CPO Brainstorm: Project Tracker → SaaS Product

What I'm Looking At

Project-Tracker (MVP ~60% complete):

- A GTD + "Manage Your Now" productivity system

- Bidirectional sync with markdown/PARA Second Brain

- Momentum scoring for projects (the killer feature)

- AI-powered "unstuck tasks" for stalled projects

- FastAPI backend, React frontend, SQLite DB

- Tech is solid: 50+ API endpoints, 11 data models, sync engine working

Proactive-Assistant (Vision/Framework):

- Persistent AI memory layer across sessions

- Solves the "AI amnesia" problem

- Structured JSON memory files (identity, projects, preferences)

- Workflow macros (Good Morning Board, Weekly Review)

- Designed for "complex knowledge workers" with multi-project lives

The Core Insight: These Are Two Halves of One Product

Project-Tracker = *What you're doing* (project/task management)
Proactive-Assistant = *Who you are* (identity/context management)

Together: **A productivity system that actually knows you.**

Raw SaaS Product Ideas

1. "Momentum" - AI-Powered Project Management

The pitch: "The project manager that notices when you're stuck—and gets you unstuck."

Core value props:

- Momentum scoring surfaces dying projects before they die

- AI generates minimal 5-15 min tasks to restart stalled work

- Context-aware: matches tasks to your energy/location/time

- Syncs with your existing markdown notes (no lock-in)

Why it could win:

- Every PM tool tracks tasks. None track *momentum*.

- "Stalled project detection" is novel and viscerally useful.

- GTD nerds would love it. That's a passionate niche.

Pricing model:

- Free: 5 projects, basic momentum tracking

- Pro ($12/mo): Unlimited projects, AI unstuck tasks, sync

- Team ($20/user/mo): Shared momentum dashboards

2. "SecondBrain.ai" - Your AI That Actually Remembers

The pitch: "Give any AI your context—once. Work smarter forever."

Core value props:

- Portable memory layer that works with Claude, ChatGPT, etc.

- No more re-explaining who you are, what you're working on

- AI actually gets smarter about YOU over time

- Daily/weekly workflows built in (Good Morning Board)

Why it could win:

- Every AI user feels the amnesia pain

- Platform-agnostic = no vendor lock-in fear

- "External brain" concept resonates with PKM community

Pricing model:

- Free: Basic identity + 3 projects

- Pro ($15/mo): Full memory suite, workflow macros, cross-session continuity

- Creator ($25/mo): Writing rules, project-specific AI personas

3. "FlowState" - The Integrated Play

The pitch: "Project management meets persistent AI—your entire work context, always available."

Combines:

- Momentum-based project tracking (from project-tracker)
- AI memory persistence (from proactive-assistant)
- Bidirectional Second Brain sync
- Natural language interface ("What should I work on?")

Why it could win:

- Differentiated: not just another task app, not just AI chat
- Sticky: your identity/preferences make it personal
- Expansion path: start with individuals, expand to teams

The moat:

- Your momentum history
- Your preference data
- Your AI personality tuning

Market Positioning Options

Segment	Angle	Competition
GTD Purists	"GTD finally implemented right"	Omnifocus, Things
PKM Nerds	"Obsidian + AI + Accountability"	Obsidian, Notion
AI Power Users	"Make AI actually know you"	ChatGPT memory (weak)
Writers/Creatives	"Manage your portfolio of projects"	Scrivener, Milanote

Segment	Angle	Competition
Knowledge Workers	"Stop context-switching"	Sunsama, Akiflow

My gut: The **AI Power Users** angle is the bluest ocean. Everyone else is fighting for productivity app market share. "Make AI remember you" is fresh.

Critical Questions to Answer

1. **Single-player vs Multiplayer?**

   - Project-tracker is solo-focused. Does the SaaS stay there?

   - Team momentum dashboards could be huge for agencies/studios.

2. **Cloud vs Local-first?**

   - Current design: SQLite, local files, privacy-first

   - SaaS usually means cloud. Tension with "your data stays yours."

   - Hybrid: local-first with optional cloud sync? (Obsidian model)

3. **Who's the ICP (Ideal Customer Profile)?**

   - Freelancers with multiple clients?

   - Writers/researchers with long-term projects?

   - Consultants juggling deliverables?

   - Retirees reinventing themselves? (mentioned in vision)

4. **What's the wedge feature?**

   - Momentum scoring? (most novel)

   - AI unstuck tasks? (most magical)

   - Second Brain sync? (most differentiated for PKM folks)

   - Persistent AI memory? (biggest pain, hardest to demo)

Go-To-Market Thoughts

Phase 1: Niche Launch

- Target: Obsidian/PKM community (they already have Second Brains)

- Positioning: "Momentum tracking for your markdown projects"

- Channel: Obsidian Discord, r/ObsidianMD, PKM YouTube

- Price: Free tier generous, $10/mo Pro

Phase 2: AI Angle

- Add proactive-assistant memory features

- Position: "Your AI context layer"

- Partner: Claude Code users, ChatGPT power users

- Content: "How I got Claude to finally remember me"

Phase 3: Broader Market

- Simplify for mainstream (less GTD jargon)

- Position: "The project app that notices when you're stuck"

- Add integrations: Notion, Linear, Todoist imports

What I'd Build First (MVP Scope)

If I'm launching a SaaS in 90 days:

1. **Momentum dashboard** (web-only, forget desktop for now)

2. **Project import from markdown** (one-way sync is fine)

3. **Stalled project alerts** (email digest)

4. **AI unstuck tasks** (Claude API, simple prompt)

5. **Basic identity profile** (3-file MVM from proactive-assistant)

Skip for MVP:

- Bidirectional sync (complexity bomb)

- Full task management (don't compete with Todoist)

- Team features (nail single-player first)

- Mobile app (PWA is fine)

The Unfair Advantage

Reading between the lines of these codebases:

- Deep understanding of GTD + PARA methodologies

- Already solved bidirectional markdown sync (hard)

- Momentum calculation algorithm exists

- AI integration patterns figured out

- 1800-line technical spec shows systems thinking

This isn't "someone who had an idea"—this is someone who built the hard parts first. That's rare.

Bottom Line

The product that wants to exist here:

A momentum-first project system that actually knows who you are, what you're working on, and gets you unstuck when you freeze.

Not a task app. Not a notes app. Not an AI chatbot.

The intersection of all three.

That's the pitch.