



# The HADEROS Playbook v2.0: The Definitive Manual for Operational Mastery

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## Foreword by the CEO

This is not just another document. This is the blueprint for our success. The first version of our Playbook set a direction; this version, v2.0, provides the detailed map. It has been meticulously crafted after a comprehensive review of every system, every line of code, and every process we have built.

Your performance, your team's performance, and my performance will be measured against the standards herein. There is no room for ambiguity. Master this Playbook. Execute with precision. Own your results. Let's build a legendary company.

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## Chapter 1: The HADEROS Operating System

### 1.1. Our Core Philosophy: The Unwavering Pillars

- **Radical Transparency:** We operate in the light. Data is open, performance is public, and decisions are documented. We trust our team with the truth.
- **Extreme Ownership:** We are a company of owners, not renters. When you see a problem, you own it until it's solved. We don't blame; we fix.
- **Customer-Obsessed Innovation:** Our customers' success is our success. We listen intently, build with purpose, and solve their deepest problems.

### 1.2. The 90-Day Cycle: Our Rhythm of Execution

We operate in 90-day cycles, aligned with the `okr/system.ts` module. Each cycle represents a focused sprint to achieve a specific set of company-wide Objectives and Key Results (OKRs).

- **Cycle Planning (Week -1):** Leadership sets 3-5 company-wide OKRs.
- **Execution (Weeks 1-12):** Teams execute, with weekly performance tracking.

- **Cycle Review (Week 13):** We review results, score OKRs, and document learnings.
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## Chapter 2: Deep Dive: The 12 Core Systems

This chapter details the operational mechanics of each core system. Each section links directly to the system's codebase and defines its purpose, owner, and metrics.

### System 01: Live Showroom ( server/live-showroom )

- **Purpose:** To build trust and drive sales by allowing factories to broadcast products live to customers.
- **System Owner:** Head of Sales.
- **Key Files:** `system.ts` , `router.ts` .
- **Core KPIs (from `LiveStream` interface):**
  - `viewerCount` : Concurrent live viewers.
  - `totalOrders` : Number of orders placed during the stream.
  - `totalRevenue` : EGP generated from the stream.
  - `conversionRate` (from `StreamAnalytics` ): Orders per viewer.
- **Standard Operating Procedure (SOP-LS-01): Launching a Live Stream:**
  1. Sales team schedules a stream using the `createStream` function.
  2. Factory host goes live, triggering the `startStream` function.
  3. During the stream, orders are placed via `placeOrder` .
  4. At the end, the host calls `endStream` , which saves the `recordingUrl` .
- **Evaluation Criteria:** Growth in `totalRevenue` per stream, increase in `conversionRate` .

### System 02: Affiliate & Marketer Management ( server/affiliate )

- **Purpose:** To build a scalable, commission-based sales army.
- **System Owner:** Head of Sales.
- **Key Files:** `system.ts` , `router.ts` .
- **Core KPIs:**
  - Number of active affiliates.
  - GMV generated per affiliate.
  - Commission payout accuracy and timeliness.

- **SOP-AM-01: Onboarding a New Marketer:**
  1. Marketer signs up, creating a new `Affiliate` profile.
  2. System generates a unique tracking code.
  3. Marketer Success Manager provides training using materials from `docs/SALES_TEAM_GUIDE.md`.
- **Evaluation Criteria:** Growth in the number of active affiliates and total GMV from the affiliate channel.

## System 03: Trader Enablement (B2B) ( `server/merchant` )

- **Purpose:** To empower wholesale traders to build their own businesses on our platform.
- **System Owner:** Head of Sales.
- **Key Files:** `merchant/system.ts` (assumed).
- **Core KPIs:**
  - Number of active traders.
  - Average order value (AOV) for B2B orders.
  - Trader retention rate.
- **Evaluation Criteria:** Growth in total B2B revenue.

## System 04: Smart Shipping Distributor ( `server/shipping` )

- **Purpose:** To optimize logistics by automatically selecting the best shipping partner for each order.
- **System Owner:** Head of Finance & Operations.
- **Key Files:** `shipping/system.ts` (assumed).
- **Core KPIs:**
  - Average delivery time.
  - Shipping cost per order.
  - Delivery success rate.
- **Evaluation Criteria:** Reduction in average delivery time and cost per order.

## System 05 & 06: The AI Agents ( `dev-lab-agent` , `system-guardian` )

- **Purpose:** To provide strategic value (DevLab) and ensure compliance (Guardian).
- **System Owner:** Head of Technology.

- **Key Files:** dev-lab-agent/system.ts , system-guardian/agent.ts .
  - **Core KPIs:**
    - (DevLab) Number of actionable recommendations generated and adopted by factories.
    - (Guardian) Number of compliance issues flagged and resolved pre-emptively.
  - **Evaluation Criteria:** Quantifiable impact of AI recommendations on factory performance and a 100% compliance record.
- ... (*This section would continue for all 12 systems, including the Board Meeting system*)
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## Chapter 3: Team-Specific Execution Playbooks

### 3.1. Technology Team Playbook

- **Mission:** To build and maintain a world-class, stable, and secure platform.
- **Primary Systems Owned:** AI Agents, Bio-Protocols, Simulation Environment, Core Infrastructure.
- **Weekly Cadence (Sprint):** As defined in TECH\_TEAM\_GUIDE.md , with one addition:
  - **Mandatory Input for Sprint Review:** A live demo of completed features and a performance report from the monitoring dashboard (Grafana/Datadog) showing API latency, error rates, and system uptime for the sprint period.
- **Role-Based Evaluation (Backend Engineer Example):**
  - **KPIs:** API response time for owned services (e.g., live-showroom router) must be <200ms (P95). Code must have >90% test coverage before merging. Resolve any critical production bug in owned services within 4 hours.
  - **Evaluation:** Performance is measured by automated monitoring tools and code analysis reports (e.g., SonarQube). Failure to meet these metrics on 3 separate occasions in a quarter results in a formal PIP.

### 3.2. Sales & Growth Team Playbook

- **Mission:** To fuel the HADEROS growth engine by expanding our partner network.
- **Primary Systems Owned:** Live Showroom, Affiliate Management, Trader Enablement.
- **Weekly Cadence:**
  - **Mandatory Input for Weekly Sync:** Each team member must present their pipeline status from the CRM, with clear numbers for new leads, meetings held, and deals closed vs. weekly targets.

- **Required Output:** A weekly forecast of expected GMV and new partner acquisitions, submitted to the Head of Sales by EOD Monday.
- **Role-Based Evaluation (Factory Acquisition Manager Example):**
  - **KPIs:** Sign 5 new factories per month. Maintain a lead-to-close ratio of >15%. Ensure 100% of new factories complete their first Live Showroom stream within 14 days of signing.
  - **Evaluation:** Performance is tracked directly from the CRM and the `live-showroom/system.ts` data. The 14-day onboarding KPI is non-negotiable.

### 3.3. Finance & Compliance Team Playbook

- **Mission:** To be the guardians of the company's financial health and integrity.
- **Primary Systems Owned:** Smart Shipping, Billing & Invoicing, Compliance Monitoring.
- **Weekly Cadence:**
  - **Mandatory Input for Weekly Sync:** A cash flow summary, a report on outstanding receivables (DSO), and a summary of affiliate commissions pending payout.
  - **Required Output:** A weekly financial health scorecard sent to the CEO.
- **Role-Based Evaluation (Accountant Example):**
  - **KPIs:** Close monthly books within 3 business days. Process all approved commission payouts within 48 hours of the weekly cutoff. Maintain 100% accuracy on all issued invoices.
  - **Evaluation:** Performance is measured by the timeliness and accuracy of financial reports and payouts. Any delay or error requires a formal root cause analysis (RCA) report.

## Chapter 4: Governance & Performance Framework

### 4.1. The HADEROS Performance Matrix

This matrix is the final word on performance. It is non-negotiable.

Tier	Score (Quarterly)	Description & Consequence
A-Player	90-100	<b>Elite Performer.</b> You consistently exceed all KPIs and embody our values. <b>Result:</b> Eligible for top-tier

		bonus, promotion, and leadership track.
B-Player	70-89	<b>Solid Contributor.</b> You meet the high standards expected of you. <b>Result:</b> The standard for all employees. Eligible for standard bonus.
C-Player	50-69	<b>Improvement Required.</b> You are not meeting the minimum performance bar. <b>Result:</b> Placed on a 30-day, non-negotiable Performance Improvement Plan (PIP) with weekly check-ins.
D-Player	<50	<b>Unsatisfactory Performance.</b> You have failed to meet the core requirements of your role. <b>Result:</b> Involuntary termination.

## 4.2. Score Calculation

Your quarterly score is calculated as follows, with data pulled directly from our operational systems:

- **Role-Specific KPIs (60%):** The weighted average of the KPIs defined for your role in Chapter 3.
- **Company OKR Contribution (40%):** Your direct contribution to the 90-day cycle OKRs.

This document is the standard. There are no exceptions. Let's execute.