Business Case: Hiring an AI Developer for Member-Get-Member Flutter Application

1. Executive Summary

To accelerate growth through referrals, we propose developing a **member-get-member product** as a mobile application built with **Flutter**. This app will incentivize users to invite new members, track referral performance, and generate growth insights. Given our ambition to move fast while leveraging cutting-edge tools, we require an **AI-enabled developer** who can not only build the mobile front-end but also integrate AI coding practices and develop a **data agent** that provides actionable insights.

2. Objectives

- **Growth Acceleration**: Drive organic growth through referrals by enabling users to easily invite others and track rewards.

- **AI-Powered Development**: Leverage AI-assisted coding to reduce time-to-market, improve quality, and accelerate iteration.

- **Intelligent Insights**: Deploy a data agent to provide growth analytics, user behavior insights, and performance forecasts for the referral program.

- **Cross-Platform Reach**: Build a Flutter-based mobile app to cover both iOS and Android with a single codebase.

3. Scope of Work

The AI Developer will be responsible for:

1. **Mobile Front-End in Flutter**

    - User onboarding and authentication.

    - Referral link generation and sharing.

    - Gamified rewards dashboard.

○ Notifications and progress tracking.

2. **Backend Integration & Data Layer**

   ○ Referral tracking logic.

   ○ API integrations (authentication, payment/reward systems, etc.).

   ○ Secure storage and scalable architecture.

3. **AI Data Agent**

   ○ Automate data collection and cleaning.

   ○ Provide referral performance insights (conversion rates, churn risk, referral ROI).

   ○ Generate forecasts and recommendations for marketing and growth strategies.

   ○ Natural language interface for business users to query growth data.

4. **AI-Assisted Development Workflow**

   ○ Use AI coding assistants to speed up implementation.

   ○ Build maintainable, documented, and testable code with AI review support.

4. Business Impact

● **Faster GTM (Go-To-Market):** AI-accelerated coding reduces delivery time.

● **Lower CAC (Customer Acquisition Cost):** Referrals are cost-effective compared to traditional paid channels.

● **Data-Driven Growth Decisions:** Real-time insights from the data agent help optimize referral strategies.

● **Scalable Foundation:** Flutter ensures smooth cross-platform growth without duplicating development efforts.

5. Resource Justification

- **Specialized Skillset:** Requires a developer skilled in Flutter, backend integration, and AI-assisted coding practices.

- **Future-Proofing:** Having an AI developer establishes a foundation for future AI-driven product enhancements.

- **Cost Efficiency:** A single hire covers mobile front-end, backend logic, and AI data analytics, reducing the need for multiple specialized hires.

6. Success Metrics

- App MVP launch within **8–10 weeks**.

- **Referral conversion rate** uplift by at least 20% over existing acquisition channels.

- At least **70% of insights requests** automated via the data agent.

- Measurable reduction in development time by leveraging AI coding workflows.