Meet Mike Launch: Master Plan for Team Brainstorming

Date: November 20, 2025 **Purpose:** Systematic brainstorming with AI team to develop comprehensive launch strategy **Presentation:** For Janus (November 21, 2025) **Method:** BA procedures - one brainstorm per section, synthesis for each

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Overview

This master plan breaks down the Meet Mike launch into 6 strategic sections. Each section will be brainstormed with the AI team (Gemini, Codex, Copilot) using BRAINSTORM signals, with findings synthesized into actionable documents.

Process:

1. Send BRAINSTORM signal to team for one section
2. Collect responses from all agents
3. Create synthesis document with recommendations
4. Move to next section
5. Compile final presentation for Janus

Section 1: Legal & Business Structure

Objective: Establish the legal and operational foundation for Meet Mike as a separate business entity

Key Questions:

- What business structure? (LLC, ApS, other?)
- Which jurisdiction? (Denmark, EU, US?)
- Relationship to Measai? (IP licensing, shared infrastructure)
- Banking, accounting, payment systems
- Legal documents needed (service agreements, NDAs, terms)
- GDPR compliance and data privacy (TOME integration)
- Insurance and liability considerations

Deliverable: Legal structure recommendation and setup checklist

Status: · Next brainstorm

Section 2: Brand Identity & Market Positioning

Objective: Define Meet Mike's brand identity, visual system, and market positioning

Key Questions:

- Brand personality and tone (professional, innovative, approachable?)
- Visual identity (logo, colors, typography)
- Tagline and messaging ("Simple. Global. Deep Tech." or alternatives?)
- Differentiation vs. competitors (vs. traditional consulting, vs. AI tools)
- Target audience personas (who exactly are we selling to?)
- Brand narrative (the Meet Mike story)
- Relationship to Measai brand (visible or invisible?)

Deliverable: Brand guidelines and positioning document

Section 3: Website & Digital Presence

Objective: Design and develop meetmike.pro as the primary customer acquisition and education channel

Key Questions:

- Site architecture (pages, navigation, user flow)
- Technology stack (Next.js confirmed, but specifics?)
- Key features (booking, payments, blog, Eidolon demos)
- Content strategy (what content drives conversions?)
- SEO strategy (keywords, structure, content plan)
- Analytics and tracking (privacy-friendly approach)
- Performance and hosting (Vercel, self-hosted?)
- Development timeline and milestones

Deliverable: Website specification and development roadmap

Status: · Pending

Section 4: Eidolon Service Offerings

Objective: Define the specific Eidolon services, capabilities, and customer value propositions

Key Questions:

- Which Eidolons to launch with? (FinBot, BrandBot, LeadGen, Support - all 4 or start with 1-2?)
- Detailed capability specifications per Eidolon
- Integration requirements (what tools/systems do they connect to?)
- Customization vs. standardization (how much is tailored per client?)
- Demonstration strategy (how do we show what they do?)
- Performance metrics (how do we measure Eidolon success?)
- Evolution roadmap (how do Eidolons improve over time?)
- Team roles (who manages/improves each Eidolon?)

Deliverable: Eidolon service catalog with detailed specifications

Status: · Pending

Section 5: Sales & Go-to-Market Strategy

Objective: Define the customer acquisition strategy, sales process, and conversion funnel

Key Questions:

- Lead generation channels (LinkedIn, content, partners, ads?)
- Ideal customer profile (detailed persona, firmographics)
- Outreach strategy (warm network, cold outreach, inbound)
- Sales process (discovery · proposal · onboarding)
- Pricing presentation (how to position $2K/month and $100/day?)
- Objection handling (common concerns and responses)
- Partnership opportunities (VCs, accelerators, consultants)

- Content marketing plan (blog, LinkedIn, thought leadership)
- Timeline to first customer (realistic path)

Deliverable: Go-to-market playbook and sales materials

Status: · Pending

Section 6: Financial Model & Pricing

Objective: Validate financial assumptions, pricing strategy, and path to profitability

Key Questions:

- Pricing validation ($2K/month, $100/day - is this right?)
- Consulting engagement pricing (how to price 6-month projects?)
- Cost structure (infrastructure, team, operations)
- Revenue projections (realistic targets for Year 1)
- Cash flow management (consulting lumpy, subscriptions slow to build)
- Fundraising needs (bootstrap or raise capital?)
- Unit economics (CAC, LTV, margins)
- Financial reporting for Janus (what metrics matter?)
- Break-even timeline

Deliverable: Financial model with projections and pricing strategy

Status: · Pending

Synthesis Format

Each section synthesis will include:

Executive Summary

- 3-5 key recommendations
- Critical decisions needed
- Major risks/concerns

Detailed Analysis

- Team inputs (Gemini, Codex, Copilot perspectives)
- Options evaluated
- Tradeoffs considered

Recommendations

- Primary recommendation with rationale
- Alternative approaches
- Implementation steps

Next Actions

- Immediate tasks (this week)

- Dependencies
- Owner assignments

Open Questions

- Items needing Christian/Janus decision
- Areas requiring more research
- External expertise needed

Timeline

Tonight (Nov 20):

- Section 1: Legal & Business Structure
- Section 2: Brand Identity & Market Positioning

Tomorrow Morning (Nov 21):

- Section 3: Website & Digital Presence
- Section 4: Eidolon Service Offerings

Tomorrow Afternoon (Nov 21):

- Section 5: Sales & Go-to-Market Strategy
- Section 6: Financial Model & Pricing
- Compile final presentation

Tomorrow Evening (Nov 21):

- Present to Janus

Output Structure

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projects/meet-mike/brainstorming/
··· section-1-legal-structure/
·    ··· brainstorm-signals.md (raw team inputs)
·    ··· synthesis.md (consolidated recommendations)
··· section-2-brand-identity/
·    ··· brainstorm-signals.md
·    ··· synthesis.md
··· section-3-website/
·    ··· brainstorm-signals.md
·    ··· synthesis.md
··· section-4-eidolon-services/
·    ··· brainstorm-signals.md
·    ··· synthesis.md
··· section-5-sales-gtm/
·    ··· brainstorm-signals.md
·    ··· synthesis.md
··· section-6-financial-model/
·    ··· brainstorm-signals.md
·    ··· synthesis.md
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Team Roles in Brainstorming

Gemini (Analyst):

- Strategic analysis
- Market research perspective
- Competitive analysis
- Risk assessment

Codex (Engineer):

- Technical feasibility
- Implementation considerations
- System architecture
- Development timelines

Copilot (Implementer):

- Practical execution details
- Tool recommendations
- Process optimization
- Integration challenges

Claude (Conductor/Synthesizer):

- Facilitate brainstorming
- Synthesize inputs
- Identify consensus and conflicts
- Make final recommendations

Success Criteria

By end of brainstorming process, we should have:

- [ ] Clear legal structure recommendation
- [ ] Defined brand identity and positioning
- [ ] Website specification ready for development
- [ ] 2-4 Eidolon services fully specified
- [ ] Sales playbook with materials
- [ ] Validated financial model
- [ ] Actionable next steps for Week 1
- [ ] Presentation ready for Janus

Status: Master plan complete, ready to begin Section 1 brainstorming