# The Wheel – Functional Product Guide

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## Overview The Functional Product Guide outlines the key features, behaviors, and user interactions across The Wheel platform. It is designed to align product, design, and engineering teams around a shared understanding of how the system works, focusing especially on the Journey System and its integration with other hubs.

## 1. Journey System

### 1.1 Core Concepts  
- \*\*Phases\*\*: High-level sections like Ideation, MVP Build, GTM, Scaling.  
- \*\*Stages\*\*: Specific domains within phases—e.g. Product Design, Fundraising, Legal.  
- \*\*Milestones & Tasks\*\*: Trackable goals and execution items within each stage.  
- \*\*Customization\*\*: Users can add/edit/remove items and restructure their journey dynamically.

### 1.2 Key Features  
- Visual roadmap with percent-complete indicators  
- Smart suggestions from AI Cofounder based on stage, behavior, and signals  
- Role-aware experience (Founder, Vendor, Advisor)  
- Assignments, deadlines, notifications, and dependencies  
- Context-aware task sidebars with templates, vendors, notes, and links  
- Dynamic reordering and alternate paths (e.g. skipping fundraising)

## 2. Knowledge Hub (Library) - Structured templates, guides, and tutorials - Tagged by domain, difficulty, stage, and type - Integrated into Journey task sidebars - Template instantiation with versioning support - Rating and feedback for resources

## 3. AI Cofounder - Provides proactive suggestions at each journey stage - Risk detection (e.g., overdue dependencies, skipped tasks) - Document co-editing (e.g., pitch decks, product specs) - Decision modeling: pros/cons analysis, scenario evaluation - Learns from aggregate anonymized patterns across startups

## 4. Tool Selection Engine - Tool recommendations based on company type, stack, and stage - Embedded comparison tables and evaluation criteria - "Add to Stack" and "Request Vendor" functions - Push to Marketplace for sourcing

## 5. Community Hub - Join or create groups by role, stage, or domain - Threaded discussion, tagging, and notifications - Peer-matching for accountability or advisory - Contributor metrics and light reputation model

## 6. Marketplace - Discover vetted providers by task type (legal, design, growth, etc.) - Create and manage RFPs - Compare proposals and track engagement milestones - Stripe escrow integration and milestone payout - Ratings and reviews after engagements

## 7. Tech Hub - Starter codebases organized by stack and use case - Infra-as-code templates and cloud deployment flows - AI-powered build assistants for early MVP - GitHub sync and deployment wizards

## 8. Integrations & Extensibility - OAuth and data sync for: - CRMs - Cloud storage - Source control - Calendars - Unified notifications dashboard - Plugin architecture (forthcoming) - Public API and developer extensions (Phase 4)