

Vibe Entrepreneurship: Work Summary

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

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.

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 

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.

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
Cross-system visibility	Queries Asana + Drive simultaneously to generate status updates
Task creation & tracking	Creates tasks directly in Asana Knowledge Base with proper categorization
Progress reporting	Generates leadership briefs by pulling completed tasks and deliverables
Meeting preparation	Synthesizes relevant documents before stakeholder meetings
Decision support	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.

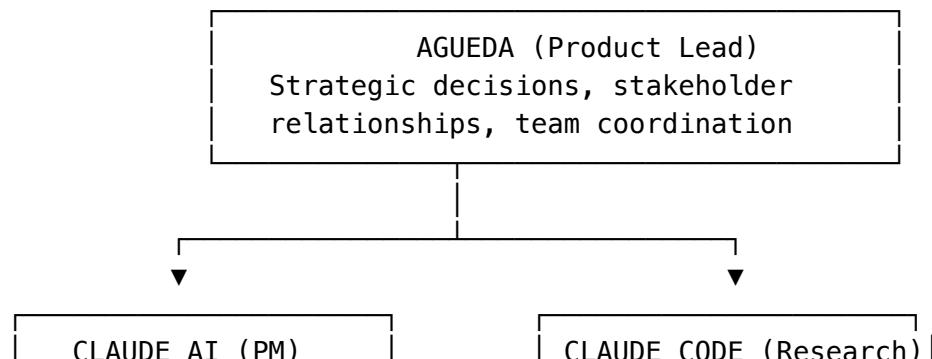
What Claude Code Does:

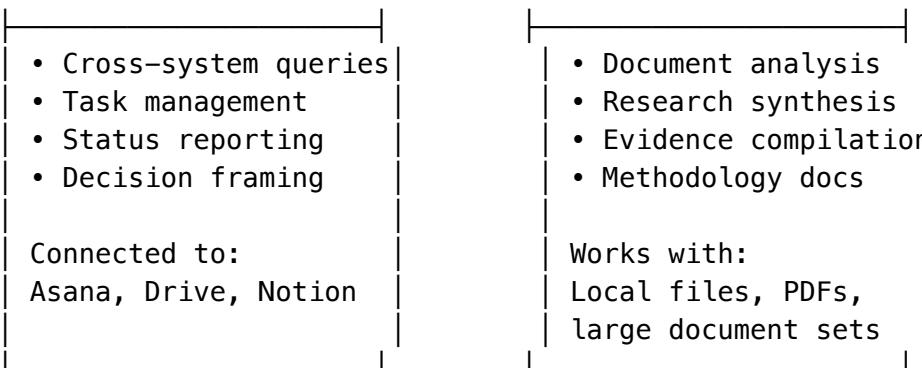
Responsibility	Example from Vibe
Large-scale document analysis	Processing 10,000+ Quatere documents for inventory and prioritization
Research synthesis	Landscape analysis with 50+ sources, cross-verified statistics
Methodology documentation	This portfolio—systematic capture of workflows and learnings
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





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

1. **Sprint 2 Close** - Dec 12, 2025
 - User research strategy finalized
 - Document prioritization framework complete
 - Rising Talent definition clarified
 2. **Gate 1: Foundation Complete** - Jan 15, 2026
 3. **Gate 2: Prototype Ready** - Mar 12, 2026
 4. **Gate 3: Pilot Complete** - Apr 30, 2026
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Summary compiled from Asana project data, Google Drive documents, and Claude Code documentation.