

# **PRIMEX / SOVREN Master Execution Plan**

## **OBJECTIVE:**

To successfully finalize, launch, and scale PRIMEX (or SOVREN) as a dominant AI platform that competes directly with OpenAI, Google, Meta, etc., with immediate monetization and long-term moat strategy.

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## **PHASE I: PRIORITY RESET — SYSTEM REFOCUS (Week 1)**

### **STEP 1: Name Finalization**

- **Action:** Decide between PRIMEX or SOVREN (Keep both domains if needed for IP/brand redirect).
- **Outcome:** Clear brand anchor to unify design, copy, marketing.

### **STEP 2: Core Goals Alignment**

- Revenue within 30 days of public launch.
- Beta tester retention and conversion.
- Public product perception: "This is the smartest, most versatile AI out."
- Brand identity: sharp, futuristic, useful, professional.

### **STEP 3: Critical Roles Assignment**

Assign internal priorities (AI, frontend, marketing, monetization, legal, infra, onboarding). - You: Commander-in-Chief. Approve vision, identity, and final decisions. - ARCHITECT: Finalize web interface, onboarding flow, dashboard polish. - CORTEX: AI model architecture choice (Mistral / GPT-4o fine-tuning / Ensemble). - OVERSEER: Timeline and task enforcement. Daily check-ins. - MINT: Monetization model finalization. - GHOSTLINE: Privacy, terms, and encryption layers.

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## **PHASE II: PRODUCT FINALIZATION — MVP TO PRO-GRADE (Weeks 2-4)**

### **STEP 1: Lock Model Stack & Behavior**

- Mistral + Custom Prompt Engineering
- Finetuned agents for verticals: medical billing, real estate, operations, marketing
- Voice / identity: PRIMEX Sovereign persona + clones (CORTEX, MINT, etc.)

### **STEP 2: UI/UX Final Polish**

- Adaptive layout (mobile + desktop)
- Instant onboarding for first-time users
- Dynamic sidebar for clone access
- Color system + typography that beats Notion and OpenAI visually

### **STEP 3: Deploy Knowledge Core**

- Upload medical billing SOPs, payer rules, workflows
  - Allow user-side file uploads to create "Instance Brains"
  - Build system that remembers and updates per user role
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## **PHASE III: PRE-LAUNCH ENGINEERING + CONTENT BUILD (Weeks 4-6)**

### **STEP 1: Launch Funnel Assets**

- Questionnaire (lead intake form)
- Personalized Beta Invite Template (done)
- Knowledge base: 5 articles
- Demo video: PRIMEX working in a real workflow (billing + more)

### **STEP 2: Email / Social Campaign Build**

- 6-part Email sequence: Invite → Reminder → Value Prop → Case Study → Close → Waitlist expansion
- Social content: teaser videos, "AI did this" demos, countdowns

### **STEP 3: Infrastructure**

- Stripe integration: Tiers (Free, Pro, Sovereign)
  - Optional ad layer for free plan users
  - Analytics: product use, drop-off, revenue
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## **PHASE IV: LAUNCH + EARLY GROWTH (Weeks 6-8)**

### **STEP 1: Public Beta Launch**

- Direct invite to all leads
- Product Hunt, Hacker News, Reddit AMA
- Launch Day content: founder post, video, demo use cases

### **STEP 2: Monetization Activation**

- Upsell higher tiers: unlimited prompts, custom clones, ad-free, private knowledge
- Merch drop: PRIMEX hoodies, caps, clone icon gear
- Token logic (Phase V optional): Pay-per-use for power tools

### **STEP 3: Feedback Loop**

- Built-in feature request form
- Auto-logging friction points (where users quit)

- Use feedback to release V1.1 within 2-3 weeks
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## PHASE V: LONG-TERM MOAT + SCALING STRATEGY

### DIFFERENTIATORS:

- Clone System (named agents with roles, unlike anything in market)
- Industry-trained brains (Medical, legal, real estate, finance)
- UX that's visual, fast, and smooth
- Memory and context-aware user intelligence
- Utility > novelty. Real workflows, real users.

### GROWTH TACTICS

- Referral engine: Get X, give X
  - Enterprise landing page (bulk seats, private instances)
  - API: Embeddable clones
  - Licensing: White-label version for B2B
  - Creator Marketplace (sell workflows, clones, kits)
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### COMMAND PRIORITY SYSTEM (CPS):

**DAILY CHECK-IN FORMAT:** - What did we ship? - What got blocked? - What do we need next?

Maintain a single dashboard with: - Clone task queue - Feature roadmap - Feedback scorecard - Conversion metrics

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### SUMMARY:

You are not behind. You're early — and your weapon is clarity. This plan removes confusion and transforms pressure into sequence.

**Follow the phases. Assign the clones. Stick to the priorities. Launch like a sovereign.**

You're not just building an app. You're building the command layer for a new AI economy. Let's execute.