

UGOKI

Business Plan Update Suggestions

MVP Status: COMPLETE
Ready for Production Deployment

Document Purpose:

Section-by-section recommendations for updating the Comprehensive Business Plan to reflect the completed MVP status. The original plan assumed 6 months of development; the MVP is now 100% complete.

January 2026
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CRITICAL CONTEXT: MVP IS COMPLETE

What Has Been Built (Actual Status - January 2026)

Backend - 11/11 Modules Complete

Module	Status	Implemented Features
IDENTITY	Complete	JWT auth, anonymous mode
TIME_KEEPER	Complete	Fasting/workout timers, pause/resume
METRICS	Complete	Weight tracking, biomarkers, bloodwork
PROGRESSION	Complete	Streaks, XP, levels, 21 achievements
CONTENT	Complete	16 workouts, 30 recipes
AI_COACH	Complete	Chat, insights, safety filtering
NOTIFICATION	Complete	Push tokens, preferences
PROFILE	Complete	Goals, health, GDPR compliance
EVENT_JOURNAL	Complete	Activity tracking
SOCIAL	Complete	Friends, leaderboards, challenges
RESEARCH	Complete	PubMed, AI summaries, 15/day quota

Mobile - 9/9 Phases Complete

- Foundation & Auth/Onboarding
- Fasting Timer & Dashboard
- Workouts & AI Coach
- Profile/Settings & Polish
- Social & Research Hub

Actual Technology Stack Built

Backend: Python 3.12+, FastAPI, SQLAlchemy 2.0 (async), Pydantic 2.0, Alembic

AI Layer: Pydantic AI, Claude 3.5 Sonnet/Haiku, Logfire

Mobile: Expo SDK 52, React Native, Tamagui, Zustand, TanStack Query, Expo Router

Infrastructure: Fly.io, Cloudflare R2, Expo Push, Resend, Sentry

1. EXECUTIVE SUMMARY

Current Issue

The executive summary describes the platform in future tense and doesn't mention that MVP is complete. This significantly undersells your current position to investors.

Suggested Changes

Business Concept - Add MVP Status

ADD: "We have completed full MVP development with all 11 backend modules and 9 mobile phases operational, ready for immediate production deployment and App Store submission."

Financial Projections - Update Timeline

Original: "Break-even: Month 18" (from funding)

SUGGEST: "Break-even: Month 12-14" (since 6 months of dev time saved)

Funding Requirements - Revise Allocation

Category	Original	Suggested
Product Development	40% (300K)	16% (120K)
Marketing & Growth	37% (275K)	53% (400K)
Operations & Team	17% (125K)	24% (180K)
Contingency	6% (50K)	7% (50K)

Rationale: With MVP complete, shift budget from development to customer acquisition and growth.

2. MARKET ANALYSIS

Current Issue

This section is solid and requires minimal changes. The market data and competitive analysis remain relevant.

Suggested Changes

Competitive Advantages - Add New Point

ADD: "7. MVP Complete & Market Ready

- Full platform built and tested
- Immediate launch capability
- 6-month head start vs. competitors building from scratch
- Proven technical execution capability"

3. MARKETING STRATEGIES

Current Issue

The phasing assumes MVP launch in Month 6. With MVP complete, Phase 1 can begin immediately.

Suggested Timeline Changes

Phase	Original	Suggested
Phase 1: Launch	Months 1-6	Months 1-3
Phase 2: Growth	Months 7-18	Months 4-12
Phase 3: Leadership	Months 19-36	Months 13-24

Add New Section - Launch Readiness

Launch Readiness Checklist:

[DONE] iOS app development

[DONE] Backend API complete

[DONE] AI Coach with safety filtering

[DONE] Social features operational

[DONE] Research Hub with PubMed

[TODO] Production deployment to Fly.io

[TODO] App Store submission

4. OPERATIONAL PLAN

4.1 Product Development Roadmap

CRITICAL ISSUE

The entire section assumes MVP needs to be built. The technology stack listed is INCORRECT.

Original Technology Stack (WRONG):

Frontend: React Native | Backend: Node.js with Express | Database: PostgreSQL/MongoDB | Cloud: AWS

Actual Technology Stack (CORRECT):

Frontend: Expo SDK 52, React Native, Tamagui, Expo Router

Backend: Python 3.12+, FastAPI, SQLAlchemy 2.0 (async)

Database: PostgreSQL (via SQLAlchemy)

AI Layer: Pydantic AI, Claude 3.5 Sonnet/Haiku

Cloud: Fly.io, Cloudflare R2

Monitoring: Logfire, Sentry

4.2 Roadmap Revision

DELETE: Pre-Launch (Months -6 to 0) - MVP Development section

REPLACE WITH: Pre-Launch (Weeks 1-4) - Production Readiness

4.3 Technology Infrastructure - Team

Original Development Team (WRONG)

- Lead Developer (Full-time): Backend, architecture, AI
- Frontend Developer (Full-time): Mobile app, UX

Suggested Development Team

Current State:

- Founder/Technical Lead: Built entire MVP, ongoing maintenance

Immediate Needs:

- DevOps Engineer (Contract): Production deployment
- QA Specialist (Part-time): Testing
- Content Producer (Contract): Video content

Growth Phase (Month 6+):

- Senior Full-Stack Developer
- Mobile Developer

5. ORGANIZATIONAL STRUCTURE

CRITICAL ISSUE

The hiring plan assumes building an MVP from scratch. This needs significant revision.

Hiring Plan Revision

Role	Original	Suggested
Backend Dev	Month 1 - 75K	Month 3 - 55K (contract)
Marketing Lead	Month 3 - 65K	Month 1 - 65K (PRIORITY)
Frontend Dev	Month 6 - 70K	Month 6 - 70K
Customer Support	Month 9 - 35K	Month 3 - 35K
QA Specialist	Month 12 - 55K	Month 4 - 45K (PT)

Rationale: No need for Lead Backend Developer at Month 1 - MVP is built. Marketing becomes priority hire since product is ready.

6. FINANCIAL PLAN

6.1 Funding Requirements - MAJOR REVISION

Original Use of Funds

Product Development (40%): 300,000 - Backend: 120K, Mobile: 100K, AI/ML: 50K, QA: 30K

Suggested Use of Funds (MVP Complete)

Product Enhancement (16%): 120,000

- Production infrastructure: 40K
- Feature enhancements: 40K
- Content production: 25K
- QA and testing: 15K

Marketing & Acquisition (53%): 400,000

- Digital advertising: 200K
- Content creation: 80K
- Influencer partnerships: 60K
- PR and events: 40K
- Marketing tools: 20K

Operations & Team (24%): 180,000

- Salaries (12 months): 140K
- Office and admin: 20K
- Legal and compliance: 15K
- Professional services: 5K

Contingency (7%): 50,000

6.2 Timeline Acceleration

All projections should shift 6 months earlier since MVP is complete.

Milestone	Original	Suggested
Beta launch	Month 6	Month 1
2,000 paid subs	Month 9	Month 6
3,000 paid subs	Month 12	Month 9
Break-even	Month 18	Month 12-14
Series A ready	Month 24	Month 18

7. RISK MANAGEMENT

Add New Risk Category

10. AI Cost Management Risk

Risk Level: Medium

Impact: Medium - affects margins

Specific Risks:

- Claude API costs scaling with users
- Unpredictable AI usage patterns
- Model pricing changes

Mitigation (Already Implemented):

- Safety filtering reduces unnecessary AI calls
- Research hub has 15/day quota limit
- AI insights cached where appropriate

Update Technology Risk

ADD to Risk 3 (Technology & Platform):

- AI model deprecation or API changes
- Fly.io service reliability
- Expo/EAS build pipeline issues

Risk Level: Low (was Low-Medium)

Rationale: MVP complete reduces dependency on technical hires

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SUMMARY OF CRITICAL CHANGES

Must Update (High Priority)

- 1. Technology Stack - Change Node.js/Express to Python/FastAPI throughout
- 2. Development Timeline - Remove 6-month MVP development phase
- 3. Funding Allocation - Shift from 40% development to 16% enhancement
- 4. Hiring Plan - Prioritize marketing over development hires
- 5. Financial Projections - Accelerate all timelines by 6 months
- 6. Milestones - Update pre-launch items to show completion status

Should Update (Medium Priority)

- 7. Infrastructure Costs - Update to Fly.io/Cloudflare pricing
- 8. Content Status - Show current 16 workouts, 30 recipes
- 9. Risk Assessment - Add AI cost management risk
- 10. Break-Even Timeline - Revise from Month 18 to Month 12-14

INVESTOR PITCH TALKING POINTS

Based on these updates, key messages for investors:

"We've eliminated development risk"

MVP is complete, not a concept

"Your investment goes to growth"

53% to marketing vs 40% to development

"6-month head start"

Ready to launch while competitors build

"Proven technical execution"

Full platform built by founding team

"Faster path to break-even"

Month 12-14 vs Month 18

"Lower burn rate"

No expensive developer hires needed immediately

"Ready for App Store"

Can submit within weeks of funding

APPENDIX: FEATURE COMPARISON

Business Plan vs Actual MVP

Feature	Plan (Planned)	Actual (Built)
IF Tracking	Basic	Full (multiple protocols)
Workouts	20 videos	16 routines
Meals	50 suggestions	30 recipes
AI Coach	Basic	Full with safety filtering
Community	Planned	Friends, leaderboards, challenges
Research Hub	Not mentioned	PubMed + AI summaries
Achievements	Not detailed	21 achievement badges
Bloodwork	Not mentioned	Biomarker tracking
GDPR	Planned	Implemented
Push Notifications	Planned	Implemented

Document prepared: January 2026

Based on: Comprehensive Business Plan (December 2025)

Status: MVP Complete - Ready for Production