# Mentra Platform - Product Requirements Document (PRD) v2.0
**Hybrid AI + Human Mentorship Platform**

## Executive Summary

**Vision:** "Sometimes you need one man who's lived it. Sometimes you need a council who's seen it all."

Mentra is a comprehensive mentorship platform combining **AI-powered 24/7 guidance** with **scheduled human mentor interactions**. The platform serves organizational communities (Cities, Churches, Businesses) offering both instant AI wisdom and deep human connection through structured mentorship programs.

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## Product Overview

### Hybrid Mentorship Model
**Two-Tier Experience:**
1. **AI Mentors** - Immediate 24/7 chat guidance from AI personalities trained on real elder wisdom
2. **Human Mentors** - Scheduled video/in-person sessions with actual experienced mentors

### Target Market
- **Primary:** Men aged 20-50 seeking comprehensive life guidance
- **Secondary:** Organizational admins managing community mentorship programs
- **Tertiary:** Human mentors providing scheduled guidance sessions
- **Platform:** Mentra owners developing AI personalities and managing mentor networks

### Core Value Proposition
- **Immediate Access** - AI mentors available 24/7 for instant guidance
- **Deep Connection** - Human mentors for scheduled, intensive sessions
- **Community Context** - Both AI and human mentors tailored to organizational culture
- **Scalable Wisdom** - Preserve elder knowledge while maintaining human touch
- **Flexible Engagement** - Choose AI chat, individual sessions, or council meetings

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## User Personas

### 1. **Mentees** (Primary Users)
- **Demographics:** Men 20-50, various life stages and challenges
- **Needs:**
  - Immediate guidance for daily decisions (AI mentors)
  - Deep, personal mentorship for major life transitions (Human mentors)
  - Community-specific wisdom and cultural context
- **Behavior:**
  - Uses AI chat for quick questions and ongoing support
  - Books human sessions for important decisions and major challenges
  - Values both convenience and authentic human connection
- **Pain Points:** Limited access to quality mentors, scheduling conflicts, generic advice

### 2. **Human Mentors** (Content Providers)
- **Demographics:** Experienced men 50+ with significant life wisdom

- **Needs:** Share wisdom, earn compensation, flexible scheduling, meaningful impact
- **Behavior:** Sets availability, conducts sessions, provides deep personal guidance
- **Pain Points:** Limited reach, scheduling complexity, compensation management

### 3. **Organization Admins** (Community Leaders)
- **Demographics:** Church pastors, business executives, city program managers
- **Needs:** Provide comprehensive mentorship resources, track engagement, build culture
- **Behavior:** Manages both AI and human mentor programs, monitors community health
- **Pain Points:** Resource allocation, measuring impact, scaling quality programs

### 4. **Super Admins** (Mentra Team)
- **Demographics:** Platform operators, AI trainers, mentor recruiters
- **Needs:** Develop AI personalities, recruit human mentors, platform management
- **Behavior:** Conducts interviews, trains AI models, manages mentor networks
- **Pain Points:** Scaling quality, maintaining authenticity, platform growth

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## Feature Requirements

### Phase 1: Hybrid Mentorship Foundation

#### **AI Mentor System**
- **24/7 Chat Interface** - Always-available AI guidance
- **5 AI Mentors per Organization** - Unique personalities per community
- **RAG-Trained Personalities** - Authentic responses from interview data
- **Context Retention** - Conversations build relationships over time
- **Wisdom Categories** - Business, relationships, career, family, spirituality

#### **Human Mentor System**
- **Mentor Profiles** - Life stories, expertise areas, availability
- **Real-Time Scheduling** - Calendly-style booking interface
- **Video Integration** - Zoom/Teams integration for virtual sessions
- **In-Person Coordination** - Location-based meeting scheduling
- **Session Management** - Preparation, notes, follow-up tracking

#### **Subscription Model**
**Individual Plan ($50/month):**
- Unlimited AI mentor chat
- 2 x 30-minute human mentor sessions
- Choose your preferred mentor
- Video or in-person options

**Council Plan ($50/month):**
- Unlimited AI mentor chat
- 1 x 60-minute council session (3 human mentors)
- Diverse perspectives on major decisions
- Video or in-person options

#### **Payment & Scheduling**
- **Integrated Payments** - Stripe-powered subscription billing
- **Smart Scheduling** - Availability matching and conflict resolution
- **Session Preparation** - Pre-session questionnaires and goal setting
- **Automatic Reminders** - Email/SMS notifications for upcoming sessions

### Phase 2: Enhanced Community Features

#### **Organization Management**
- **Dual Analytics** - Track both AI chat and human session metrics
- **Mentor Performance** - Monitor utilization across AI and human mentors
- **Community Health** - Comprehensive engagement and satisfaction tracking
- **Resource Planning** - Optimize mentor capacity and session availability

#### **Advanced Scheduling**
- **Multi-Location Support** - Office spaces, coffee shops, church facilities
- **Transportation Integration** - Uber/Lyft coordination for in-person meetings
- **Group Sessions** - Small group mentorship programs
- **Recurring Bookings** - Ongoing mentorship relationships

#### **Mentor Development**
- **Human Mentor Onboarding** - Training, certification, platform orientation
- **AI Personality Updates** - Continuous improvement based on human interactions
- **Cross-Platform Learning** - AI models learn from successful human sessions
- **Quality Assurance** - Review processes for both AI and human interactions

### Phase 3: Platform Optimization

#### **Advanced AI Features**
- **Session Preparation** - AI briefs human mentors on ongoing chat conversations
- **Follow-up Integration** - AI provides post-session support and reinforcement
- **Predictive Matching** - AI suggests optimal human mentors based on chat history
- **Continuous Learning** - AI personalities evolve from successful human mentorship patterns

#### **Enterprise Features**
- **Custom Integrations** - Connect with existing organizational systems
- **White-label Solutions** - Branded platforms for large organizations
- **Advanced Analytics** - ROI measurement and outcome tracking
- **Bulk Management** - Tools for managing large mentor networks

#### **Community Building**
- **Peer Connections** - Facilitate mentee-to-mentee relationships
- **Success Stories** - Showcase transformation journeys
- **Events Integration** - Link mentorship to community events and programs
- **Alumni Networks** - Long-term community engagement

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## Technical Architecture

### **Hybrid Platform Design**
- **Unified User Experience** - Seamless transition between AI chat and human booking
- **Integrated Scheduling** - Real-time availability and booking management
- **Payment Processing** - Subscription billing with session tracking
- **Communication Hub** - Chat, video, and in-person coordination

### **AI Integration**
- **RAG Implementation** - Semantic search through mentor wisdom and experiences
- **Personality Consistency** - Maintain character across interactions

- **Context Bridging** - AI informs human mentors about ongoing conversations
- **Continuous Training** - AI improves from human mentor interactions

### **Human Mentor Platform**
- **Mentor Dashboard** - Schedule management, session preparation, earnings tracking
- **Session Tools** - Video calling, note-taking, follow-up management
- **Performance Analytics** - Session feedback and improvement insights
- **Community Integration** - Connect with organizational admin tools

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## Business Model

### **Revenue Streams**
1. **Mentee Subscriptions** - $50/month per user (Individual or Council plans)
2. **Organization Licensing** - Platform fees for community access
3. **Mentor Revenue Share** - 70/30 split with human mentors
4. **Premium Features** - Advanced analytics, custom integrations
5. **Setup Services** - AI personality development and mentor recruitment

### **Pricing Strategy**
**Mentee Plans:**
- Individual: $50/month (2 human sessions + unlimited AI)
- Council: $50/month (1 council session + unlimited AI)
- AI Only: $19/month (unlimited AI chat)

**Organization Plans:**
- Community: $1,000/month (cities, churches)
- Business: $2,000/month (companies)
- Enterprise: Custom pricing (large implementations)

**Mentor Compensation:**
- Individual sessions: $35/session (70% of $50 session value)
- Council sessions: $20/session per mentor (60% of $100 council value)
- Performance bonuses based on satisfaction ratings

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## Success Metrics

### **Hybrid Engagement**
- **AI Chat Usage** - Daily active users, message volume, session length
- **Human Session Utilization** - Booking rates, completion rates, satisfaction scores
- **Cross-Platform Flow** - Users transitioning from AI to human mentorship
- **Subscription Retention** - Monthly churn across plan types

### **Quality Metrics**
- **Mentee Satisfaction** - Net Promoter Score for both AI and human experiences
- **Mentor Performance** - Session ratings, rebooking rates, community feedback
- **Problem Resolution** - Success in addressing mentee challenges and goals
- **Community Impact** - Long-term outcomes and transformation stories

### **Business Performance**
- **Revenue Per User** - Average monthly revenue across subscription tiers

- **Mentor Utilization** - Balanced usage across human mentor network
- **Organization Growth** - New community partnerships and expansion
- **Platform Efficiency** - Cost per successful mentorship outcome

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## Launch Strategy

### **Phase 1: Hybrid Pilot (3 months)**
**Initial Markets:** Louisville, San Francisco, Colorado Springs
- **AI Development** - 5 AI mentors per city with rich personalities
- **Human Recruitment** - 10 human mentors per city across expertise areas
- **Beta Program** - 100 mentees testing full hybrid experience
- **Organization Partners** - 1 church, 1 business per city

### **Phase 2: Community Scaling (6 months)**
**Expansion Markets:** 5 additional major cities
- **Mentor Network** - 50+ human mentors across all markets
- **Subscription Launch** - Public availability of Individual and Council plans
- **Platform Optimization** - Refined based on hybrid usage patterns
- **Marketing Campaign** - "Sometimes AI, sometimes human, always wisdom"

### **Phase 3: National Platform (12 months)**
**Full Market Presence:** 25+ cities with comprehensive networks
- **Enterprise Sales** - Large organizations adopting platform-wide
- **Advanced Features** - Predictive matching, outcome tracking
- **Thought Leadership** - Industry recognition for hybrid mentorship innovation
- **International Expansion** - Framework for global market entry

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## Risk Mitigation

### **Quality Assurance**
- **Human Mentor Vetting** - Comprehensive background checks and training
- **AI Response Monitoring** - Human review of AI guidance quality
- **Session Quality Control** - Regular feedback and improvement processes
- **Safety Protocols** - Guidelines for both AI and human interactions

### **Platform Risks**
- **Scheduling Complexity** - Robust booking system with conflict resolution
- **Payment Processing** - Reliable subscription and mentor payment systems
- **Technology Integration** - Seamless experience across AI and human touchpoints
- **Scalability Planning** - Infrastructure to support rapid mentor network growth

### **Market Positioning**
- **Differentiation Strategy** - Unique hybrid model vs. pure AI or pure human competitors
- **Community Authenticity** - Maintain local relevance while scaling nationally
- **Value Demonstration** - Clear ROI for organizations and transformation for mentees
- **Competitive Response** - Protect hybrid model advantage through execution excellence

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## Implementation Roadmap

### **Q4 2025: Foundation**
- Complete AI mentor personality development for 3 pilot cities
- Recruit and train initial human mentor cohorts
- Build hybrid platform with scheduling and payment integration
- Launch closed beta with 300 total users

### **Q1 2026: Validation**
- Refine subscription model based on pilot usage data
- Optimize AI-human handoff experiences
- Expand to 2 additional cities
- Achieve 70% monthly retention rate

### **Q2 2026: Growth**
- Public launch with marketing campaign
- Scale to 10 cities with 200+ human mentors
- Implement advanced features and analytics
- Target 2,000 active subscribers

### **Q3 2026: Scale**
- Enterprise partnerships and white-label offerings
- International market research and preparation
- Advanced AI features and predictive matching
- Goal: 5,000 subscribers, 500+ human mentors

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# PHASE 2: Enhanced Scheduling Features (Updated)

**Hybrid Meeting Support**
Allow mentees to schedule virtual (video) or in-person sessions. City is a special type of Organization; in-person locations are filtered by city.

**Calendar Sync Integration**
Integrate with external calendars (Google, Outlook, Apple) using services like Calendly or Cron. Sync mentor availability and auto-block unavailable times.

**Smart Booking System**
Show real-time mentor availability, detect timezones, and auto-assign physical locations for in-person meetings.

**Session Preparation**
Send pre-session questions covering childhood, parents, peers, marriage, parenting, career, spirituality, and worldview.

**Automated SMS Reminders via Twilio**
Send SMS at 30, 15, and 5 minutes before sessions via Twilio. Messages include mentor name, session type, link or location, and cancellation options.

**Follow-Up**
Send post-session reflection forms via text/email. Include satisfaction rating, notes, and rebooking options.