

# AI Product Manager Assistant

## Complete Product Specification & Development Guide

**Document Version:** 2.0 - Customer Intelligence Focus

**Date:** February 3, 2026

**Status:** Ready for MVP Development

---

### Executive Summary

The AI Product Manager Assistant is a comprehensive customer intelligence extraction engine that automatically monitors and analyzes customer feedback across multiple channels—including sales calls, support tickets, Reddit, Twitter, internal Slack channels, and more. It surfaces actionable insights to product managers through a unified dashboard with AI-powered prioritization, helping teams make data-driven roadmap decisions based on actual customer voice rather than intuition.

### Core Value Proposition

**What it really does:** Listens to EVERYTHING customers say (meetings, support tickets, Reddit, Twitter, forums, reviews) and automatically extracts:

- Feature requests with frequency analysis
- Pain points and customer complaints
- Competitive product mentions and comparisons
- Product feedback and sentiment trends
- Bug reports and technical issues

Then surfaces them to product managers in one unified dashboard with AI-powered prioritization, smart grouping, and actionable recommendations.

### Market Differentiation

Current product management tools have critical gaps:

- **Jira/Linear/Asana:** Only track what you manually input (no external intelligence gathering)
- **Productboard/Aha!:** Require manual feedback entry (tedious, incomplete coverage)
- **Canny/UserVoice:** Only capture direct submissions (miss Reddit, calls, support tickets)
- **Social listening tools:** Built for marketing teams, not product management workflows

**Our Differentiation:** First PM tool with comprehensive external listening that aggregates Reddit, customer calls, support tickets, and social media into one PM-focused platform with AI-native intelligence and action-oriented insights.

---

# Product Roadmap Overview

[1]

The development is structured in three phases over six months:

- **Phase 1 (Months 1-2):** MVP Core Features - Universal intelligence aggregator, meeting transcription, social listening
  - **Phase 2 (Months 2-3):** Advanced Intelligence - Competitive tracking, churn prediction, automated reporting
  - **Phase 3 (Months 4-6):** Automation & Scale - Interview scheduling, scenario planning, automated changelogs
- 

## Phase 1: Day 1 Core Features (MVP - Weeks 1-4)

### 1. Universal Customer Intelligence Aggregator

#### **The Main Feature - This is Your Wedge**

This is the core value proposition that automatically monitors and extracts product insights from both internal and external communication channels.

#### Internal Communication Channels

#### **Sales & Customer Calls (Zoom/Meet/Teams)**

- Records or imports call transcripts from video conferencing platforms
- Extracts: feature requests, objections, pain points, competitive mentions
- Tags by: customer segment, deal size, sales stage
- Example output: "During call with Acme Corp, customer requested API rate limiting 3 times"

#### **Support Tickets (Zendesk/Intercom/Help Scout)**

- Analyzes ticket content plus customer reply threads
- Identifies: recurring issues, frustrated users, feature gaps
- Surfaces insights like: "15 enterprise customers complained about slow dashboard load time this week"

#### **Slack Channels (Customer feedback, support, sales)**

- Monitors designated channels: #customer-feedback, #support, #sales
- Extracts mentions of bugs, requests, complaints in real-time
- Example: "Sales team mentioned 'single sign-on' 12 times this week in 8 different conversations"

#### **Internal Meetings (Product reviews, standups)**

- Transcribes and extracts: decisions, action items, feature discussions
- Links meeting decisions directly to roadmap items
- Example: "In Monday standup, engineering team flagged payment gateway as blocking issue"

## External Social Listening Channels

### Reddit Monitoring

Tracks mentions across targeted subreddits including r/YourProductName, competitor subreddits, and industry-specific communities:

- Identifies: feature requests, customer complaints, competitive comparisons
- Sentiment analysis: positive/negative/neutral classification
- Engagement tracking: upvotes, comment threads, viral detection
- Example: "5 posts in r/SaaS asking if your product supports Salesforce integration"

### Twitter/X Monitoring

- Tracks @mentions, hashtags, brand keywords
- Surfaces: viral complaints, feature requests, user praise
- Engagement signals: likes, retweets, reply threads
- Example: "Tweet with 200 likes: 'I love @YourProduct but desperately need dark mode'"

### Product Hunt / Hacker News

- Monitors launch comments and product discussions
- Extracts: feature comparisons, user objections, competitive positioning insights
- Example: "12 comments on HN launch thread requested mobile app"

### App Store / G2 / Capterra Reviews

- Scraps reviews from major rating platforms
- Identifies: common praise themes and complaint patterns
- Example: "Average 4.2 stars but 40% of reviews mention 'confusing onboarding'"

### Industry Forums & Communities

Monitors relevant communities including Indie Hackers, ProductHunt forums, and niche industry-specific forums to track product mentions, feature discussions, and competitive chatter.

### Output: Unified Intelligence Dashboard

Single view dashboard showing:

- Top 10 most-requested features (with direct source links to original mentions)
- Trending pain points (with week-over-week change percentage)
- Sentiment breakdown (percentage positive/negative/neutral across channels)
- Customer segment breakdown (enterprise vs. SMB request distribution)
- Competitive intelligence (comparison of mention frequency vs. competitors)

## AI Smart Grouping

The system automatically:

- Clusters similar requests using semantic analysis (e.g., "API docs," "better documentation," "developer guides" are grouped as "Documentation Improvement")
  - Detects and eliminates duplicate requests across all channels
  - Scores requests by: frequency, customer value, urgency signals, and competitive threat level
- 

## 2. AI Meeting Intelligence for Customer Calls

### Deep Integration with Sales and Customer Success Teams

This feature transforms sales and customer success calls into structured product intelligence.

#### Core Features

- **Auto-transcribe:** Zoom/Google Meet/Microsoft Teams calls (or import from Fathom/Grain)
- **Extract structured data:** Feature requests, pain points, objections, competitive mentions, buying signals, technical requirements, integration needs

#### Smart Tagging System

Each call automatically tagged with:

- Customer: Company name and ARR value
- Industry: Vertical classification (e.g., FinTech, Healthcare, E-commerce)
- Stage: Sales pipeline stage (Prospecting, Closing, Customer Success check-in)
- Mentioned topics: Key features, integrations, or concerns discussed
- Example: "Acme Corp (\$50K ARR), FinTech, Closing stage, mentioned: SSO, HIPAA compliance, Salesforce integration"

#### Proactive Alerts

Real-time notifications sent to product managers:

- "High-value prospect asked about Feature X (currently not on roadmap)"
- "Customer threatened to churn due to Issue Y (3rd mention this month)"
- "Competitor Z mentioned in 5 enterprise calls this week"

#### Output Formats

- **Call Intelligence Report:** Auto-sent to PM Slack channel or email after each sales/CS call
  - **Aggregated Trends:** "SSO mentioned in 12 sales calls this quarter (8 of those were closed-lost deals)"
  - **Win/Loss Analysis:** Features mentioned in won deals versus lost deals for pattern identification
-

### 3. Reddit & Social Listening Engine

#### Real-Time Brand & Competitor Monitoring

Comprehensive social media monitoring specifically designed for product management intelligence gathering.

##### Monitoring Scope

- **Your product mentions:** Tracks all mentions across Reddit and Twitter
- **Competitor mentions:** Monitors 5-10 defined competitor brands
- **Industry keywords:** Tracks generic terms like "project management tool," "Jira alternative"
- **Feature-specific keywords:** Monitors terms like "Gantt chart," "time tracking," "API integration"

##### Reddit-Specific Features

- Monitors specified subreddits: r/ProductManagement, r/SaaS, r/startups, plus industry-specific communities
- Tracks upvotes/downvotes as engagement quality signals
- Identifies "viral" threads (100+ upvotes) for urgent PM review
- Extracts entire comment threads discussing your product for context
- Example alert: "Your product mentioned 8 times in r/SaaS thread 'Best PM tools 2026' (450 upvotes)"

##### Twitter/X Features

- Real-time @mention tracking with immediate notifications
- Hashtag monitoring: #YourProduct, #PMTools, industry hashtags
- Influencer tracking: Alerts when specific high-value accounts mention your product
- Viral tweet detection: Flags tweets exceeding 100 likes or retweets
- Example alert: "Tweet from @ProductHuntCEO: 'Trying @YourProduct, love the UI but missing Figma integration' (280 likes)"

##### Dashboard Output

#### Social Listening Dashboard includes:

- Mentions over time: Trend chart showing daily/weekly mention volume
- Sentiment breakdown: Percentage distribution of positive/negative/neutral mentions
- Top feature requests extracted from social conversations
- Competitor comparison: "Your brand: 45 mentions, Competitor A: 120 mentions, Competitor B: 67 mentions"

**Weekly Social Intelligence Report:** Automated summary featuring top 5 trending discussions, viral mentions that need attention, and emerging complaint patterns.

---

## 4. AI-Powered Feature Request Scoring & Prioritization

### Automatically Rank What to Build Next

This system eliminates guesswork from roadmap prioritization by applying data-driven scoring to every feature request.

#### Scoring Inputs

Data aggregated from all intelligence channels:

- **Frequency:** Total number of times requested across all channels
- **Customer Value:** Segmentation of requesters (enterprise vs. free tier users)
- **Revenue Impact:** Linked to deal sizes or churn risk indicators from CRM data
- **Sentiment:** Urgency signal detection ("desperately need," "blocking us," "deal-breaker")
- **Competitive Signal:** Mentioned as reason for considering competitor alternatives
- **Trend:** Request velocity (increasing or decreasing over time)

#### Scoring Framework Options

- **RICE Score:**  $(\text{Reach} \times \text{Impact} \times \text{Confidence} \div \text{Effort})$  - automatically calculated
- **Custom Scoring:** Define custom formula (e.g., weight enterprise customer requests 3x higher)
- **Revenue-Linked:** Connects to CRM data (Salesforce/HubSpot) to associate request with deal sizes

#### Output

- **Prioritized Backlog:** Ranked list of features with numerical scores and confidence intervals
- **Rationale for Each:** "Requested by 12 customers representing \$450K ARR, mentioned in 3 closed-lost deals"
- **One-Click Export:** Push top-ranked items directly to Linear/Jira with pre-filled context

---

## 5. Customer Feedback Portal Integration

### Give Customers a Direct Line (Like Canny)

Public-facing feedback portal that integrates with the intelligence aggregator.

#### Portal Features

- Embeddable widget for your website/application ("Submit Feedback" button)
- Customers can: submit new feature requests, upvote existing requests, add comments and use cases
- AI automatically merges duplicate submissions for cleaner view
- Automatic tagging by: user segment, subscription plan tier, company size
- Public roadmap view showing: "Planned," "In Progress," "Shipped" status for transparency

## Auto-Notification System

When a feature ships:

- Automatically emails all users who requested or upvoted that feature
  - Increases engagement and demonstrates that the company listens to feedback
  - Closes the feedback loop for customer satisfaction
- 

## 6. Integration Hub (Day 1 Essential)

### Connect to Existing PM Stack

Seamless integration with existing product management and business tools to avoid workflow disruption.

#### Must-Have Day 1 Integrations

- **Project Management:** Linear, Jira (read ticket data and write new tickets)
- **Communication:** Slack (receive real-time alerts, send daily/weekly summaries)
- **Meeting Tools:** Zoom, Google Meet, Microsoft Teams (automatic transcription ingestion)
- **Support:** Zendesk, Intercom, Help Scout (ticket content analysis)
- **CRM:** Salesforce, HubSpot (customer data enrichment and revenue mapping)
- **Documentation:** Notion, Google Drive (context ingestion for PRD generation)

#### Technical Implementation

- OAuth 2.0 authentication for secure user authorization
  - Two-way sync capability: read data from sources and write updates back (with user approval)
  - Webhook support for real-time updates and notifications
  - API rate limiting and comprehensive error handling
- 

## 7. AI Weekly Status Report (Original MVP Feature)

### Automatically Generate Executive Summaries

Automated report generation saving product managers 5-10 hours per week on status updates.

#### Data Sources

The report pulls from:

- Top feature requests from the current week (from intelligence aggregator)
- Development progress metrics (from Linear/Jira integration)
- Key product metrics (from PostHog/Amplitude/Mixpanel)
- Customer sentiment trends (from social listening channels)
- Competitive updates (from Reddit/Twitter competitive monitoring)

## Output Formats

- **Email:** Formatted for CEO and executive stakeholders
- **Slack message:** Team-wide update in designated channel
- **Presentation slide:** Ready for board meetings or all-hands presentations

**Example Report:** "Week of Feb 3, 2026: 'SSO' requested by 8 customers (\$200K total ARR), development velocity down 15% due to infrastructure work, competitor X launched mobile app (trending topic on Reddit with 340 upvotes)."

---

## Phase 2: Advanced Intelligence Features (Months 2-3)

### 8. Competitive Intelligence Dashboard

#### Track What Competitors Are Doing

Comprehensive competitive monitoring that goes beyond basic social listening.

#### Intelligence Sources

- Monitor competitor mentions in customer sales calls and CS check-ins
  - Track competitor product launches via ProductHunt, Hacker News, Twitter announcements
  - Analyze Reddit threads comparing your product to competitors
  - Win/loss analysis: Features mentioned when prospects choose competitors
  - Example insight: "Lost 5 deals to Competitor A this quarter; 4 specifically mentioned 'native mobile app' as deciding factor"
- 

### 9. Proactive Risk & Churn Detection

#### Predict Problems Before They Escalate

Early warning system for customer health issues using multi-signal analysis.

#### Monitoring Signals

- Declining usage metrics and engagement patterns
- Negative support ticket sentiment and increasing ticket volume
- Social media complaints or negative brand mentions
- Competitive research activity (visiting competitor sites, mentioning alternatives)

#### Alert System

- Example alert: "Customer Acme Corp engagement down 40% over past 2 weeks + 2 negative support tickets filed this week"
  - Actionable suggestions: "Recommend immediate check-in call; common issue detected: slow dashboard performance affecting their use case"
  - Churn prediction score: 0-100 risk score based on weighted signal analysis
-

## 10. Voice of Customer Reports

### Auto-Generated Customer Research

Quarterly and on-demand comprehensive customer intelligence reports.

#### Report Contents

- **Quarterly "State of Customer Feedback" report** with executive summary
  - **Top 10 pain points** with verbatim customer quotes from calls, tickets, and Reddit
  - **Feature request trends:** What's gaining momentum versus declining interest
  - **Sentiment analysis over time:** Tracking whether customer satisfaction is improving or declining
  - **Customer segment breakdown:** How enterprise priorities differ from SMB priorities
- 

## 11. AI-Powered PRD Generator (From Customer Intelligence)

### Write PRDs Based on Actual Customer Voice

Automated Product Requirements Document generation using real customer data.

#### Workflow

1. PM selects feature from prioritized backlog
2. AI generates comprehensive PRD including:
  - **Problem statement:** Derived from actual customer quotes and pain points
  - **User stories:** Extracted from call transcripts and support tickets
  - **Acceptance criteria:** Based on specific functionality customers requested
  - **Edge cases:** Identified from bug reports and complaint patterns
  - **Success metrics:** Defined based on customer pain point resolution

#### Example Output

### Feature: SSO Implementation

- **Problem:** "12 enterprise customers requested SSO capability; 3 deals currently blocked awaiting this feature (includes direct quotes from call transcripts)"
  - **User Stories:** "As an IT admin, I want to enable SAML SSO so that employees can access the platform using their existing company credentials without separate password management"
  - **Acceptance Criteria:** SAML 2.0 support, SCIM provisioning, role mapping, audit logs
- 

## 12. Sentiment Trend Analysis

### Track How Customers Feel Over Time

Longitudinal sentiment tracking across all communication channels.

## Features

- **Sentiment score:** 0-100 aggregate score based on analysis across all channels
  - **Trend visualization:** Weekly and monthly trend charts showing sentiment trajectory
  - **Channel-specific breakdown:** "Reddit sentiment declining, but support ticket sentiment improving"
  - **Alert system:** "Negative sentiment spiked 40% this week due to critical bug in v2.3 release"
- 

## 13. Multi-Language Support

### Global Customer Intelligence

Analyze customer feedback in multiple languages to serve international customer bases.

#### Supported Languages

- English, Spanish, French, German, Portuguese, Japanese, Chinese (Simplified and Traditional)
  - Automatic language detection for incoming feedback
  - Automatic translation to English for unified PM dashboard view
  - Preserves original language version for context verification
- 

## Phase 3: Automation & Scale Features (Months 4-6)

## 14. Customer Interview Scheduler & Guide Generator

### AI-Assisted User Research

Automated user research workflow to clarify ambiguous feedback.

#### Features

- **Smart suggestions:** Recommends which customers to interview based on their feedback patterns and value
  - **Script generation:** Creates interview guides based on unclear or conflicting feature requests
  - Example: "8 customers mentioned 'better reporting' but descriptions vary—here's a customized interview script to clarify specific requirements"
- 

## 15. Roadmap Scenario Planner

### Simulate Impact of Decisions

What-if analysis tool for roadmap planning decisions.

## Capabilities

PM can ask questions like:

- "What if we delay SSO implementation by 2 sprints?"
  - AI simulates impact: "3 enterprise deals at risk (total \$180K ARR), Reddit sentiment likely to decline by 15% based on trending request patterns, 2 customers have mentioned this as blocker for expansion"
  - Shows alternative scenarios with projected customer impact, revenue risk, and sentiment changes
- 

## 16. Auto-Generated Changelog & Release Notes

### Communicate What You Shipped

Automated release communication to close the feedback loop with customers.

#### Workflow

1. When feature marked "Done" in Linear/Jira, system automatically triggers
  2. AI generates release notes including:
    - Customer-friendly feature description (non-technical language)
    - Direct links to original feature requests that inspired it
    - Screenshots or demo videos if provided by team
  3. Auto-notifies all customers who requested or upvoted that feature
  4. Publishes to: feedback portal, Slack announcement channel, email newsletter, in-app notification center
- 

## 17. Integration Marketplace Recommendations

### Suggest Integrations Based on Requests

Data-driven integration roadmap planning.

#### Analysis

- Analyzes customer call transcripts for integration mentions
  - Example output: "18 customers asked about Salesforce integration over past quarter; 12 customers requested Zapier support; 8 customers asked for Slack notifications"
  - Recommendation: "Build Salesforce integration next (highest request volume + \$850K ARR represented + mentioned in 2 closed-lost deals)"
- 

## 18. AI-Powered Product Tour Creator

### Reduce Onboarding Friction

Automated in-app guidance based on actual user confusion patterns.

## Workflow

- Analyzes support tickets and call transcripts to identify common confusion points
  - Example finding: "40% of new users within first week ask 'how do I create a project?' in support tickets"
  - Automatically generates in-app tour highlighting those exact steps
  - Iterates tour content based on ongoing feedback and reduced support ticket volume
- 

## 19. Competitive Battlecard Generator

### Arm Sales Team with Intel

Automated competitive intelligence documentation for sales enablement.

#### Generation Process

- Sources competitive mentions from sales calls, Reddit discussions, and Twitter conversations
  - Generates comprehensive "How to compete against Competitor X" sales enablement document
  - Includes: common objections heard in calls, your key differentiators, pricing comparison, feature parity matrix
  - Updates automatically as new competitive intelligence is captured
- 

## 20. Customer Success Playbook Automation

### Proactive CS Actions Based on Signals

Automated customer success workflow triggers based on risk signals.

#### Trigger Logic

When system detects:

- High-value customer shows engagement decline AND negative support ticket filed
  - Automatically creates CS task: "Reach out to Acme Corp within 24 hours - URGENT"
  - Provides complete context summary: recent issues encountered, outstanding feature requests, competitive threat indicators, recommended talking points
- 

## Technical Architecture

### AI Models Used (Multi-Agent Approach)

- **Data Aggregation & Extraction:** Claude 3.5 Sonnet (optimal for structured data extraction)
- **Sentiment Analysis:** Fine-tuned BERT or GPT-4o mini (fast inference, cost-effective at scale)
- **Summarization:** GPT-4o (executive reports, PRD generation, release notes)
- **Transcription:** Whisper API (meeting audio to text conversion)
- **Social Listening:** Custom NLP pipeline + GPT-4o for contextual understanding
- **Prioritization:** Custom scoring algorithm with GPT-4o for natural language rationale generation

## Data Storage Architecture

- **PostgreSQL:** Structured relational data (customers, requests, tickets, metadata)
- **Pinecone/Weaviate:** Vector database for semantic search and duplicate detection
- **Redis:** Real-time caching layer for dashboard performance
- **S3/R2:** Object storage for transcripts, recordings, and document attachments

## Integration Strategy

- **Zapier/n8n:** Fallback for non-native integrations and long-tail tools
  - **Native APIs:** Direct API integrations for Linear, Jira, Slack, Salesforce, Zendesk, etc.
  - **Webhooks:** Real-time event-driven updates from integrated platforms
  - **OAuth 2.0:** Industry-standard secure authentication for all integrations
- 

## Feature Summary Matrix

Feature	Day 1	Phase 2	Phase 3	Key Benefit
Universal Intelligence Aggregator	✓	-	-	Core value: All customer voice in one place
Meeting Intelligence	✓	-	-	Extract requests from sales/CS calls
Reddit & Social Listening	✓	-	-	Track brand mentions & complaints
AI Feature Scoring	✓	-	-	Prioritize with data, not gut
Feedback Portal	✓	-	-	Direct customer input channel
Integration Hub	✓	-	-	Works with existing tools
Weekly Status Report	✓	-	-	Save 5-10 hours/week
Competitive Intelligence	-	✓	-	Track competitors systematically
Churn Risk Detection	-	✓	-	Predict & prevent customer loss
Voice of Customer Reports	-	✓	-	Quarterly research automation
AI PRD Generator	-	✓	-	Write specs based on customer voice
Sentiment Trend Analysis	-	✓	-	Track mood over time
Multi-Language Support	-	✓	-	Global customer intelligence
Interview Scheduler	-	-	✓	Guided user research
Roadmap Scenario Planner	-	-	✓	Simulate decision impact
Auto-Generated Changelog	-	-	✓	Close the feedback loop
Integration Recommendations	-	-	✓	Build what customers need most
Product Tour Creator	-	-	✓	Reduce onboarding friction

Competitive Battlecards	-	-	✓	Arm sales with intel
CS Playbook Automation	-	-	✓	Proactive customer success

Table 1: Complete feature roadmap with development phases and key benefits

---

## Go-To-Market Strategy

### Positioning

**Tagline:** "The AI Product Manager that listens to every customer conversation"

**Elevator Pitch:** Your customers are talking about your product everywhere—sales calls, support tickets, Reddit, Twitter. But you're only hearing 10% of it. [Product Name] uses AI to monitor every channel, extract feature requests and complaints, and tell you exactly what to build next. It's like having a PM dedicated to customer research 24/7.

### Key Messaging Pillars

- "Never miss a feature request again"
- "Your product roadmap, powered by actual customer voice—not guesses"
- "The only PM tool that listens where your customers actually talk"

### Target Customer Profile

**Primary Persona:** VP Product at Series A/B SaaS Company (50-200 employees)

- **Pain point:** "I don't know what customers REALLY want; feedback is scattered across 10 different tools"
  - **Desired outcome:** "Confident roadmap decisions backed by comprehensive customer data"
  - **Common objection:** "We already use Productboard/Aha!"
  - **Counter-positioning:** "Does Productboard monitor your Reddit mentions or automatically extract feature requests from sales calls?"
- 

## Pricing Strategy

Tier	Price	Key Features
Starter	\$99/month	Reddit + Twitter monitoring, support ticket analysis, 50 meeting transcriptions/month
Pro	\$299/month	Everything in Starter + unlimited meetings, Slack/Zendesk integrations, AI prioritization
Team	\$249/seat/month (min 3 seats)	Everything in Pro + shared intelligence dashboard, CRM sync, custom scoring formulas
Enterprise	Custom (\$500+/seat)	Everything in Team + dedicated channel monitoring, API access, on-premise deployment, SSO

Table 2: Pricing tiers and included features

### Value Justification

"If this tool saves your PM team 10 hours per week on customer research AND prevents just one lost deal per month from missed feature requests, the ROI is 20:1 compared to subscription cost."

---

## Success Metrics

### Product Metrics

- **Intelligence Coverage:** Percentage of customer interactions successfully analyzed (target: 90%+)
- **Extraction Accuracy:** Percentage of AI-extracted requests correctly categorized (target: 85%+)
- **Time Saved:** Hours per week saved per PM on research and reporting (target: 10+ hours)
- **Action Rate:** Percentage of extracted insights that become roadmap items (target: 30%+)

### Business Metrics

- **Feature Request Velocity:** Requests captured per week (benchmark: 50+ for mid-size SaaS)
  - **Customer Satisfaction:** NPS improvement after tool adoption (target: +15 points)
  - **Deal Win Rate:** Increase in sales win rate from competitive intelligence (target: +10%)
  - **Churn Reduction:** Percentage decrease in customer churn from proactive alerts (target: -20%)
-

# Launch Sequence

## Week 1: MVP Validation

- Build landing page focused on "AI that monitors Reddit + customer calls for product feedback"
- Target communities: r/ProductManagement, PM Slack groups, LinkedIn product management groups
- Goal: 100 qualified waitlist signups

## Weeks 2-4: MVP Development

Development priorities:

1. **Priority 1:** Reddit/Twitter social listening engine
2. **Priority 2:** Meeting transcription and intelligence extraction
3. **Priority 3:** Simple unified dashboard showing aggregated insights
4. Deployment: Vercel hosting, test with 5 beta users

## Weeks 5-8: Beta Launch

- Recruit 10 beta customers (free access for 90 days)
- Focus: Series A/B SaaS product managers
- Collect: video testimonials, feature requests, detailed usage analytics

## Month 3: ProductHunt Launch

- Positioning: "The only PM tool that listens to Reddit, Twitter, AND your customer calls"
- Goal: Achieve #1 Product of the Day
- Conversion target: 20% of waitlist converts to paid (\$299/month tier)

## Months 4-6: Feature Expansion

- Add Zendesk/Intercom integration (support ticket analysis)
- Add Slack integration (real-time team alerts and summaries)
- Add CRM sync (Salesforce/HubSpot for customer data enrichment)
- Target milestone: 50 paying customers generating \$15K MRR

---

# Competitive Landscape

## Direct Competitors

- **Productboard:** Manual feedback entry, no social listening
- **Aha!:** Roadmap-focused, limited intelligence gathering
- **Canny:** Feedback portal only, no call analysis or social monitoring
- **UserVoice:** Similar to Canny, limited external intelligence

## Indirect Competitors

- **Social listening tools** (Brandwatch, Sprout Social): Marketing-focused, not built for PM workflows
- **Conversation intelligence** (Gong, Chorus): Sales-focused, not product-centric
- **Project management** (Jira, Linear): Execution-focused, no customer intelligence

## Competitive Advantages

1. First comprehensive external listening platform purpose-built for product managers
2. AI-native architecture from day one (not a bolt-on feature)
3. Action-oriented intelligence with automated prioritization and recommendations
4. Seamless integration with existing PM tech stack (doesn't require tool replacement)

---

## Risk Analysis & Mitigation

### Technical Risks

- **Risk:** API rate limits from Reddit/Twitter
- **Mitigation:** Implement intelligent caching, staggered polling, multi-account rotation
- **Risk:** AI extraction accuracy below 85%
- **Mitigation:** Human-in-the-loop validation during beta, continuous model fine-tuning, confidence scoring

### Business Risks

- **Risk:** Customer adoption friction (reluctance to connect sensitive data)
- **Mitigation:** SOC 2 compliance from day one, granular permission controls, transparent data usage policies
- **Risk:** Competition from incumbents adding similar features
- **Mitigation:** Move fast on MVP, build deep integrations, focus on PM-specific workflow optimization

---

## Next Steps

### Immediate Actions (This Week)

1. Finalize MVP feature scope: Select 3-5 Day 1 features for 4-week sprint
2. Create detailed 4-week sprint plan with daily milestones
3. Set up development environment and core infrastructure
4. Design database schema for intelligence aggregation
5. Begin Reddit API integration and social listening prototype

## 30-Day Milestones

1. Complete MVP with Reddit/Twitter listening + basic dashboard
  2. Recruit 5 beta testers from target customer profile
  3. Gather initial feedback and iterate on core intelligence extraction
  4. Prepare ProductHunt launch materials and waitlist nurture sequence
- 

## References

[1] Chart: AI Product Manager Assistant - Development Roadmap Timeline