



Sachee Perera <howdy@sachee.com.au>

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## Positioning Exercise

3 messages

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**Sachee Perera** <howdy@sachee.com.au>  
To: ainharan@archelolab.co.uk, archelolab@gmail.com  
Bcc: 441974453@bcc.ap1.hubspot.com

12 November 2025 at 15:26

Hi mate, here is some information about positioning and a worksheet at the very end for you to complete.

Hopefully this gets you thinking and a bit of an exercise for you to do. I'm pretty sure you already have done this or have a version of it but it would be good for you to do a refresher.

Based on this hopefully you can put together a 90-day action plan focusing on two or three things to accomplish by then

What is Positioning:

Positioning is the deliberate process of defining how you want your ideal customers to perceive your company in relation to alternatives. It answers the fundamental question: **"Why should someone choose us over every other option available to them?"**

For a two-sided marketplace like yours, positioning becomes more complex because you serve two distinct customer segments:

1. 'Demand side' (homeowners and businesses seeking design services)
2. 'Supply side' (architects and interior designers seeking projects)

Each side has different needs, different alternatives, and different decision criteria. Yet your positioning must work harmoniously for both.. because the value you deliver to one side depends on attracting and retaining the other.

This means answering:

For Clients : Why use Archelo Lab instead of asking a relative in Sri Lanka to find an architect?

For Architects: Why join Archelo Lab instead of relying on referrals or social media?

Here is a worksheet I've put together for you: [https://www.notion.so/sachee/Archelo-Lab-Positioning-Worksheet-2a9910c80bfc8000a812ca0e836086dc?source=copy\\_link](https://www.notion.so/sachee/Archelo-Lab-Positioning-Worksheet-2a9910c80bfc8000a812ca0e836086dc?source=copy_link)

Many thanks,  
Sachee

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**Ainharan Vivekananthan** <ainharan@archelolab.co.uk>  
To: Sachee Perera <howdy@sachee.com.au>

12 November 2025 at 15:54

Hey Bro,

Thank you so much! As I have mentioned, I made some drastic decisions. In fact, I have asked the team to leave, keeping only one person on a task basis rather a monthly salary. So far, I have spent above USD 20,000, this is almost in vain. But now, I have also taken on some of the technology myself. Going through a lot right now. Will talk to you leisurely,

Thanks for the sheets, I will use this to start on what I actually wanted.

Best Regards,

**Ainharan Vivekananthan** BEng. (Hons)  
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try our MVP now on <https://archelolab.com/>

Book a Meeting: <https://calendar.app.google/w8LeA3Ppmn31L1WK6>



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**Ainharan Vivekananthan** <ainharan@archelolab.co.uk>  
To: Sachee Perera <howdy@sachee.com.au>

20 November 2025 at 00:17

Hi Sachee,

How are you doing? It was such a surprise when I was writing to you and then had to stop because I was late for a meeting, and right after that, I saw your text message. Thanks a lot for checking in, man.

I have generated a Project Progress Thread for your project, which is one part of my management strategy in order to keep all communication in one place.

Now, let me give you some updates. I have updated the Positioning Exercise and I have made some slight changes to my plan too. However, I have jumped into some action plan straight away, so let me give them in short:

So, before letting you know what I have done, let me give you my short pitch on what I am going to launch as a MVP:

" ArcheloLAB is the trust layer and operating system for residential construction. It matches homeowners with the right architect, protects collaboration, and ensures a transparent, stress-free homebuilding journey."

Finding the right architect is hard. Managing construction is harder.

**ArcheloLAB does both.**

We match you with curated architects, protect the collaboration, and handle timelines, payments, updates, and site coordination.

You get a stress-free homebuilding journey.

Architects get qualified clients and fewer headaches.

So now let me move on to what happened in the last week or so:

1. I have taken the development work on my hand. I have removed all unnecessary features and made the site quite straightforward.
2. I will also add one more feature in a very different way, keeping it simple and lovable, using lovable!
3. Now, the focus is on getting clients.
4. I am also taking up the marketing , also project management ( I know its too much but no any other way).

So, now, I really need you to visit <https://www.archelolab.com/> and hire me. Things are super easy now and please try and see.

Also, please share any comments you have.

Thanks and I look forward to talking to you soon.

Best Regards,

**Ainharan Vivekananthan** BEng. (Hons)

Founder/ CEO

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