Project Kage - Operations Strategy

1. Team Structure & Organization

Leadership Team

- **CEO/Founder**: Overall vision, strategy, fundraising, and leadership
- **CTO/Technical Co-Founder**: Technical architecture, development leadership
- **CPO (Chief Product Officer)**: Product strategy, UX/UI direction, feature prioritization
- **COO (as growth allows)**: Day-to-day operations, team management, process optimization

Core Team Roles (Initial MVP Phase)

- **Full-Stack Developers** (2-3): Building core app functionality
- **AI/ML Engineer**: Implementing and training the AI assistant
- **UX/UI Designer**: Creating the user experience and interface
- **Product Manager**: Feature specification and roadmap management
- **Content Creator**: Developing in-app content and educational materials
- **Marketing Lead**: Early user acquisition and community building

Extended Team (Growth Phase)

- **Backend Engineers** (2-3): Scaling infrastructure and performance
- **Frontend Developers** (2-3): Refining UI and implementing new features
- **Data Scientist**: User behavior analysis and AI improvement
- **QA Specialist**: Quality assurance and testing
- **DevOps Engineer**: Infrastructure and deployment
- **Customer Support Specialist**: User assistance and feedback collection
- **Community Manager**: Building and maintaining user community
- **HR/Office Manager**: Talent acquisition and workspace management

Organizational Structure

- Flat hierarchy initially with direct reporting to founders
- Move to functional team structure as company grows
- Remote-first or hybrid work model with quarterly in-person gatherings
- Focus on autonomy with clear accountability

2. Development Workflow & Processes

Development Methodology

- **Agile Framework**: Modified Scrum with two-week sprints

- **Daily Standups**: Quick alignment meetings (15 minutes)

- **Sprint Planning**: Bi-weekly feature prioritization

- **Retrospectives**: Process improvement after each sprint

- **User Story Mapping**: For feature development and prioritization

Project Management

- **Tools**:
  - Jira for task tracking

  - GitHub for code repository

  - Figma for design

  - Notion for documentation

  - Slack for communication

- **Documentation Standards**:
  - Comprehensive API documentation

  - Design system documentation

  - User story templates

  - Technical specification templates

Development Workflow

- **Git Flow Process**:
  - Feature branches

  - Pull request reviews

  - Continuous integration

  - Release branches

- **Code Review Protocol**:
  - Mandatory peer reviews

  - Automated static analysis

  - Security scanning

- **Release Cycle**:
  - Bi-weekly feature releases

  - Weekly bug fixes

  - Monthly major releases

Quality Assurance

- **Automated Testing**:
  - Unit tests (90%+ coverage)
  - Integration tests
  - End-to-end tests
  - Performance tests

- **Manual Testing**:
  - User acceptance testing
  - Exploratory testing
  - Usability testing

- **Beta Testing Program**:
  - Alpha user group
  - Extended beta program
  - Feature-specific test groups

3. Technical Operations

Infrastructure

- **Cloud Platform**: AWS or Google Cloud
- **Containerization**: Docker with Kubernetes orchestration
- **Databases**:
  - MongoDB for user data and content
  - PostgreSQL for transactional data
  - Redis for caching and real-time features
- **Search**: Elasticsearch for community content and knowledge base

Security

- **Authentication**: OAuth 2.0 with MFA
- **Data Protection**:
  - End-to-end encryption for sensitive data
  - Regular security audits
  - Penetration testing
- **Compliance**:
  - GDPR implementation
  - CCPA compliance

- HIPAA considerations for health data

- **Backup & Recovery**:
  - Daily automated backups
  - Point-in-time recovery
  - Disaster recovery plan

Monitoring & Performance

- **Application Monitoring**:
  - New Relic or Datadog for performance
  - Sentry for error tracking
  - Custom dashboards for key metrics

- **Infrastructure Monitoring**:
  - Server health
  - Database performance
  - Network metrics

- **User Experience Monitoring**:
  - Real user monitoring
  - Performance analytics
  - Session recording (anonymized)

DevOps

- **CI/CD Pipeline**:
  - GitHub Actions or CircleCI
  - Automated testing in pipeline
  - Deployment automation

- **Environment Strategy**:
  - Development
  - Staging
  - Production
  - Feature flag system

- **Infrastructure as Code**:
  - Terraform for cloud resources
  - Ansible for configuration

4. AI Operations

AI Assistant Development

- **Training Data Management**:
  - Data collection protocols
  - Annotation guidelines
  - Quality control process

- **Model Training Pipeline**:
  - Training infrastructure
  - Experiment tracking
  - Version control for models

- **Evaluation Framework**:
  - Accuracy metrics
  - User satisfaction metrics
  - Bias detection

AI Deployment

- **Serving Infrastructure**:
  - Model serving platform
  - Scaling strategy
  - Latency optimization

- **Monitoring**:
  - Drift detection
  - Performance monitoring
  - Usage analytics

- **Continuous Improvement**:
  - A/B testing framework
  - Feedback collection
  - Retraining schedule

AI Ethics & Governance

- **Ethics Guidelines**:
  - Fairness principles
  - Privacy considerations
  - Transparency requirements

- **Review Process**:

- Ethics review for features

  - Bias auditing

  - User feedback evaluation

- **Documentation**:
  - Model cards

  - Data statements

  - Limitation disclosures

5. Product Operations

Feature Management

- **Roadmap Process**:
  - Quarterly planning

  - Monthly reviews

  - Stakeholder alignment

- **Prioritization Framework**:
  - Impact vs. effort matrix

  - User value scoring

  - Strategic alignment check

- **Feature Lifecycle**:
  - Concept

  - Specification

  - Development

  - Testing

  - Release

  - Evaluation

User Feedback System

- **Collection Mechanisms**:
  - In-app feedback

  - Email surveys

  - User interviews

  - Usage analytics

- **Analysis Process**:
  - Categorization

- Prioritization
  - Action planning
- **Closing the Loop**:
  - Communication with users
  - Implementation tracking
  - Impact measurement

Content Operations

- **Content Production**:
  - Editorial calendar
  - Production workflow
  - Quality standards
- **Content Management**:
  - CMS for in-app content
  - Versioning system
  - Translation management
- **Measurement**:
  - Engagement metrics
  - Comprehension testing
  - Impact on user success

6. Customer Support Operations

Support Channels

- **In-App Support**:
  - Chat interface
  - Help center
  - Contextual assistance
- **Email Support**:
  - Ticket system
  - SLA definitions
  - Escalation path
- **Community Support**:
  - Forums
  - Peer assistance

- Expert hours

Support Processes

- **Ticket Management**:
  - Categorization system
  - Priority levels
  - Assignment rules

- **Knowledge Management**:
  - Internal knowledge base
  - Solution documentation
  - Training materials

- **Quality Assurance**:
  - Review process
  - Customer satisfaction surveys
  - Performance metrics

Customer Success

- **Onboarding**:
  - Welcome sequence
  - Getting started guides
  - First success milestones

- **Retention Program**:
  - Check-in schedule
  - Usage monitoring
  - Intervention protocols

- **Premium Support**:
  - VIP handling
  - Dedicated success managers
  - Proactive outreach

7. Community Operations

Community Management

- **Moderation System**:
  - Community guidelines

- Moderation tools
- Escalation process

- **Engagement Program**:
  - Discussion prompts
  - Events calendar
  - Recognition system

- **Content Curation**:
  - User content review
  - Highlighting system
  - Featured content selection

Ambassador Program

- **Selection Process**:
  - Criteria definition
  - Application system
  - Evaluation method

- **Support Structure**:
  - Training materials
  - Communication channels
  - Resource library

- **Recognition System**:
  - Benefits structure
  - Achievement tracking
  - Advancement path

Events & Programs

- **Virtual Events**:
  - Webinar series
  - Community calls
  - Expert sessions

- **Challenges**:
  - Goal-specific challenges
  - Leaderboards
  - Reward system

- **Learning Programs**:
  - Habit masterclasses
  - DOSE education series
  - Expert workshops

8. Financial Operations

Budget Management

- **Budget Structure**:
  - Department allocations
  - Project-based budgeting
  - Contingency planning
- **Expense Tracking**:
  - Approval workflows
  - Receipt management
  - Vendor management
- **Reporting**:
  - Monthly financial reviews
  - Burn rate tracking
  - Runway calculations

Revenue Operations

- **Subscription Management**:
  - Payment processor integration
  - Renewal processing
  - Dunning management
- **Pricing Operations**:
  - A/B testing infrastructure
  - Promotional system
  - Discount management
- **Financial Reporting**:
  - Revenue recognition
  - MRR/ARR tracking
  - Cohort analysis

Financial Planning

- **Forecasting Process**:
  - Growth modeling
  - Expense projection
  - Scenario planning

- **Investment Planning**:
  - Capital allocation
  - ROI analysis
  - Fundraising preparation

- **Financial Strategy**:
  - Path to profitability
  - Unit economics optimization
  - Expansion financing

9. Legal & Compliance Operations

Contract Management

- **Template System**:
  - Standard agreements
  - Custom agreement process
  - Amendment workflow

- **Vendor Contracts**:
  - Evaluation process
  - Negotiation guidelines
  - Review workflow

- **Partner Agreements**:
  - Partner tiers
  - Agreement types
  - Renewal process

Compliance Management

- **Policy Framework**:
  - Policy creation process
  - Review schedule
  - Distribution system

- **Compliance Monitoring**:
  - Audit schedule
  - Checklist system
  - Issue remediation

- **Training Program**:
  - Compliance training
  - Certification tracking
  - Refresher schedule

IP Management

- **Trademark Process**:
  - Registration workflow
  - Monitoring system
  - Enforcement protocol

- **Patent Strategy**:
  - Invention disclosure
  - Filing process
  - Portfolio management

- **Copyright Management**:
  - Registration workflow
  - License tracking
  - Usage guidelines

10. Human Resources Operations

Recruitment

- **Hiring Process**:
  - Job description templates
  - Interview structure
  - Candidate evaluation

- **Onboarding Program**:
  - First week schedule
  - Training materials
  - Buddy system

- **Talent Pipeline**:

- Relationship management

- University partnerships

- Diversity initiatives

Team Development

- **Performance Management**:
  - Goal setting framework

  - Feedback system

  - Review process

- **Learning & Development**:
  - Skill development budget

  - Learning resources

  - Growth paths

- **Culture Building**:
  - Values reinforcement

  - Team activities

  - Recognition programs

Remote Work

- **Communication Protocol**:
  - Meeting guidelines

  - Documentation standards

  - Async communication tools

- **Workspace Support**:
  - Home office stipend

  - Equipment provision

  - Ergonomic guidelines

- **Team Connection**:
  - Virtual social events

  - Quarterly in-person gatherings

  - Interest groups

11. Operational Scalability

Process Documentation

- **Standard Operating Procedures**:
  - Template system
  - Review process
  - Distribution method

- **Process Mapping**:
  - Visualization standards
  - Bottleneck identification
  - Optimization process

- **Knowledge Management**:
  - Central repository
  - Search functionality
  - Onboarding integration

Automation Strategy

- **Task Identification**:
  - Manual task audit
  - Automation potential scoring
  - Prioritization framework

- **Tool Selection**:
  - Evaluation criteria
  - Integration requirements
  - Cost-benefit analysis

- **Implementation**:
  - Pilot process
  - Measurement framework
  - Rollout plan

Growth Readiness

- **Scaling Triggers**:
  - User milestone thresholds
  - Performance indicators
  - Quality metrics

- **Infrastructure Scaling**:
  - Capacity planning

- Load testing
  - Auto-scaling configuration
- **Team Scaling**:
  - Hiring plan triggers
  - Role expansion timing
  - Management structure evolution

12. Risk Management

Risk Assessment

- **Risk Identification**:
  - Regular risk workshops
  - Cross-functional input
  - External analysis
- **Impact Analysis**:
  - Severity rating system
  - Probability assessment
  - Composite scoring
- **Mitigation Planning**:
  - Strategy development
  - Resource allocation
  - Testing procedures

Business Continuity

- **Continuity Planning**:
  - Critical function identification
  - Recovery procedures
  - Communication protocols
- **Disaster Recovery**:
  - Backup systems
  - Recovery testing
  - Alternative workflows
- **Crisis Management**:
  - Response team structure
  - Decision frameworks

- Stakeholder communication

Vendor Management

- **Selection Process**:
  - Requirements definition
  - Evaluation criteria
  - Due diligence checklist

- **Performance Monitoring**:
  - SLA tracking
  - Quality assessment
  - Review schedule

- **Relationship Management**:
  - Communication cadence
  - Escalation path
  - Strategic alignment