

Low-Code Platform Vision Document

(Internal)

Project Code: LCP-2027

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Goal: Define the strategic justification and high-level scope for developing a Low-Code Workflow Automation Platform (LCP).

1. Strategic Imperative (The Why)

NexaCore's current platform is designed for IT professionals. To unlock the mid-market and empower departmental "citizen developers" (e.g., Finance Controllers, HR Managers), we must lower the barrier to entry. A Low-Code Platform (LCP) will significantly expand our Total Addressable Market (TAM) and future-proof our platform against emerging low-code competitors.

2. Target Persona and Value Proposition

- **Primary Persona:** Citizen Developer (Non-technical Manager).
- **Problem:** These users cannot utilize our API-centric workflow editor but need immediate, simple automation for repetitive, internal tasks.
- **Value Proposition:** "Empowering departmental managers to build compliant, AI-enhanced automation in minutes, not weeks."

3. High-Level Scope (The What)

3.1 Interface

- **Core Feature:** Drag-and-drop visual canvas for workflow construction (similar to a flowchart editor).
- **Component Library:** Pre-built, non-customizable components for common tasks (e.g., 'Email Sender', 'Data Validator', 'Approval Request').

3.2 AI Integration

- The LCP must expose simplified versions of the core NexaCore AI blocks (e.g., 'Categorize Text') without requiring users to define models or training data.
- The LCP must enforce internal security and compliance rules automatically (e.g., blocking access to sensitive client databases).

3.3 Infrastructure

- LCP workflows must run on the existing core **Workflow Engine** to leverage current scaling and reliability investments.

- Requires a new API layer to translate the visual workflow definition into the existing JSON workflow format.

4. Financial and Timeline Outlook

- **Initial R&D (PoC):** Q2 2026 (Focus on canvas stability and drag-and-drop feasibility).
- **Target Launch (MVP):** Q4 2027 (Major product announcement).
- **Expected ROI:** Opens up a new \$[Amount] revenue stream from mid-market customers within 3 years of launch.