

Analysis & Reorganization Strategy

guities, and establish a single source of truth.

Executive Summary: Current State

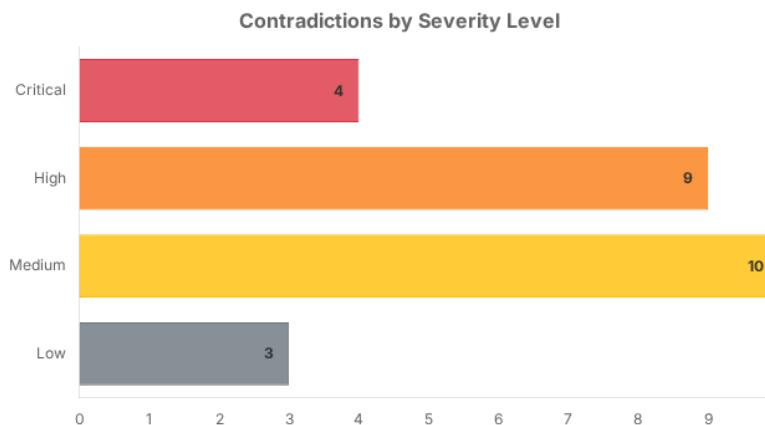
29

Documents Analyzed

26

Contradictions Found

Analysis of Contradictions

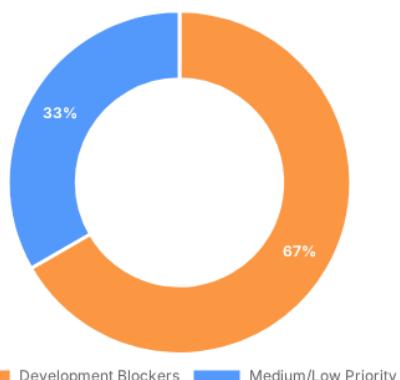


Top Critical Contradictions

- **Launch Date Conflict:** Four different timelines exist (Nov 8, Nov 29, Dec 1, Jan 5).
- **Development Timeline Conflict:** A 9-10 week "quality-first" plan conflicts with a fast-track approach, risking quality and creating confusion.
- **Refund Responsibility:** One document states vendors are responsible, another implies it's the customer's responsibility.
- **Architecture Model:** The core product is described as both a "digital marketplace" and a "platform as a service," leading to uncertainty and unclear technical and business strategy.

Analysis of Ambiguities

Ambiguities by Impact on Development



Critical Development Blockers

- **Exact Commission Rate:** The "6-8%" range must be a single, defined number.
- **Featured Slot Duration:** The duration for the "\$20/month" slot is undefined.
- **Directory vs. Marketplace Commission:** It's unclear if Directory listings are subject to Marketplace commission rules.
- **Tier Commission Differences:** It's not specified if Basic and Pro tiers have different commission rates.
- **Refund Approval Process:** The authority for approving refunds (vendor vs. customer) is missing.
- **Vendor Payout Schedule:** Payout frequency (daily, weekly, etc.) is missing.
- **Vendor Verification:** Mandatory verification steps (ABN, ID) are not specified.
- **Product Approval Process:** It's unclear if products are auto-published or need manual review.

Proposed Reorganization Strategy

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Current Documents
(Multiple versions, high redundancy)

The Path to a Single Source of Truth

1. **Create a Master Decision Document:** A new file ('00_MASTER_DECISIONS.xlsx') will define the core logic (commission rate, date, commission rate). **This is the highest priority.**
2. **Consolidate by Domain:** The 29 existing documents will be merged into 9 new master files (Domain Architecture).
3. **Standardize Versioning:** All new master documents will be versioned as `v3.1` and above.
4. **Eliminate Redundancy:** Overlapping information will be removed, and each master document will be self-contained.

Action Plan: Roadmap to Clarity

Implementation Roadmap (Est. 13-22 Days)

1. **Phase 0: Decision Lock-In (1-2 Days)**
Review and finalize all CRITICAL decisions identified in the analysis. Document them in the '00_MASTER_DECISIONS.xlsx' file.
This unblocks all other work.
2. **Phase 1: Document Consolidation (3-5 Days)**
Execute the consolidation of 29 documents into 9 master files, resolving all conflicts and discrepancies.
3. **Phase 2: Technical Specification (2-3 Days)**
Update all technical documents (database schema, API contracts, Stripe config) with the latest requirements.
4. **Phase 3: Sprint Planning (1-2 Days)**
Revise the development sprint plan to align with the confirmed timeline and quality standards.
5. **Phase 4-7: Workflow, Legal, & Team Alignment (5-8 Days)**
Document user workflows, update legal agreements, establish version control, and train the team on the new system.

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Phase 8: Development Kickoff (Ongoing)

Resume development with clear, unambiguous specifications, tracking progress against