**Market Pattern Intelligence System (MPIS)**

**MVP Launch Plan - 4 Weeks**

**Objective:** Launch a minimum viable educational platform with paying customers within 30 days, then iterate with advanced features post-launch.

**🎯 MVP Scope Definition**

**What We're Building (MVP)**

* **Single pattern type**: Cup & Handle only (most reliable, well-understood)
* **50-stock watchlist** (vs 200 planned): Focus on liquid, high-quality stocks
* **Daily timeframe only**: Simplifies data requirements and detection
* **Basic Telegram delivery**: Pattern observations to broadcast channel
* **Simple landing page**: Value prop, pricing, sign-up
* **Manual payment processing**: Stripe checkout but manual Telegram invites initially
* **No public dashboard**: Track internally, share stats via Telegram/landing page

**What We're Deferring (Post-MVP)**

* Multiple pattern types (add 1 per week post-launch)
* Multi-timeframe analysis (1H charts)
* 200-stock watchlist expansion
* Automated Telegram invite system
* Premium community group features
* Public pattern study dashboard
* Advanced confluence scoring (use simplified 5-point system)

**📅 4-Week Timeline**

**Week 1: Foundation & Core Detection**

**Days 1-2: Infrastructure Setup**

* [ ] **Provision VPS** (DigitalOcean $24/mo, Ubuntu 22.04)
* [ ] **Install dependencies**: Python 3.10+, PostgreSQL, Redis
* [ ] **Subscribe to Alpha Vantage Premium** ($50/mo)
* [ ] **Create Telegram bot** and test channel
* [ ] **Set up Git repository** and development environment
* [ ] **Configure environment variables** and secrets management

**Days 3-5: Data Layer**

* [ ] **Build Alpha Vantage client**
  + Daily OHLCV data fetcher (250 bars)
  + Rate limiting (150 req/min)
  + Redis caching layer (24hr cache)
  + Error handling and retry logic
* [ ] **Create 50-stock watchlist** CSV
  + Focus: FAANG, blue chips, popular growth stocks
  + Validate all symbols with Alpha Vantage
* [ ] **Test data pipeline**: Fetch and cache all 50 stocks successfully

**Days 6-7: Cup & Handle Detection**

* [ ] **Implement Cup & Handle detector**
  + Cup depth validation (12-33%)
  + Cup duration (20-60 days)
  + Handle formation (5-20 days)
  + Volume pattern check
  + Price near completion level detection
* [ ] **Test against historical data**: Manually validate 10 known Cup & Handle patterns
* [ ] **Simple confluence scoring** (5 factors):
  + Pattern quality (structure validity)
  + Volume confirmation
  + Market regime (SPY uptrend check)
  + Support/resistance proximity
  + Relative strength vs SPY
  + **Threshold: 3/5 to post observation**

**Week 1 Checkpoint:** Can detect Cup & Handle patterns on 50 stocks reliably

**Week 2: Observation System & Compliance**

**Days 8-10: Alert Generation**

* [ ] **Build observation message generator**
  + Educational framing template
  + Pattern description with measurements
  + Historical context (general stats)
  + MAS-compliant disclaimers (top & bottom)
  + Reference levels as "educational context"
* [ ] **Implement compliance validator**
  + Forbidden terms scanner (buy, sell, recommend, etc.)
  + Auto-reject non-compliant messages
  + Manual review flag for borderline cases
* [ ] **Telegram integration**
  + Post formatted messages to test channel
  + HTML formatting for readability
  + Chart image attachment capability

**Days 11-14: Database & Tracking**

* [ ] **Create PostgreSQL schema**
* - pattern\_observations (id, symbol, pattern\_type, detection\_time, confluence\_score, completion\_level, status)- pattern\_outcomes (observation\_id, outcome, close\_date, target\_reached, days\_held)
* [ ] **Build outcome tracking module**
  + Check daily closes against reference levels
  + Mark observations as COMPLETED / INVALIDATED / TIMEOUT
  + Calculate win rate, avg hold time
* [ ] **Basic internal dashboard** (simple HTML page)
  + Shows all observations from past 30 days
  + Win/loss statistics
  + For team review only, not public yet

**Week 2 Checkpoint:** System can detect, validate, post educational observations and track outcomes

**Week 3: Testing & Landing Page**

**Days 15-18: Paper Trading**

* [ ] **Deploy to production VPS**
  + Set up systemd service (auto-restart)
  + Configure market hours detection (9:30-16:00 ET)
  + Set logging to /var/log/mpis/
* [ ] **Run live paper trading** (Mon-Fri)
  + Post observations to private test channel
  + Manually verify each alert quality
  + Track outcomes in spreadsheet
  + **Target: 5-8 observations** by end of week
* [ ] **System reliability testing**
  + Monitor for crashes or missed scans
  + Validate data accuracy
  + Check alert delivery timing
* [ ] **Bug fixes and refinements**
  + Adjust confluence threshold if needed
  + Improve detection accuracy
  + Fix any false positives

**Days 19-21: Landing Page & Payments**

* [ ] **Purchase domain** (mpis.ai or similar)
* [ ] **Build simple landing page** (single page, no framework needed)
  + **Hero**: "Learn Institutional Chart Patterns as They Form"
  + **Problem**: Most traders miss high-probability setups
  + **Solution**: Real-time educational pattern observations
  + **How it works**: 3 steps (Detect → Observe → Learn)
  + **Sample observation**: Screenshot with explanation
  + **Paper trading results**: Display Week 3 stats
  + **Pricing**: Single tier $49/mo (keep it simple for MVP)
  + **CTA**: "Start 7-Day Free Trial"
  + **FAQ**: 5-6 key questions
  + **MAS disclaimers**: Educational purpose, user responsibility
* [ ] **Stripe integration**
  + Create Stripe account
  + Set up $49/mo subscription product
  + Implement Stripe Checkout
  + Test in sandbox mode
  + Create success/cancel pages
* [ ] **Manual fulfillment process** (automate later)
  + On successful payment → receive Stripe webhook
  + Manually add user email to database
  + Manually send Telegram invite link via email
  + Document: "This will be automated in v1.1"

**Week 3 Checkpoint:** Landing page live, payments working, 7+ days of paper trading data

**Week 4: Beta Launch**

**Days 22-24: Beta Launch Prep**

* [ ] **Finalize paper trading results**
  + Calculate final win rate (target: 60%+)
  + Document all observations transparently
  + Create simple performance table for landing page
* [ ] **Launch materials**
  + Write launch blog post: "Introducing MPIS"
  + Create social media posts (Twitter/X, LinkedIn)
  + Prepare Product Hunt submission
  + Write email to personal network
* [ ] **Create beta user onboarding**
  + Welcome email template
  + Telegram channel rules/guidelines
  + FAQ document
  + How to read observations guide
* [ ] **Set up support system**
  + Support email address
  + Simple ticket tracking (Notion or spreadsheet)
  + Response time goal: <24 hours

**Days 25-26: Soft Launch (Beta)**

* [ ] **Invite friends, family, network** (target: 10-15 beta users)
  + Offer $29/mo beta pricing (40% discount)
  + 7-day free trial
  + Ask for feedback after 1 week
* [ ] **Monitor closely**
  + Watch for sign-up issues
  + Respond to questions immediately
  + Track user engagement in Telegram
  + Fix bugs urgently
* [ ] **Collect feedback**
  + Send survey after 3 days
  + Ask: clarity, value, suggestions
  + Iterate based on responses

**Days 27-30: Public Launch**

* [ ] **Public launch announcement**
  + Post on Twitter/X, LinkedIn, Reddit (r/StockMarket, r/Trading)
  + Submit to Product Hunt (Wed for max visibility)
  + Email personal network: "We're live!"
  + Share beta user testimonials (if any)
* [ ] **Activate marketing**
  + Optional: Small Google Ads budget ($250-500)
  + Organic content: Daily market insights on Twitter
  + Engage in trading communities
* [ ] **Monitor metrics daily**
  + Sign-ups (free trials started)
  + Conversions (trial → paid)
  + Telegram engagement
  + Any churn or cancellations
* [ ] **Continue observations**
  + Post 1-2 quality observations daily
  + Maintain consistent delivery
  + Engage with users in channel (answer questions)

**Week 4 Checkpoint:** MVP launched, 20-30 total users, 5-10 paying subscribers ($245-490 MRR)

**🎯 MVP Success Criteria**

**Technical**

* ✅ Cup & Handle detection accuracy: 85%+ vs manual review
* ✅ System uptime during market hours: 95%+
* ✅ Observations posted within 10 minutes of detection
* ✅ All observations pass compliance checks (100%)
* ✅ Zero data breaches or security incidents

**Product**

* ✅ Paper trading win rate: 60%+ (target 65%+)
* ✅ 10+ completed observation case studies
* ✅ Average 5-8 observations per week
* ✅ Landing page conversion: 20%+ (visitor → trial)

**Business**

* ✅ 20-30 total users (free trials + paid)
* ✅ 5-10 paying subscribers ($245-490 MRR)
* ✅ Trial → paid conversion: 25%+
* ✅ User satisfaction: 4+ / 5 average rating
* ✅ Zero churn in first 30 days

**📊 Post-MVP Roadmap (Weeks 5-8)**

**Week 5: Add Ascending Triangle Pattern**

* Implement 2nd pattern type
* Continue marketing and user acquisition
* Automate Telegram invite system
* Target: 40 users, $1,500 MRR

**Week 6: Add Bull Flag Pattern**

* Implement 3rd pattern type
* Add 1-hour timeframe support
* Build simple automated reporting
* Target: 60 users, $2,500 MRR

**Week 7: Premium Tier Launch**

* Create community discussion group
* Add 3 more patterns (Head & Shoulders, Bear Flag, Descending Triangle)
* Launch $149/mo Education + Community tier
* Target: 80 users, $4,000 MRR

**Week 8: Public Dashboard**

* Build React dashboard for pattern studies
* Full historical data transparency
* CSV export functionality
* Expand to 100-stock watchlist
* Target: 100 users, $5,500 MRR

**🚧 Risk Mitigation**

**Critical Risks & Mitigations**

**Risk: Low detection rate (<3 observations/week)**

* **Mitigation**: Lower confluence threshold from 3/5 to 2/5
* **Contingency**: Add Ascending Triangle in Week 2 instead of Week 5

**Risk: Win rate below 55%**

* **Mitigation**: Increase confluence threshold, tighten detection criteria
* **Contingency**: Be transparent about realistic expectations, focus on education value

**Risk: Manual Telegram invites too burdensome**

* **Mitigation**: Build automation sprint if >20 paid users in Week 4
* **Contingency**: Hire VA for $15/hr to handle invites temporarily

**Risk: MAS compliance issues**

* **Mitigation**: All messages reviewed by founder before first 50 posts
* **Contingency**: Pause observations, consult legal, adjust language

**Risk: Alpha Vantage API limits exceeded**

* **Mitigation**: Aggressive caching (24hr), limit to 50 stocks
* **Contingency**: Upgrade to higher API tier or add secondary data provider

**💰 MVP Budget (4 Weeks)**

| **Item** | **Cost** | **Notes** |
| --- | --- | --- |
| VPS Hosting (DigitalOcean) | $24 | 1 month |
| Alpha Vantage Premium | $50 | 1 month |
| Domain Registration | $12 | Annual |
| Stripe Fees (estimated) | $50 | ~$500 revenue × 10% |
| **Total** | **$136** | Minimal upfront investment |

**Break-even**: 3 paying subscribers at $49/mo

**👥 Team Requirements**

**Minimum Viable Team:**

* **1 Developer** (you): Full-stack, 60-80 hours/week during MVP sprint
* **1 Part-time Tester** (optional): 10 hours/week for Week 3-4
* **Legal Consultant** (as-needed): Review final compliance approach before launch

**Post-MVP:**

* Add content marketer (Week 5+)
* Add customer support (Week 7+ as volume grows)

**📈 Key Metrics to Track**

**Daily (During Launch Week)**

* Sign-ups started
* Trials converted to paid
* Telegram message engagement
* System uptime %
* Observations posted

**Weekly**

* Total users (free + paid)
* MRR (Monthly Recurring Revenue)
* Win rate (closed observations)
* Average observations per week
* User satisfaction scores

**Monthly**

* Customer Acquisition Cost (CAC)
* Lifetime Value (LTV) projection
* Churn rate
* Net Promoter Score (NPS)

**✅ Go/No-Go Decision Points**

**End of Week 2**

**GO if:** Detection system works, compliance validated, first observation posted successfully **NO-GO if:** Detection accuracy <70% or cannot post compliant observations

**End of Week 3**

**GO if:** 7+ days paper trading, 60%+ win rate trajectory, landing page functional **NO-GO if:** Win rate <50% or major technical issues unresolved

**End of Week 4**

**GO if:** 5+ paying subscribers, system stable, positive user feedback **PAUSE if:** <3 paying subscribers or critical bugs → extend beta by 1 week

**🎓 Critical Success Factors**

1. **Maintain MAS compliance religiously** - Every observation must pass automated checks
2. **Quality over quantity** - 2-3 excellent observations/week > 10 mediocre ones
3. **Aggressive execution** - Make decisions fast, ship imperfect but functional features
4. **Focus on Cup & Handle mastery** - One pattern done excellently beats six done poorly
5. **Manual processes are OK initially** - Automate after proving product-market fit
6. **Transparent about limitations** - This is an MVP, users will appreciate honesty
7. **Daily user engagement** - Respond to every question, build relationships

**🚀 Launch Day Checklist**

**24 Hours Before:**

* [ ] All systems tested end-to-end
* [ ] Landing page live and mobile-responsive
* [ ] Stripe checkout tested (sandbox → production)
* [ ] Support email monitored
* [ ] Social media posts scheduled
* [ ] Personal network email drafted
* [ ] Product Hunt submission ready

**Launch Day (Day 27):**

* [ ] Post social media announcements (morning)
* [ ] Submit to Product Hunt (midnight PT for Wed launch)
* [ ] Email personal network (9am)
* [ ] Monitor sign-ups hourly
* [ ] Respond to all questions immediately
* [ ] Post first public observation (if pattern detected)
* [ ] Celebrate first paying customer! 🎉

**First Week Post-Launch:**

* [ ] Daily observation consistency
* [ ] Sub-24hr support response time
* [ ] Collect user feedback actively
* [ ] Document bugs and prioritize fixes
* [ ] Plan Week 5 roadmap based on learning

**Final Thoughts**

This aggressive 4-week MVP plan sacrifices completeness for **speed to market**. The bet is:

✅ **One pattern done well** > Six patterns done poorly ✅ **Real user feedback** > Perfect internal features  
✅ **Revenue validation** > Building in isolation  
✅ **Manual processes** > Over-automation too early

After Week 4, you'll have:

* Paying customers validating the concept
* Real usage data to guide development
* Proven win rate and educational value
* Momentum to raise funding or bootstrap growth

The full PRD vision (200 stocks, 6 patterns, multi-timeframe, public dashboard) can be achieved by **Month 3-4**, but this MVP gets you to revenue and learning in **30 days**.

**Let's ship it.** 🚀