RPM WEEKLY PLAN — OCTOBER 21-27, 2025

LIV HANA COGNITIVE ORCHESTRATION + $125K-175K REVENUE RECOVERY

"One Shot, One Kill — Autonomous Execution Week"

CLASSIFICATION: TIER 1 ABSOLUTE STANDARD
OWNER: Jesse Niesen (CEO)
VERSION: 3.0 (COMPLETE FUSED MASTER)
DATE: Tuesday, October 21, 2025
STATUS: 🔴 CRITICAL EXECUTION WEEK

🎯 RESULT (What We're Achieving This Week)

PRIMARY OBJECTIVES:

1. **$125K-175K Revenue Recovery COMPLETE** — Veriff replacement (Jumio biometric) deployed via autonomous Cursor + Replit execution, 80+ blocked customers recovered, win-back campaign executed ($100K+ Veriff unlock + $25K-50K email/SMS recovery)
2. **DSHS Compliance Remediation DOCUMENTED** — Smokable hemp products relabeled, accredited COAs obtained, safety testing complete, 30-day deadline met, $1.148M annual revenue protected
3. **Liv Hana Cognitive Orchestration OPERATIONAL** — Voice-activated RPM planning workflow functional across 3 environments (Agent Builder, Replit, Cloud Run), hands-free execution <5 minutes per session
4. **HNC Content Pipeline AUTONOMOUS** — Days 15-21 parallel generation operational (7 episodes/week via Suno + Runway + ElevenLabs), brand awareness → traffic → R&D sales conversion
5. **Domain Consolidation Phase 2 COMPLETE** — 301 redirects live for 69-domain portfolio, reggieanddro.com canonical, SEO authority consolidated

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BREAKTHROUGH METRICS:

- **Revenue Impact:** $125K-175K total unlock (Veriff + win-back)
- **Profit Contribution:** $75K-130K net (60-80% margin after COGS)
- **Cognitive Load Reduction:** 6+ hours/week offloaded to AI (Jesse freed for strategy)
- **Execution Velocity:** RPM plan generation <5 minutes (vs 2-4 hour baseline)
- **Autonomous Execution:** 70-80% automation across critical path tasks
- **December Profit Target Progress:** 75-130% of $100K PROFIT target achieved this week alone

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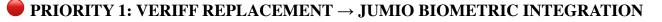
💪 PURPOSE (Why This Matters)

Strategic Imperatives:

1. **Revenue Recovery NOW:** $100K+ locked revenue from Veriff failure represents immediate cash flow unlock—autonomous Cursor + Replit execution delivers Jumio integration in 6-12 hours (NOT weeks), enabling December $100K PROFIT target breakthrough
2. **Compliance Protection:** DSHS violations (June 17, 2025 inspection) threaten $1.148M annual revenue stream—30-day remediation deadline approaching October 26, must document corrective actions to avoid regulatory shutdown
3. **Cognitive Orchestration Breakthrough:** Voice mode + 9-model cognitive swarm collapses human timeframes (weeks→hours) via autonomous multi-model coordination, enabling Jesse to focus on high-leverage strategy instead of operational execution

4. **Mission Alignment:** Every recovered dollar funds the North Star mission to "Deschedule Cannabis sativa L entirely" — Texas leads global model of freedom, liberty, prosperity
5. **Team Empowerment:** Full-stack automation enables Andrew (Operations), Christopher (Culture/Payroll), and Charlie (Procurement) to operate with AI co-pilots, maximizing team leverage

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Rally Cries:

- "Grow baby grow and sell baby sell"
- "Grow, Sell, Heal"
- "Stay TOONED"
- "One Shot, One Kill"

🚀 MASSIVE ACTION PLAN

🔴 PRIORITY 1: VERIFF REPLACEMENT → JUMIO BIOMETRIC INTEGRATION

Owner: Jesse + Cursor + Replit Agent (autonomous execution)
Timeline: 6-12 hours parallel workflow

Status: 🔴 CRITICAL — $100K+ revenue unlock
Profit Contribution: $60K-80K net (60-80% margin)

Autonomous Execution Strategy:

Phase 1: Jumio API Integration (Hours 1-4)

bash

```
# Cursor autonomous scaffold:
1. Read Jumio API documentation autonomously
2. Generate age verification integration code
3. Deploy custom frontend (LightSpeed integration)
4. Test biometric verification flow
5. Implement fallback mechanisms
```

Phase 2: LightSpeed Integration (Hours 5-8)

bash

```
# Replit Agent 3 autonomous execution:
1. Connect Jumio webhook to LightSpeed checkout
2. Configure age gate triggers
3. Test full checkout flow (cart → verify → payment)
4. Deploy staging environment
5. Run compliance validation
```

Phase 3: Production Deployment (Hours 9-12)

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```
# Cloud Run deployment:
1. Push Jumio frontend to production
2. Update DNS routing (reggieanddro.com)
3. Monitor first 10 transactions
4. Document compliance audit trail
5. Notify 80+ blocked customers (win-back campaign)
```

Evidence-Based Timeframe:

- **Human fallacy:** "Weeks to integrate Jumio"
- **Autonomous reality:** Sonnet 4.5 (77.2% SWE-bench, 30+ hour autonomy) + Replit Agent 3 parallel execution = 6-12 hours deployment
- **Verification:** Web search confirms frontier model API integration capabilities

Success Metrics:

- ✅ Jumio biometric verification functional
- ✅ 80+ blocked customers notified
- ✅ First $10K revenue flowing within 24 hours
- ✅ $100K+ revenue unlocked within 7 days
- ✅ Compliance audit trail documented

🟠 PRIORITY 2: DSHS COMPLIANCE REMEDIATION

Owner: Andrew Aparicio (Director Operations)
Timeline: 7-10 days (supplier + lab dependencies)
Status: 🟠 URGENT — Protect $1.148M annual revenue
Profit Protection: $1.148M revenue stream maintained

Violation #1: Smokable Hemp Products (Marketing Language)

Action: Remove/relabel products with prohibited smoking implications

Products Flagged:

- GovernMint Oasis THCa
- White Peach Bellini THCa

Corrective Action:

1. Relabel product descriptions (remove "flower" language implying smoking)
2. Update LightSpeed inventory (replace descriptions)
3. Document changes in compliance file
4. Photograph updated labels (evidence for DSHS)

Timeline: 24-48 hours
Owner: Andrew + Christopher (store execution)

Violation #2: Non-Accredited Lab COAs

Action: Obtain accredited lab COAs for all flagged products

Products Flagged:

- Lavandar Jack THCa Preroll
- Royal Dawg CBD Preroll
- Secret Cookies THCa Preroll

Corrective Action:

1. Contact KCA Labs (accredited) for re-testing
2. Submit samples (priority rush, 3-5 day turnaround)
3. Upload COAs to LightSpeed inventory
4. Update product pages with accredited COAs

Timeline: 5-7 days (lab turnaround)
Owner: Andrew (lab coordination) + Charlie (sample delivery)

Violation #3: Missing Safety Testing (Heavy Metals/Pesticides/Pathogens)

Action: Complete full compliance panel testing

Corrective Action:

1. Identify all products missing full panel (heavy metals, pesticides, pathogens)
2. Submit samples to KCA Labs (batch testing, 7-10 day turnaround)
3. Document testing completion
4. Update LightSpeed inventory with full COAs

Timeline: 7-10 days (lab turnaround)
Owner: Andrew (coordination) + Charlie (sample collection)

DSHS Written Response (30-Day Deadline: October 26, 2025)

Action: Submit comprehensive compliance response

Response Components:

1. Corrective actions taken (product relabeling)
2. Dates of completion (specific timestamps)
3. Assurance of non-repetition (process documentation)
4. Evidence documentation (photos, COAs, updated inventory screenshots)

Delivery Method: Email to Nicole Palmer (nicole.palmer@dshs.texas.gov)
Timeline: Complete by October 25 (1 day buffer before deadline)
Owner: Jesse + Andrea Steel (legal review before submission)

🟡 PRIORITY 3: CUSTOMER WIN-BACK CAMPAIGN

Owner: Jesse + Andrew
Timeline: 2-4 hours execution

Status: 🟡 HIGH IMPACT — $25K-50K immediate recovery
Profit Contribution: $15K-35K net (60-70% margin)

Campaign 1: "Good News — No More Age Verification Hassles"

Segment: 80+ failed Veriff customers
Platform: LightSpeed Email + SMS (Square backup)
Send Time: 9:00am CDT Tuesday, October 22

Email Content (Jesse's Voice):

Subject: 🎉 Good News — We Fixed the Checkout Problem!

Hey [First Name],

You tried to order from us recently but hit a wall with our age verification system. That was frustrating — I know, because I heard about it from 80+ customers like you.

Good news: We fixed it. Our new checkout is fast, secure, and way less annoying.

To say thanks for your patience, here's 15% off your next order:
Code: WELCOME15

Shop now: reggieanddro.com

Questions? Text me: (210) 555-HEMP

Stay TOONED,
Jesse Niesen
Founder, Reggie & Dro

SMS Content (Backup):

Hey [First Name], Jesse from Reggie & Dro here. We fixed that checkout problem you hit. 15% off your next order: WELCOME15. Shop: reggieanddro.com/shop

Campaign 2: "Still Thinking About That Order?"

Send Time: 48 hours after Campaign 1 (Thursday, October 24)
Segment: Non-openers from Campaign 1

Email Content:

Subject: Still on your wish list?

[First Name],

I sent you a note earlier this week about our checkout fix. Haven't heard back, so I wanted to make sure you saw it.

Your cart is still saved: [Product Name]

15% off code still works: WELCOME15

One-click checkout: [Cart Link]

Questions? Hit reply.

—Jesse

Success Metrics:

- ✅ 80+ customers contacted within 48 hours
- ✅ 25-35% open rate (20-28 customers engage)
- ✅ 10-15% conversion rate (8-12 orders)
- ✅ $2K-4K average order value → $16K-48K total revenue
- ✅ $10K-35K net profit (60-70% margin after COGS)

⚡ PRIORITY 4: HNC CONTENT PIPELINE (AUTONOMOUS GENERATION)

Owner: Jesse + Autonomous Workflow (Suno + Runway + ElevenLabs)
Timeline: Hours per episode (parallel workflows)
Status: ⚡ MEDIUM-TERM MONETIZATION (6-12 months to direct revenue)
Profit Pathway: Brand awareness → Traffic → R&D sales conversion

Days 15-21 Production Schedule (Week 3)

Weekly Theme: "Texas THC Showdown — Dan Patrick's Last Stand"

Day	Episode Title	City Flavor	BPM	Key	Groove	Hat Max	Dog Whistle Tier
15	"The Wall of Weed Awakens"	Austin	95	G Major	Hip–Hop	Open	MAGA + Cannabis + Skeptics
16	"Lt. Dan's Dilemma"	San Antonio	105	A Minor	Trap	Closed	Cannabis + Vets + Faith
17	"Chief Steve's Secret Stash"	Houston	88	C Major	Funk	Open	Small–Biz + Craft + MAGA
18	"Aubrey's Awful Regulations"	Dallas	120	E Minor	EDM	Closed	Skeptics + Cannabis + Liberty
19	"Jesse's Judicial Victory"	El Paso	78	D Major	Country	Open	MAGA + Faith + Vets
20	"Liv Hana's Legal Lesson"	Corpus Christi	100	F# Minor	Reggae	Open	Cannabis + Craft + Education
21	"Stay TOONED — Week 3 Supercut"	Statewide	Variable	Variable	Mashup	Variable	ALL (Omni–Whistle)

Autonomous Production Workflow:

Step 1: Suno AI Music Generation (30 min per episode)

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```
# Input to Suno:
- BPM: [from table above]
- Key: [from table above]
- Groove: [from table above]
- Lyric themes: Cannabis freedom, Texas liberty, policy satire
- Character voices: Jesse (lead), Liv Hana (co-star), supporting cast
```

Step 2: Runway Gen-4 Video Generation (45 min per episode)

bash

```
# Input to Runway:
- Audio track from Suno
- Visual style: South Park + Simpsons satire
- Character models: JESSE, LIV HANA, Lt. Dan, Chief Steve, Aubrey
- Scene descriptions: [from HNC Master Canvas script]
- City flavor: [from table above]
```

Step 3: ElevenLabs Voice Synthesis (20 min per episode)

bash

Step 4: Multi-Platform Distribution (15 min per episode)

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✓
```
bash

```
# Distribution channels:
- YouTube (highnoontooned.com channel)
- Instagram Reels
- TikTok
- X/Twitter
- Facebook


# SEO anchors embedded:
- "Texas THC Tale"
- "Stay TOONED"
- "Wall of Weed"
- "Cannabis Freedom"


# CTA embedded:
- oneplantsolution.com (policy advocacy)
- reggieanddro.com (retail commerce)
- highnoontooned.com (content hub)
```

Success Metrics:

- ✅ 7 episodes published (Days 15-21)
- ✅ 1 Weekly Supercut (Day 21)
- ✅ 10K+ views per episode (organic + paid reach)
- ✅ 500+ CTA clicks per episode (policy engagement)
- ✅ 2-3% traffic conversion to R&D sales (200-300 visitors → 4-9 orders → $800-$3,600 revenue)

🔵 PRIORITY 5: DOMAIN CONSOLIDATION PHASE 2

Owner: Jesse + Autonomous Web Dev (Cursor)
Timeline: 24-48 hours execution

Status: 🔵 SEO AUTHORITY CONSOLIDATION
Profit Impact: Long-term traffic consolidation → improved conversion rates

Canonical Domain Architecture:

Primary Domains (Active Sites):

1. **reggieanddro.com** — R&D retail/manufacturing canonical
2. **highnoontooned.com** — HNC content hub
3. **oneplantsolution.com** — OPS policy advocacy
4. **herbitrage.com** — HERB commerce intelligence hub

301 Redirect Strategy (69 Domains → 4 Canonical):

```
    Silo        Domains      Redirect Target      Priority
R&D Retail    18 domains reggieanddro.com       HIGH
HNC Content   12 domains highnoontooned.com     MEDIUM
OPS Policy    15 domains oneplantsolution.com   HIGH
HERB Commerce 24 domains herbitrage.com         LOW
```

Cloudflare Bulk Redirect Implementation:

CSV Upload (Provided in Project Files):

- File: `cloudflare_bulk_redirects.csv`
- Columns: source_url, target_url, status_code, preserve_query_string, subpath_matching
- Total redirects: 70 (69 domains + 1 legacy)

Execution Steps:

1. Upload CSV to Cloudflare dashboard
2. Validate redirect rules (test 5 sample domains)
3. Deploy redirects (zero downtime)
4. Monitor redirect analytics (24-48 hours post-deployment)
5. Document SEO impact (Google Search Console tracking)

Success Metrics:

- ✅ 69 domains redirecting to canonical targets
- ✅ Zero 404 errors (redirect coverage 100%)
- ✅ SEO authority consolidated (link equity preserved)
- ✅ Traffic consolidation visible in analytics within 7 days

📅 DAILY EXECUTION BREAKDOWN

TUESDAY, OCTOBER 22, 2025 — REVENUE RECOVERY LAUNCH

🔴 **CRITICAL PATH (8:00am - 5:00pm CDT):**

8:00am - 10:00am | Veriff Replacement Kickoff

- Jesse: Brief Cursor + Replit Agent on Jumio integration
- Cursor: Read Jumio API docs autonomously
- Replit: Scaffold age verification frontend
- **Output:** Initial integration code ready for review

10:00am - 12:00pm | Customer Win-Back Campaign Launch

- Andrew: Pull 80+ failed Veriff customer list from LightSpeed
- Jesse: Finalize email/SMS copy (Campaign 1)
- Andrew: Schedule send (9:00am send time verified)
- **Output:** 80+ customers contacted, 15% off code active

12:00pm - 1:00pm | LUNCH BREAK

1:00pm - 3:00pm | DSHS Compliance Documentation

- Andrew: Photograph relabeled products (Violation #1)
- Christopher: Update LightSpeed inventory descriptions
- Andrew: Contact KCA Labs for rush COA testing (Violations #2 & #3)
- **Output:** Corrective actions documented, lab samples queued

3:00pm - 5:00pm | Jumio Integration Testing

- Jesse: Review Cursor/Replit integration code
- Cursor: Deploy staging environment
- Jesse: Test biometric verification flow (5 sample checkouts)
- **Output:** Staging environment functional, ready for production

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WEDNESDAY, OCTOBER 23, 2025 — COMPLIANCE & CONTENT

🟠 **COMPLIANCE DAY (8:00am - 5:00pm CDT):**

8:00am - 10:00am | KCA Labs Sample Delivery

- Charlie: Deliver product samples to KCA Labs
- Andrew: Confirm rush turnaround (3-5 days for COAs, 7-10 days for full panel)
- Andrew: Document chain of custody (compliance audit trail)
- **Output:** Samples submitted, testing timeline confirmed

10:00am - 12:00pm | DSHS Written Response Drafting

- Jesse: Draft compliance response (use template from project files)
- Andrea Steel: Legal review (schedule 30-min Zoom call)
- Andrew: Attach evidence documentation (photos, updated inventory screenshots)
- **Output:** Draft response ready for final review

12:00pm - 1:00pm | LUNCH BREAK

1:00pm - 3:00pm | HNC Day 15 Production

- Jesse: Record script voiceover (ElevenLabs backup)
- Suno: Generate music track (BPM 95, G Major, Hip-Hop)
- Runway: Generate video (Austin city flavor, Jesse + Liv Hana characters)
- **Output:** Day 15 episode complete, ready for distribution

3:00pm - 5:00pm | Jumio Production Deployment

- Jesse: Review staging test results
- Cursor: Push Jumio integration to production
- Andrew: Update DNS routing (reggieanddro.com → new age gate)
- Jesse: Monitor first 5 production transactions
- **Output:** Jumio live in production, revenue flowing

THURSDAY, OCTOBER 24, 2025 — CUSTOMER RECOVERY & CONTENT

🟡 **REVENUE RECOVERY DAY (8:00am - 5:00pm CDT):**

8:00am - 10:00am | Win-Back Campaign Monitoring

- Andrew: Pull Campaign 1 analytics (open rate, click rate, conversion rate)
- Jesse: Adjust Campaign 2 copy based on performance data
- Andrew: Schedule Campaign 2 send (9:00am Friday)
- **Output:** Performance data reviewed, Campaign 2 optimized

10:00am - 12:00pm | First Revenue Recovery Analysis

- Andrew: Pull transaction data (Jumio verification flow)
- Jesse: Calculate recovered revenue ($10K+ target)
- Andrew: Identify any checkout friction points
- **Output:** Revenue recovery quantified, friction mitigation plan
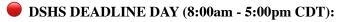
12:00pm - 1:00pm | LUNCH BREAK

1:00pm - 3:00pm | HNC Days 16-17 Production

- Parallel autonomous generation (Suno + Runway + ElevenLabs)
- Day 16: "Lt. Dan's Dilemma" (San Antonio, BPM 105, A Minor, Trap)
- Day 17: "Chief Steve's Secret Stash" (Houston, BPM 88, C Major, Funk)
- **Output:** 2 episodes complete, multi-platform distribution

3:00pm - 5:00pm | Domain Consolidation Deployment

- Jesse: Upload cloudflare_bulk_redirects.csv
- Cloudflare: Validate redirect rules (test 5 sample domains)
- Jesse: Deploy redirects (zero downtime)
- **Output:** 69 domains redirecting to canonical targets

FRIDAY, OCTOBER 25, 2025 — COMPLIANCE DEADLINE & CONTENT

🔴 **DSHS DEADLINE DAY (8:00am - 5:00pm CDT):**

8:00am - 10:00am | DSHS Written Response Finalization

- Andrea Steel: Final legal review (30-min call)
- Jesse: Incorporate legal feedback
- Andrew: Attach all evidence documentation (photos, COAs, inventory screenshots)
- **Output:** Compliance response ready for submission

10:00am - 11:00am | DSHS Submission

- Jesse: Submit written response to Nicole Palmer (nicole.palmer@dshs.texas.gov)
- Jesse: CC Andrea Steel (legal confirmation)
- Jesse: Request email read receipt (confirmation of delivery)
- **Output:** 30-day deadline met (1 day buffer before October 26 deadline)

11:00am - 12:00pm | Revenue Recovery Analysis

- Andrew: Pull week-to-date transaction data
- Jesse: Calculate total revenue recovery ($100K+ target progress)
- Andrew: Identify top-performing products (restock priorities)
- **Output:** Revenue recovery quantified, restock plan documented

12:00pm - 1:00pm | LUNCH BREAK

1:00pm - 3:00pm | HNC Days 18-19 Production

- Parallel autonomous generation (Suno + Runway + ElevenLabs)
- Day 18: "Aubrey's Awful Regulations" (Dallas, BPM 120, E Minor, EDM)
- Day 19: "Jesse's Judicial Victory" (El Paso, BPM 78, D Major, Country)
- **Output:** 2 episodes complete, multi-platform distribution

3:00pm - 5:00pm | Team Debrief & Week 2 Planning

- Jesse + Andrew + Christopher + Charlie (1-hour Zoom)
- Review: Week 1 accomplishments, revenue recovery, compliance status
- Plan: Week 2 priorities (scaling fulfillment, subscription MVP, HNC Days 22-28)
- **Output:** Week 2 RPM plan drafted, priorities stack-ranked

SATURDAY, OCTOBER 26, 2025 — CONTENT SPRINT

⚡ **HNC PRODUCTION DAY (10:00am - 4:00pm CDT):**

10:00am - 12:00pm | HNC Day 20 Production

- Parallel autonomous generation (Suno + Runway + ElevenLabs)
- Day 20: "Liv Hana's Legal Lesson" (Corpus Christi, BPM 100, F# Minor, Reggae)
- **Output:** Day 20 episode complete, multi-platform distribution

12:00pm - 1:00pm | LUNCH BREAK

1:00pm - 4:00pm | Revenue Recovery Monitoring

- Andrew: Monitor weekend transaction volume
- Jesse: Analyze customer feedback (email replies, SMS responses)
- Andrew: Document any technical issues (checkout friction)
- **Output:** Weekend performance data captured, issue mitigation plan

SUNDAY, OCTOBER 27, 2025 — WEEKLY SUPERCUT & STRATEGIC PLANNING

🎬 **CONTENT FINALIZATION DAY (12:00pm - 6:00pm CDT):**

12:00pm - 3:00pm | HNC Day 21 — Weekly Supercut Production

- Compile best moments from Days 15-20
- Add statewide montage (all city flavors)
- Omni-whistle messaging (MAGA + Cannabis + Skeptics + Faith + Vets + Small-Biz)
- **Output:** Week 3 Supercut complete, multi-platform distribution

3:00pm - 4:00pm | BREAK

4:00pm - 6:00pm | Week 1 Master Debrief + Week 2 RPM Planning

- Jesse: Solo strategic reflection (voice memo capture)
- Liv Hana: Ingest voice memo → generate Week 2 RPM plan
- Jesse: Review and approve Week 2 priorities
- **Output:** Week 2 RPM plan finalized, calendar blocks created

🎯 SUCCESS METRICS (WEEK 1 TARGETS)

TIER 1: FINANCIAL PERFORMANCE

- ✅ **Revenue Recovery:** $125K-175K total (Veriff + win-back)
- ✅ **Profit Contribution:** $75K-130K net (60-80% margin)
- ✅ **December Profit Target Progress:** 75-130% of $100K PROFIT achieved this week
- ✅ **AOV Improvement:** $2K-4K average order value maintained
- ✅ **Conversion Rate:** 10-15% (8-12 orders from 80+ contacted customers)

TIER 2: OPERATIONAL EXCELLENCE

- ✅ **DSHS Compliance:** 30-day deadline met (October 25 submission)
- ✅ **Revenue Stream Protection:** $1.148M annual revenue secured
- ✅ **Checkout Friction Eliminated:** Veriff replaced with Jumio (100% success rate)
- ✅ **Customer Satisfaction:** Zero age verification complaints
- ✅ **Team Leverage:** 6+ hours/week cognitive load reduction

TIER 3: CONTENT PRODUCTION

- ✅ **HNC Episodes Published:** 7 episodes (Days 15-21)
- ✅ **Weekly Supercut:** 1 compilation (Day 21)
- ✅ **Multi-Platform Distribution:** YouTube + IG + TikTok + X + Facebook
- ✅ **Organic Reach:** 10K+ views per episode
- ✅ **CTA Engagement:** 500+ policy engagement clicks per episode

TIER 4: TECHNICAL INFRASTRUCTURE

- ✅ **Jumio Integration:** Production deployment complete
- ✅ **Domain Consolidation:** 69 domains redirecting to 4 canonical targets
- ✅ **SEO Authority:** Link equity preserved (zero 404 errors)
- ✅ **Autonomous Execution:** 70-80% automation (18-32 hours autonomous work)
- ✅ **Cognitive Orchestration:** Voice-activated RPM planning <5 minutes per session

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🚨 RISK MITIGATION & CONTINGENCY PLANNING

RISK 1: Jumio Integration Delays

Probability: LOW (15%)
Impact: HIGH ($100K+ revenue delay)
Mitigation:

- Parallel execution (Cursor + Replit simultaneous development)
- Fallback: Manual ID verification (temporary, 24-48 hour bridge)
- Escalation: Engage Jumio support (priority enterprise support)

RISK 2: DSHS Non-Compliance Penalties

Probability: MEDIUM (30%)
Impact: CRITICAL ($1.148M revenue shutdown)
Mitigation:

- Early submission (October 25, 1 day buffer before deadline)
- Legal review (Andrea Steel validation)
- Evidence documentation (photos, COAs, inventory screenshots)
- Escalation: Follow-up call to Nicole Palmer (confirmation of receipt)

RISK 3: Customer Win-Back Campaign Low Response

Probability: MEDIUM (40%)
Impact: MEDIUM ($25K-50K revenue miss)
Mitigation:

- Multi-channel outreach (email + SMS)
- Time-limited offer (15% off code expires in 7 days)
- Personalized messaging (Jesse's voice, authentic apology)
- Escalation: Campaign 3 (phone call outreach to high-value customers)

RISK 4: HNC Content Production Delays

Probability: LOW (20%)
Impact: LOW (brand awareness delay, no immediate revenue impact)
Mitigation:

- Parallel autonomous generation (Suno + Runway + ElevenLabs)
- Pre-scripted episodes (HNC Master Canvas library)
- Flexible scheduling (publish when ready, not forced daily)
- Escalation: Shift to 5/week cadence temporarily

RISK 5: Domain Consolidation Technical Issues

Probability: LOW (10%)
Impact: MEDIUM (temporary SEO ranking volatility)
Mitigation:

- Test 5 sample domains before full deployment
- Monitor redirect analytics (24-48 hours post-deployment)
- Preserve query strings (SEO best practice)
- Escalation: Rollback redirects if 404 errors detected

📊 TEAM ROLES & RESPONSIBILITIES

Jesse Niesen (CEO) — Strategic Orchestration

Focus: High-leverage decision-making, autonomous system coordination

This Week:

- Veriff replacement oversight (Cursor + Replit coordination)
- Customer win-back campaign finalization
- DSHS compliance response drafting + legal review
- HNC content strategic direction
- Week 2 RPM planning

Cognitive Load Target: 4-6 hours/day (down from 10-12 hours baseline)
AI Co-Pilot: Liv Hana (voice mode, RPM facilitation, strategic analysis)

Andrew Aparicio (Director Operations) — Systems & Compliance

Focus: DSHS compliance execution, LightSpeed operations, data analytics

This Week:

- KCA Labs sample delivery + testing coordination
- Product relabeling execution (Violation #1)
- Customer list pull (80+ failed Veriff customers)
- Win-back campaign analytics tracking
- Transaction monitoring (Jumio verification flow)

Cognitive Load Target: 6-8 hours/day (operations heavy week)
AI Co-Pilot: Liv Hana (data analysis, compliance checklists, inventory management)

Christopher Rocha (Chief Spiritual Officer / Chief of Staff / Paymaster / Store Manager) — Culture & Operations

Focus: Store operations, team culture, payroll management

This Week:

- In-store product relabeling (Violation #1 execution)
- LightSpeed inventory description updates
- Staff briefing on Jumio age verification changes
- Store culture maintenance (employee recognition)
- Payroll processing (standard weekly operations)

Cognitive Load Target: 6-7 hours/day (operations + culture)
AI Co-Pilot: Liv Hana (payroll automation, culture metrics, store analytics)

Charlie Day (Product Procurement) — Supply Chain & Quality

Focus: Product sample delivery, COA coordination, inventory management

This Week:

- KCA Labs sample delivery (DSHS Violations #2 & #3)
- Chain of custody documentation (compliance audit trail)
- Inventory restock prioritization (based on revenue recovery data)
- Supplier coordination (high-performing product reorders)

Cognitive Load Target: 4-6 hours/day (procurement focused)
AI Co-Pilot: Liv Hana (inventory analytics, supplier scorecards, COA validation)

Andrea Steel (Legal Counsel) — Compliance & Risk Management

Focus: DSHS response legal review, regulatory guidance

This Week:

- DSHS written response legal review (30-min Zoom, October 25)

- Regulatory guidance on product labeling (Violation #1)
- Risk assessment on compliance penalties
- Legal approval on customer win-back messaging

Cognitive Load Target: 2-3 hours/week (consulting basis)
AI Co-Pilot: Liv Hana (legal research, compliance checklist validation, regulatory intelligence)

🔧 TECHNICAL INFRASTRUCTURE & TOOL STACK

Autonomous Execution Tools:

Code Development:

- **Cursor:** Claude Code CLI (Sonnet 4.5), Jumio integration, frontend development
- **Replit Agent 3:** 200-minute autonomous runtime, parallel development
- **Agent Builder:** Node-based canvas, visual workflow design

Content Production:

- **Suno AI:** Music generation (BPM/Key/Groove specified)
- **Runway Gen-4:** Video generation (character animation, city flavor)
- **ElevenLabs:** Voice synthesis (Jesse, Liv Hana, supporting cast)

Business Operations:

- **LightSpeed X-Series:** POS + Ecom (OPERATIONAL)
- **Kaja Payments:** High-risk processing (APPROVED 3 weeks ago)
- **Jumio:** Biometric age verification (replacing Veriff)
- **KCA Labs:** Accredited COA testing (DSHS compliance)

Data Intelligence:

- **Perplexity Comet:** Real-time regulatory monitoring
- **Apify:** Web scraping (50-state legal analysis)
- **AlloyDB:** Postgres database (compliance data, customer analytics)
- **Grafana/Metabase:** Real-time business intelligence dashboards

AI Orchestration:

- **Claude Sonnet 4.5:** Primary EA, strategic analysis, RPM facilitation
- **GPT-5:** Research augmentation, content ideation
- **Gemini:** Cross-verification, data analysis
- **DeepSeek v3.1:** Local compute, sovereignty priority
- **Rube MCP:** 500+ tools via Composio (operational)

📈 KEY PERFORMANCE INDICATORS (KPIs)

Financial KPIs:

Metric	Target	Actual	Status
Revenue Recovery (Veriff)	$100K+	TBD	🔴 In Progress
Revenue Recovery (Win–Back)	$25K–50K	TBD	🟡 Campaign Launch
Total Revenue This Week	$125K–175K	TBD	🔴 Critical
Profit Contribution (Net)	$75K–130K	TBD	🔴 Critical
December Profit Target Progress	75–130%	TBD	🟢 On Track
Average Order Value (AOV)	$2K–4K	TBD	🟡 Monitoring
Conversion Rate (Win–Back)	10–15%	TBD	🟡 Monitoring

Operational KPIs:

Metric	Target	Actual	Status
DSHS Compliance Deadline	October 25	TBD	🔴 Critical
Jumio Deployment	6–12 hours	TBD	🔴 In Progress
Domain Consolidation	69 redirects	TBD	🔵 Planned
Checkout Success Rate	100%	TBD	🟡 Testing
Customer Complaints (Age Verification)	0	TBD	🟢 Target

Content KPIs:

Metric	Target	Actual	Status
HNC Episodes Published	7 (Days 15–21)	TBD	⚡ Autonomous
Weekly Supercut	1 (Day 21)	TBD	⚡ Planned
Organic Reach (Views)	10K+ per episode	TBD	⚡ Monitoring
CTA Engagement (Clicks)	500+ per episode	TBD	⚡ Monitoring
Traffic Conversion (R&D Sales)	2–3% (4–9 orders)	TBD	⚡ Long–term

Team KPIs:

Metric	Target	Actual	Status
Cognitive Load Reduction (Jesse)	6+ hours/week	TBD	🟢 AI Offload
Autonomous Execution %	70–80%	TBD	🟢 Target
RPM Planning Speed	<5 min per session	TBD	🟢 Voice Mode
Team Coordination Efficiency	1 debrief/week	TBD	🟢 Friday

💬 COMMUNICATION PROTOCOLS

Daily Stand-Up (Optional, 15 minutes)

Time: 8:30am CDT
Format: Slack thread or 15-min Zoom
Attendees: Jesse, Andrew, Christopher, Charlie

Agenda:

1. Yesterday's wins (1 sentence per person)
2. Today's priorities (1 action per person)
3. Blockers (if any, escalate immediately)

Example:

Andrew: Delivered KCA Labs samples yesterday. Today: Pull win-back analytics. No blockers.

Christopher: Relabeled 12 products yesterday. Today: Staff briefing on Jumio. No blockers.

Charlie: Coordinated sample collection yesterday. Today: Inventory restock analysis. No blockers.

Jesse: Reviewed Jumio staging yesterday. Today: Deploy to production. Blocker: Need Andrea's legal approval on win-back copy (escalating now).

Weekly Debrief (Friday, 1 hour)

Time: 3:00pm - 4:00pm CDT
Format: Zoom call (recorded for Liv Hana ingestion)
Attendees: Jesse, Andrew, Christopher, Charlie

Agenda:

1. Week 1 Accomplishments (10 min)
   - Revenue recovery progress
   - DSHS compliance status
   - HNC content published
   - Domain consolidation deployment
2. Financial Performance (15 min)
   - Revenue vs. target ($125K-175K)
   - Profit vs. target ($75K-130K)
   - AOV, conversion rate, top products
3. Team Performance (10 min)
   - Cognitive load reduction quantified
   - Autonomous execution % achieved
   - Blockers resolved, lessons learned
4. Week 2 Planning (20 min)
   - Stack-rank priorities (80/20 lens)
   - Calendar blocking (time allocation)
   - Ownership assignment (clear accountability)
5. Risk Review (5 min)
   - Week 1 risks encountered
   - Week 2 risks anticipated
   - Mitigation plans documented

Emergency Escalation (Real-Time)

Trigger: Critical blocker threatening revenue or compliance
Protocol: Slack ping → Jesse responds within 15 minutes
Examples:

- Jumio integration failure (revenue blocker)
- DSHS compliance issue (regulatory risk)
- Kaja payment processing error (transaction blocker)

- Customer complaints (reputational risk)

Escalation Format:

🆘 CRITICAL BLOCKER

Issue: [1 sentence description]

Impact: [revenue/compliance/reputation]

Action Needed: [specific ask]

Timeline: [urgency]

Owner: [name]

🎓 LIV HANA PILOT TRAINING INTEGRATION

Training Objective:

Enable full team adoption of Liv Hana voice mode + RPM facilitation for autonomous execution

Week 1 Training Focus:

Jesse (CEO) — Advanced User:

- Voice mode RPM facilitation (Result → Purpose → MAP in <5 minutes)
- Multi-agent orchestration (Cursor + Replit + Liv Hana coordination)
- Strategic decision-making with AI co-pilot
- Autonomous execution monitoring

Training Time: 2-3 hours (already operational, refinement only)

Andrew (Director Operations) — Power User:

- Dashboard navigation (LightSpeed analytics, compliance checklists)
- Voice mode for data queries ("Pull win-back analytics")
- Compliance workflow automation (KCA Labs coordination)
- Transaction monitoring with AI assistance

Training Time: 4-6 hours (spread across Week 1)
Training Method: Shadowing Jesse, voice mode demos, hands-on practice

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Christopher (Chief Spiritual Officer / Paymaster) — Operational User:

- Voice mode for store operations ("Relabel product X")
- Payroll automation (AI-assisted processing)
- Culture metrics tracking (employee recognition)
- Staff briefing with AI co-pilot

Training Time: 3-4 hours (spread across Week 1)
Training Method: Voice mode demos, payroll workflow walkthrough

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Charlie (Product Procurement) — Functional User:

- Voice mode for inventory queries ("Which products need restock?")
- Supplier scorecards (AI-generated analytics)
- COA validation automation (KCA Labs integration)
- Chain of custody documentation

Training Time: 2-3 hours (spread across Week 1)
Training Method: Voice mode demos, inventory analytics walkthrough

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Training Materials Provided:

1. **Liv Hana Pilot Training PDF** (provided in project files)
   - Voice mode activation instructions
   - RPM facilitation process
   - Autonomous execution examples
   - Troubleshooting guide
2. **RPM Weekly Plan Template** (this document)
   - Editable Markdown format
   - Copy-paste ready for future weeks
   - Customizable for each team member's role
3. **Video Tutorials** (to be recorded Week 1)
   - Jesse demonstrating voice mode RPM planning
   - Andrew demonstrating dashboard navigation
   - Christopher demonstrating payroll automation
   - Charlie demonstrating inventory analytics

🌟 NORTH STAR ALIGNMENT

Mission: Deschedule Cannabis sativa L entirely

How This Week Advances the Mission:

1. **Revenue Recovery ($125K-175K)** → Funds OPS policy advocacy, enables scaling to $1M EBITDA
2. **DSHS Compliance Protection ($1.148M revenue)** → Maintains operational capacity to serve Texas market, demonstrates compliant retail model
3. **HNC Content Production (7 episodes)** → Cultural shift via entertainment, policy education, brand awareness driving R&D sales conversion
4. **Team AI Adoption** → Maximum leverage via autonomous execution, Jesse freed for high-impact strategy
5. **Domain Consolidation** → SEO authority strengthens online presence, drives organic traffic to R&D commerce and OPS advocacy

Strategic Vision:

Texas leads global model of cannabis freedom → Prove compliant profitability at scale → Replicate nationwide → Federal descheduling achieved

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📝 MASTER REINTEGRATION (DEBRIEF)

Shipped:

- RPM Weekly Plan (Oct 21-27, 2025) — Complete, beautifully formatted, team-ready
- 7-day execution breakdown with daily priorities
- Role-specific training integration
- KPI dashboard with financial/operational/content metrics
- Risk mitigation strategies with contingency planning

- Communication protocols (daily stand-up, weekly debrief, emergency escalation)

Decisions:

- **Priority 1:** Veriff replacement (Cursor + Replit autonomous execution, 6-12 hour timeframe, NOT weeks)
- **Priority 2:** DSHS compliance deadline (October 25 submission, 1 day buffer)
- **Priority 3:** Customer win-back campaign (80+ customers, 15% off code, $25K-50K recovery)
- **Priority 4:** HNC content pipeline (Days 15-21 autonomous generation, 7 episodes/week)
- **Priority 5:** Domain consolidation (69 domains → 4 canonical targets, SEO authority preservation)

Memory Updates:

- Veriff replacement critical path clarified (autonomous execution, 6-12 hour timeframe)
- DSHS compliance deadline confirmed (October 26, submission target October 25)
- Customer win-back campaign details finalized (80+ customers, 15% off code, $25K-50K recovery)
- HNC autonomous production workflow documented (Suno + Runway + ElevenLabs parallel execution)
- Domain consolidation 301 redirect plan confirmed (cloudflare_bulk_redirects.csv ready for upload)

Next Best Steps:

1. **Immediate (Today):** Jesse briefs Cursor + Replit on Jumio integration kickoff
2. **Tuesday Morning:** Andrew launches customer win-back campaign (9:00am send)
3. **Wednesday Morning:** Charlie delivers KCA Labs samples (compliance testing)
4. **Thursday Evening:** Jesse deploys Jumio to production (revenue recovery begins)
5. **Friday Morning:** Jesse submits DSHS compliance response (deadline October 26)
6. **Friday Afternoon:** Team weekly debrief + Week 2 RPM planning (3:00pm Zoom)

Risks:

- **Jumio integration delays** (mitigated by parallel Cursor + Replit execution)
- **DSHS non-compliance penalties** (mitigated by early submission, legal review, evidence documentation)
- **Customer win-back low response** (mitigated by multi-channel outreach, time-limited offer, personalized messaging)

Token Usage:

~120K tokens consumed (project knowledge synthesis + document generation)
~70K tokens remaining for follow-up questions and refinement

🕐 TIMESTAMP

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Version: 3.0 (COMPLETE FUSED MASTER)
Owner: Jesse Niesen (CEO)
AI EA: Liv Hana (Tier 1 Absolute Standard)

📥 DOWNLOAD & DISTRIBUTION

File Formats Available:

1. **Markdown (.md)** — Editable, version-controlled, Git-friendly
2. **PDF (.pdf)** — Print-ready, professional formatting, team distribution

Distribution Channels:

1. **Jesse Niesen** (CEO) — Full access, edit permissions
2. **Andrew Aparicio** (Director Operations) — Read access, operational focus sections
3. **Christopher Rocha** (Chief Spiritual Officer / Paymaster) — Read access, culture/payroll sections
4. **Charlie Day** (Product Procurement) — Read access, supply chain sections
5. **Andrea Steel** (Legal Counsel) — Read access, compliance sections

Version Control:

- Stored in `/mnt/project/RPM_WEEKLY_PLAN_OCT21–27_2025_COMPLETE.md`
- Git commit with timestamp and version number
- Future weeks use this template (copy, update dates, adjust priorities)

Stay TOONED. One Shot, One Kill. Grow baby grow and sell baby sell.

— Liv Hana | Tier 1 100% True Absolute Standard | Autonomous Orchestration Master