

# Vibe Entrepreneurship: Work Summary

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**Prepared for:** Director Review **Date:** December 2025 **Author:** Agueda Schwartz

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## Overview

This document summarizes the work completed on the Vibe Entrepreneurship project, including research outputs, infrastructure established, and AI-assisted workflows developed to accelerate delivery.

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## Project Status

Phase	Status	Timeline
Discovery (Current)	Sprint 2 in progress	Dec 2-12, 2025
Gate 1: Foundation Complete	Upcoming	Jan 15, 2026
Gate 2: Prototype Ready	Planned	Mar 12, 2026
Gate 3: Pilot Complete	Planned	Apr 30, 2026

**Current Sprint Status:** Green 

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## Work Completed

### Phase 1: Research & Strategic Recommendation (Oct-Nov 2025)

**Landscape Analysis** - Completed 2 drafts of comprehensive market analysis - Analyzed 50+ sources (government, academic, industry, nonprofit) - Key finding: Analysis of 33+ organizations serving underserved entrepreneurs revealed ZERO currently serve “Rising Talent” as we’ve defined it - Deliverables: - VE: Landscape Analysis Draft 1 (AI as complete business team positioning) - VE: Landscape Analysis Draft 2 (Rising Talent focus, technology access, pathway comparisons) - VE: Programs Supporting Underserved Entrepreneurs (competitive analysis)

**Primary Research** - Designed and deployed student survey - 212 responses collected and analyzed - Key finding: 73.6% have business ideas, strong interest in AI-partnered entrepreneurship

**Strategic Recommendation** - Identified strategic tension between educational vs. operational product direction - Reconciled conflicting data (survey suggested educational; market suggested operational) - Developed phased hybrid strategy recommendation - Presented to CEO and Research Director

## Sprint 1 Accomplishments (Nov-Dec 2025)

- User Research Strategy + Recruitment Strategy completed
- Inventory of 10,000+ documents from Quatere analyzed
- Initial analysis of foundational (MOKR) documents
- Kick-off meeting with Ken completed
- Asana and Drive structures established

## Sprint 2 In Progress (Dec 2-12, 2025)

Task	Owner	Due
User research strategy finalized	Angela Lankford	Dec 12
Next priority documents identified from ~9,900	Agueda Schwartz	Dec 12
Clear definition: “Underserved” vs “Rising Talent”	Team	Dec 12
Claude Skills: Document inventory generator	Brendan	Dec 12
Claude Skills: YouTube transcript extraction	Brendan	Dec 12
Interview strategy for participants/facilitators	Team	Dec 12

## Infrastructure Established

### Google Drive Structure

Organized project folder with:

**Core Project Documents (7 active docs):** - VE: 0 PROJECT READ ME - Navigation hub - VE: 1 Project Brief - Step 1 - Comprehensive project definition - VE: 2 Team Working Agreement - Principles and norms - VE: 3 Sprint Planning & Review - Agile tracking - VE: 4 Meeting Notes - Decision record - VE: 5 Parking Lot - Quick capture - VE: 6 Leadership Briefs - Status reports for Jason/Betheny

**Research Documents:** - VE: Claude Project Instructions - AI assistant methodology - VE: Landscape Analysis (2 drafts) - VE: Programs Supporting Underserved Entrepreneurs

**Workstream Folders:** - WS1: Methodology Analysis, Sprint 1, Data, Observations Analysis - WS2: User Research, Sprint 2 - Supporting Docs

## Asana Structure

**Two projects configured:** 1. **Vibe Entrepreneurship - Discovery** (Active) - Sprint-based task management - Clear ownership and due dates - Milestone tracking (Gates 1-3)

2. **Vibe Entrepreneurship** (Original/Reference)
- Historical context and initial scoping

## Working with Claude: A Partnership Model

I've developed a systematic partnership with Claude that divides responsibilities between two modes:

**Claude AI = Project Manager | Claude Code = Research Assistant**

This isn't ad-hoc prompting—it's a structured collaboration where each mode has clear responsibilities that complement my work as Product Lead.

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### Claude AI as Project Manager

Claude AI (via claude.ai with MCP integrations) handles project coordination and information synthesis across tools.

#### What Claude AI Does:

Responsibility	Example from Vibe
<b>Cross-system visibility</b>	Queries Asana + Drive simultaneously to generate status updates
<b>Task creation &amp; tracking</b>	Creates tasks directly in Asana Knowledge Base with proper categorization
<b>Progress reporting</b>	Generates leadership briefs by pulling completed tasks and deliverables
<b>Meeting preparation</b>	Synthesizes relevant documents before stakeholder meetings
<b>Decision support</b>	Frames strategic tensions with evidence from multiple sources

**Concrete Example - Weekly Status:** Instead of manually checking Asana and Drive, I prompt Claude AI: > "Review my Vibe project in Asana and Drive. What was completed this week? What's blocked? Generate a leadership brief."

Claude AI pulls from both systems and produces a draft status report in minutes.

**Concrete Example - Strategic Recommendation:** When survey data (educational focus) conflicted with market analysis (operational opportunity), Claude AI helped synthesize: > “Both data sources are valid—they measure different journey stages. Survey captures where users ARE; landscape reveals where the market IS GOING.”

This led to the phased hybrid strategy that achieved executive buy-in.

Claude Code as Research Assistant

Claude Code (this instance) handles document analysis, research synthesis, and systematic documentation.

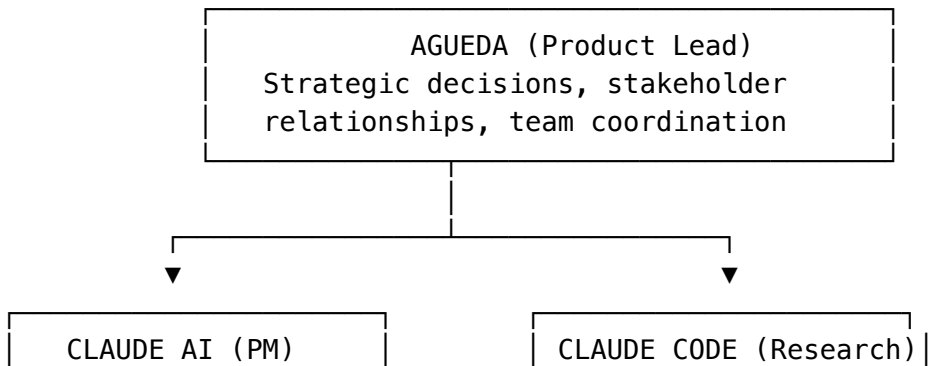
What Claude Code Does:

Responsibility	Example from Vibe
Large-scale document analysis	Processing 10,000+ Quatere documents for inventory and prioritization
Research synthesis	Landscape analysis with 50+ sources, cross-verified statistics
Methodology documentation	This portfolio—systematic capture of workflows and learnings
Evidence compilation	Competitive analysis of 33+ organizations with structured comparison
Report generation	This director summary, compiled from multiple sources

**Concrete Example - Landscape Analysis:** Claude Code conducted systematic research: - 10-15 targeted searches across government, academic, industry, nonprofit sources - 50+ sources analyzed with recency bias (90% from 2023-2025) - Key finding surfaced: Zero of 33+ organizations serve Rising Talent as defined - Output: Citation-backed, presentation-ready analysis in hours vs. weeks

**Concrete Example - Document Inventory:** Sprint 1 required analyzing 10,000+ documents from Quatere: - Claude Code created inventory and categorization framework - Identified foundational MOKR documents for priority analysis - Enabled systematic prioritization of remaining ~9,900 documents

The Partnership in Practice



- Cross-system queries
- Task management
- Status reporting
- Decision framing

Connected to:  
Asana, Drive, Notion

- Document analysis
- Research synthesis
- Evidence compilation
- Methodology docs

Works with:  
Local files, PDFs,  
large document sets

**What stays with me:** - Final decisions and judgment calls - Stakeholder relationships and organizational navigation - Team leadership and cross-functional coordination - Quality validation of all outputs

Results of This Partnership

Metric	Outcome
Landscape analysis time	Hours instead of weeks
Document inventory	10,000+ docs systematically processed
Research quality	50+ sources, 100% citation rate
Strategic synthesis	Conflicting data → Actionable recommendation
Executive communication	Decision-ready outputs, CEO buy-in achieved

Scaling to the Team

The **Claude Project Instructions** document in Drive codifies this approach for the team, including: - Methodology adaptation framework for Rising Talent constraints - Standard prompts for common tasks - Quality validation requirements

**Claude Skills in development** (Brendan): - Document inventory generator - YouTube transcript extraction

This enables consistent AI-assisted work across the project, not just for my tasks.

Team

Name	Role
Agueda Schwartz	PM
Angela Lankford	LXD
Brendan Veranth	Engineer
Matt Kitt	UX/UI

Name	Role
Matthew Paxman	Original Project Owner
Amy Jo Yates	Stakeholder

## Key Deliverables Summary

Deliverable	Location	Status
Landscape Analysis (2 drafts)	Google Drive	Complete
Competitive Analysis (33+ orgs)	Google Drive	Complete
Student Survey (212 responses)	Google Drive	Complete
Project Brief	Google Drive	Complete
Team Working Agreement	Google Drive	Complete
Sprint Planning System	Google Drive + Asana	Active
Leadership Brief Template	Google Drive	Active
Claude Project Instructions	Google Drive	Complete
Document Inventory (10K+ docs)	Google Drive	In Progress

## Next Milestones

- Sprint 2 Close** - Dec 12, 2025
  - User research strategy finalized
  - Document prioritization framework complete
  - Rising Talent definition clarified
- Gate 1: Foundation Complete** - Jan 15, 2026
- Gate 2: Prototype Ready** - Mar 12, 2026
- Gate 3: Pilot Complete** - Apr 30, 2026

*Summary compiled from Asana project data, Google Drive documents, and Claude Code documentation.*