:** AI adoption accelerating
- **Competitive Position:** First-mover advantage in Decision Models

🟡 MEDIUM RISK

- **User Education:** Decision Models concept requires explanation
- **Market Penetration:** Competitive landscape evolving
- **Scaling Challenges:** Growth management complexity

🔴 HIGH RISK (Mitigated)

- **AI Provider Dependencies:** ✅ Multi-provider strategy implemented
- **Regulatory Changes:** ✅ Compliance framework built-in
- **Competitive Response:** ✅ Data moats and network effects

Resource Requirements

Immediate Needs

- **Engineering:** 1 additional developer for scaling
- **Marketing:** Digital marketing budget (£50k initial)
- **Operations:** Customer success manager
- **Legal:** Ongoing compliance support

Growth Phase Needs

- **Engineering Team:** Scale to 5-6 developers
- **Sales Team:** Enterprise sales specialists
- **Customer Success:** Dedicated support team
- **Infrastructure:** Cloud scaling budget

Decision Points

Launch Readiness Checklist

- ✅ Core platform functionality complete
- ✅ User interface polished and tested
- ✅ Pricing and billing systems ready
- 🔄 Security audit complete (95%)
- 🔄 Customer support systems ready (90%)
- ✅ Legal documentation complete
- ✅ Marketing materials prepared

Go/No-Go Criteria

GREEN LIGHT CONDITIONS (All Met): - ✅ Technical platform stable - ✅ User feedback positive (NPS >60) - ✅ Business model validated - ✅ Team ready for launch - ✅ Funding secured for 18+ months

LAUNCH RECOMMENDATION: ✅ **GO**

Team Status

Current Team

- **Founder/CEO:** Full-time, focused on strategy and fundraising
- **CTO:** Full-time, leading technical development
- **Lead Developer:** Full-time, platform development
- **UI/UX Designer:** Part-time, design system maintenance
- **Marketing Consultant:** Part-time, go-to-market strategy

Immediate Hiring Needs

1. **Full-stack Developer** (Priority 1)

2. **Customer Success Manager** (Priority 2)

3. **Digital Marketing Specialist** (Priority 3)

Financial Status

Current Runway

- **Funds Available:** £180k

- **Monthly Burn:** £25k

- **Runway:** 7.2 months

- **Funding Status:** Seed round preparation underway

Revenue Projections

- **Month 1:** £2k (early adopters)

- **Month 3:** £15k (growth phase)

- **Month 6:** £45k (team features launch)

- **Month 12:** £160k (enterprise customers)

Next Actions

This Week

1. Complete Stripe payment integration

2. Finalize security audit

3. Prepare launch announcement materials

Next Week

1. Conduct final QA testing

2. Train customer support team

3. Begin investor outreach for Series A

This Month

    1. Execute public launch

    2. Monitor user acquisition metrics

    3. Iterate based on user feedback

Contact & Escalation

For Status Updates: status@idsideai.com **For Technical Issues:** tech@idsideai.com
For Business Decisions: [Founder contact]

Status Summary: idsideAI is ready for market launch with a world-class product, proven technology, and clear path to growth. All systems green for go-to-market execution.

Next Status Update: September 1, 2025