

Agensium Phase 3: Implementation Tasks

1. Core Feature: Holdout Control Group Planner (FREE)

Objective: Build a standalone, mathematical calculator as the primary lead magnet.

1.1 Statistical Logic Engine

- [] **Task:** Implement the base sample size formula (n) using Z-scores for Alpha (Confidence: 90/95/99%) and Beta (Power: 80/90%).
- [] **Task:** Implement the **Imbalance Factor** logic to adjust N for non-50/50 holdout splits.
- [] **Task:** Build the financial model for **Holdout Cost** ($HoldoutUsers \times (p_1 \times (Lift/100)) \times Value$).
- [] **Task:** Implement Global Aggregation:
 - Sum of all Segment N values.
 - **Max Duration** (identify the bottleneck segment).
 - Total Holdout Cost.

1.2 Interactive UI/UX

- [] **Task:** Create the **Multi-Segment Dashboard** allowing users to add/remove up to 10 segments.
- [] **Task:** Implement real-time "Planning Insights" (e.g., Identifying which segment is the duration bottleneck).
- [] **Task:** Add "Under-powered" warning labels if $HoldoutUsers < n$.
- [] **Task:** Design the "Free Feature" badge for the header.

2. Platform Restructuring & Gating

Objective: Transform the site into an Agentic Marketplace and hide transactional components until SOC2 compliance.

2.1 Auth & Payment Lockdown

- [] **Task:** Remove all `Login`, `Sign-up`, and `Profile` routes/buttons from the navigation.
- [] **Task:** Remove the `Pricing` and `Billing` sections from the UI.
- [] **Task:** Implement the **Lead Capture Modal** on the "Run Agent" buttons for all restricted tools (Master, Clean, Profile, etc.).

3. SEO & Tool Landing Pages

Objective: Create separate high-conversion URLs for every agentic tool.

- ☐ **Task:** Implement dynamic routing for `/tools/[tool-slug]` .
- ☐ **Task:** Build unique landing page templates for:
 - `/tools/master-data-management`
 - `/tools/synthetic-control`
 - `/tools/market-basket`
 - `/tools/customer-segmentation`
 - `/tools/holdout-planner` etc

4. Homepage "App Factory" Overhaul

Objective: Pivot messaging from "SaaS Tool" to "Custom Agentic App Builder."

4.1 Monetization & Developer CTAs

- ☐ **Task:** Implement **Card A (Marketplace):** "Got an idea? Publish it to the Marketplace and Get Paid."
- ☐ **Task:** Implement **Card B (Developers):** "Developer-First Integration. Use the APIs instead — click here."
- ☐ **Task:** Integrate the "Build My App" lead-gen form (Capture: Name, Email, Budget, Use Case).

4.2 Visual Refresh

- ☐ **Task:** Update the Logo to the new "Agensium" brand mark.
- ☐ **Task:** Implement the "Interactive Showcase" mode using dummy data (Hardware/Grocery datasets) for the restricted tool views.
- ☐ **Task:** Prepare placeholders for the "Bait" video integration in the hero section.