

# Department Mission Statements, Goals & Requirements

## One In The Hand, LLC

### Overview

This document defines the mission, goals, and requirements for each functional department of OITH. While currently operating as a single-person organization with Matthew Ross fulfilling all roles, this structure provides the framework for future team expansion and ensures clear accountability across all business functions.

## EXECUTIVE / LEADERSHIP

### Mission Statement

To provide visionary leadership that guides OITH toward becoming the premier dating platform for intentional connections, making decisions that balance user welfare, business sustainability, and ethical innovation.

### Department Goals

#### Strategic Goals

Goal	Metric	Target	Timeline
Establish market position	Brand recognition surveys	Top 5 in niche dating apps	Year 2
Achieve profitability	Monthly net income	Positive cash flow	Month 12
Build sustainable growth	User growth rate	20% MoM	Year 1

Maintain ethical standards	Ethics audit score	100% compliance	Ongoing
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## Operational Goals

Goal	Metric	Target	Timeline
Complete company formation	Legal documents filed	100% complete	Month 1
Launch MVP	App in stores	Live	Month 4
Establish processes	All SOPs documented	Complete	Month 6
Build advisory network	Active advisors	2-3 advisors	Year 1

## Requirements

### Skills Required

- Strategic planning and vision setting
- Financial management and budgeting
- Legal and compliance understanding
- Leadership and decision-making
- Industry knowledge (dating/tech)

### Technical Requirements

- Business intelligence dashboards
- Financial tracking software
- Project management tools
- Communication platforms

### Resources

Resource	Purpose	Priority
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Legal counsel (on-call)	Contract review, compliance	High
Accountant/CPA	Tax planning, bookkeeping	High
Business advisor	Strategy guidance	Medium
Industry mentor	Market insights	Medium

# PRODUCT DEVELOPMENT

## Mission Statement

To create an exceptional dating application that embodies the "one match at a time" philosophy, delivering a user experience that is intuitive, delightful, and genuinely helps users find meaningful connections.

## Department Goals

### Product Goals

Goal	Metric	Target	Timeline
Launch MVP	Feature completion	100% core features	Month 4
User satisfaction	App store rating	4.5+ stars	Month 6
Engagement	Daily active users/Monthly active	40%+ DAU/MAU	Month 9
Feature velocity	New features shipped	1-2 per month	Ongoing

### User Experience Goals

Goal	Metric	Target	Timeline
Onboarding completion	% completing signup	80%+	Launch

Match response rate	% responding to matches	60%+	Month 6
Date conversion	% matches leading to dates	25%+	Month 9
User retention	30-day retention	50%+	Month 6

## Requirements

### Core Features (MVP)

- ■ User registration and authentication
- ■ Profile creation with photos and bio
- ■ AI-powered matching algorithm
- ■ One-match-at-a-time presentation
- ■ In-app messaging
- ■ Date planning tools
- ■ Push notifications
- ■ Payment/subscription processing
- ■ Settings and preferences
- ■ Report/block functionality

### Technical Requirements

Requirement	Specification
Platform	iOS and Android (React Native or Flutter)
Backend	Node.js/Python with PostgreSQL
Real-time	WebSocket for messaging
AI/ML	Matching algorithm, NLP for conversation analysis
Cloud	AWS/GCP with auto-scaling
CDN	Image and asset delivery

<b>Analytics</b>	Mixpanel/Amplitude integration
<b>Push</b>	Firebase Cloud Messaging / APNs

## Performance Requirements

Metric	Target
App launch time	< 2 seconds
Message delivery	< 500ms
API response time	< 200ms (95th percentile)
Uptime	99.9%
Crash rate	< 0.1%

## Security Requirements

Requirement	Implementation
Authentication	OAuth 2.0 + JWT
Data encryption	TLS 1.3 in transit, AES-256 at rest
Password storage	bcrypt/Argon2 hashing
Photo privacy	Secure URLs, no direct access
PII protection	Encrypted database fields

## Design Requirements

Aspect	Requirement
Brand consistency	Follow brand guidelines
Accessibility	WCAG 2.1 AA compliance

Responsive	Support all screen sizes
Dark mode	Required for iOS/Android
Localization	English launch, i18n-ready

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# TECHNOLOGY / ENGINEERING

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## Mission Statement

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To build and maintain a secure, scalable, and reliable technology infrastructure that powers the OITH platform, ensuring exceptional performance while protecting user data and privacy.

## Department Goals

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### Infrastructure Goals

Goal	Metric	Target	Timeline
System reliability	Uptime percentage	99.9%	Ongoing
Security posture	Security incidents	0 major breaches	Ongoing
Scalability	Users supported	100K+ users	Year 2
Cost efficiency	Infrastructure cost per user	< \$0.50/user/month	Year 1

### Development Goals

Goal	Metric	Target	Timeline
Code quality	Test coverage	80%+	Ongoing
Deploy frequency	Deployments per week	2-3	Post-launch
Bug resolution	Critical bug fix time	< 24 hours	Ongoing

Technical debt	Debt ratio	< 20%	Ongoing
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## Requirements

### Development Stack

Layer	Technology	Justification
Mobile	React Native / Flutter	Cross-platform, single codebase
Web	React.js	Component-based, ecosystem
Backend API	Node.js / Python FastAPI	Performance, ecosystem
Database	PostgreSQL	Relational, proven, scalable
Cache	Redis	Session management, caching
Search	Elasticsearch	User search functionality
Queue	RabbitMQ / SQS	Async processing
Storage	S3 / Cloud Storage	Photo and media storage

### Infrastructure Requirements

Component	Specification
Hosting	AWS / GCP / Azure
Container	Docker + Kubernetes (when scaling)
CI/CD	GitHub Actions / GitLab CI
Monitoring	Datadog / New Relic
Logging	ELK Stack / CloudWatch
CDN	CloudFront / Cloudflare

## AI/ML Requirements

Component	Specification
Matching Algorithm	Collaborative filtering + content-based
NLP for Conversations	OpenAI API / Claude API
Recommendation Engine	Custom model for venues/dates
Fraud Detection	Anomaly detection models
Model Training	Python + TensorFlow/PyTorch

## Security Requirements

Requirement	Standard
OWASP compliance	Top 10 addressed
Penetration testing	Annual (when budget allows)
Dependency scanning	Automated, weekly
Access control	Role-based, least privilege
Audit logging	All sensitive operations
Backup & recovery	Daily backups, 1-hour RTO

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# MARKETING & GROWTH

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## Mission Statement

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To build awareness and acquire users who align with OITH's values—serious daters seeking meaningful connections—through authentic, ethical marketing that communicates our unique value proposition.



## Department Goals

### Brand Goals

Goal	Metric	Target	Timeline
Brand awareness	Unaided recall	10% of target demo	Year 2
Brand perception	Net Promoter Score	50+	Month 12
Social following	Total followers	50K	Year 1
Press coverage	Media mentions	10+ articles	Year 1

### Acquisition Goals

Goal	Metric	Target	Timeline
User acquisition	New signups	5,000	Month 6
CAC efficiency	Cost per acquisition	< \$15	Month 9
Conversion rate	Signup to paid	20%+	Month 6
Organic traffic	% organic users	40%+	Year 1

### Engagement Goals

Goal	Metric	Target	Timeline
Email open rate	Open percentage	35%+	Ongoing
Referral rate	% users referring	15%+	Month 9
Content engagement	Social engagement rate	5%+	Ongoing
Community building	Active community members	1,000+	Year 1

## Requirements

### Marketing Channels

Channel	Priority	Budget Allocation
Content marketing	High	20%
Social media (organic)	High	15%
Paid social (Instagram, TikTok)	High	30%
Influencer partnerships	Medium	15%
App Store Optimization	High	5%
PR & Media	Medium	10%
Email marketing	Medium	5%

### Content Requirements

Content Type	Frequency	Purpose
Blog posts	2/month	SEO, thought leadership
Social posts	Daily	Engagement, awareness
Success stories	2/month	Social proof
Video content	Weekly	Engagement, virality
Email newsletter	Weekly	Retention, engagement

### Technical Requirements

Tool	Purpose
Email platform	Mailchimp / Sendgrid

Social management	Buffer / Hootsuite
Analytics	Google Analytics, Mixpanel
ASO tools	App Annie / Sensor Tower
Design tools	Figma, Canva
Video editing	CapCut, Adobe Premiere

## Brand Guidelines Requirements

Element	Specification
Logo usage	Defined clear space, minimum size
Color palette	Primary: Coral, Secondary: Warm neutrals
Typography	Cormorant Garamond, DM Sans
Voice & tone	Warm, confident, authentic
Photography	Real people, natural settings
Prohibited	Stock photos, misleading claims

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# CUSTOMER SUCCESS / SUPPORT

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## Mission Statement

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To ensure every OITH user has a positive experience, providing responsive support that resolves issues quickly while gathering insights that improve the product for all users.

## Department Goals

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### Support Goals

Goal	Metric	Target	Timeline
Response time	First response	< 4 hours	Launch
Resolution time	Time to resolve	< 24 hours	Launch
Satisfaction	CSAT score	4.5/5	Month 6
Self-service	% self-resolved	60%+	Month 9

## Safety Goals

Goal	Metric	Target	Timeline
Report response	Time to review	< 2 hours	Launch
False positives	Wrongful bans	< 1%	Ongoing
Incident resolution	Safety issues resolved	100%	Ongoing
User trust	Trust score in surveys	4+/5	Month 6

## Requirements

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## Support Channels

Channel	Priority	Response SLA
In-app support	High	4 hours
Email	High	24 hours
Social media	Medium	4 hours
App store reviews	Medium	48 hours

## Support Tools

Tool	Purpose
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Help desk	Zendesk / Intercom / Freshdesk
Knowledge base	Self-service documentation
Chat widget	In-app support
Analytics	Support metrics tracking

## Documentation Requirements

Document	Priority
FAQ	High
Troubleshooting guides	High
Safety guidelines	High
Community guidelines	High
How-to articles	Medium

## Policies Required

Policy	Purpose
Refund policy	Clear refund terms
Ban policy	Criteria and appeals
Escalation process	Issue escalation
Privacy responses	GDPR/CCPA requests

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# FINANCE & ACCOUNTING

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## Mission Statement

To maintain financial health and transparency, ensuring responsible stewardship of company resources while providing accurate financial information for decision-making.

## Department Goals

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### Financial Health Goals

Goal	Metric	Target	Timeline
Cash runway	Months of runway	12+ months	Ongoing
Profitability	Net margin	Break-even	Month 12
Revenue growth	MoM growth	15%+	Post-launch
Expense control	Burn rate	Within budget	Ongoing

### Compliance Goals

Goal	Metric	Target	Timeline
Tax compliance	Filings on time	100%	Ongoing
Record keeping	Organized records	100%	Ongoing
Audit readiness	Clean books	Always	Ongoing
Payment processing	PCI compliance	100%	Launch

## Requirements

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### Financial Systems

System	Purpose	Recommendation
Accounting software	Bookkeeping	Wave (free) / QuickBooks
Payment processor	Subscriptions	Stripe / RevenueCat

Banking	Business accounts	Mercury / Chase
Expense tracking	Receipt management	Expensify / Built-in
Invoicing	Contractor payments	Wave / QuickBooks

## Reporting Requirements

Report	Frequency	Audience
Profit & Loss	Monthly	CEO
Cash flow	Weekly	CEO
Revenue metrics	Daily	CEO
Tax estimates	Quarterly	CEO, CPA
Financial summary	Monthly	CEO, Investors (if any)

## Compliance Requirements

Requirement	Deadline
Quarterly estimated taxes	15th of Apr, Jun, Sep, Jan
Annual tax return	April 15 (or extension)
State filings	Per state requirements
1099s for contractors	January 31
Annual report (state)	Per state schedule

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# LEGAL & COMPLIANCE

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## Mission Statement

To protect OITH, its users, and its stakeholders through proactive legal compliance, intellectual property protection, and risk management while maintaining ethical standards.

## Department Goals

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### Compliance Goals

Goal	Metric	Target	Timeline
Regulatory compliance	Violations	0	Ongoing
Privacy compliance	GDPR/CCPA	100%	Launch
App store compliance	Rejections	0	Ongoing
Contract management	Signed contracts	100%	Ongoing

### IP Protection Goals

Goal	Metric	Target	Timeline
Trademark registration	Core marks registered	100%	Month 6
Trade secret protection	NDAs signed	100%	Ongoing
Copyright protection	Content registered	Key assets	Year 1
Patent consideration	Evaluate patentability	Review complete	Year 2

## Requirements

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### Legal Documents Required

Document	Priority	Status
Terms of Service	Critical	Needed
Privacy Policy	Critical	Needed



Cookie Policy	High	Needed
CCPA Notice	High	Needed
GDPR compliance	High	Needed
Community Guidelines	High	Needed

## Contracts Required

Contract	Purpose
Contractor Agreement	Engaging contractors
NDA	Confidentiality
IP Assignment	Ownership of work product
Vendor Agreement	Service providers
Partnership Agreement	Business partnerships

## Compliance Areas

Area	Requirement
GDPR	EU user data protection
CCPA	California privacy rights
COPPA	No users under 18
CAN-SPAM	Email marketing compliance
App Store	Apple/Google guidelines
Payment	PCI DSS compliance
AI Ethics	Responsible AI practices

# HUMAN RESOURCES (Future)

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## Mission Statement

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To attract, develop, and retain exceptional talent who share OITH's mission of creating meaningful connections, fostering a culture of innovation, inclusion, and excellence.

## Department Goals (When Applicable)

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### Hiring Goals

Goal	Metric	Target	Timeline
Time to hire	Days from posting	< 30 days	TBD
Offer acceptance	% accepting	80%+	TBD
Quality of hire	Performance ratings	4+/5	TBD
Diversity	Underrepresented groups	30%+	TBD

### Retention Goals

Goal	Metric	Target	Timeline
Employee retention	Annual retention	90%+	TBD
Employee satisfaction	eNPS	50+	TBD
Growth opportunities	Internal promotions	30%+	TBD

## Requirements (When Scaling)

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### First Hires (Priority Order)

Role	Timing	Priority
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Full-stack Developer	When funded	Critical
Marketing Lead	500+ users	High
Customer Support	1,000+ users	High
Designer	When funded	Medium
Data Analyst	5,000+ users	Medium

## HR Systems Needed

System	Purpose
HRIS	Employee records
Payroll	Salary processing
Benefits admin	Health, 401k, etc.
ATS	Applicant tracking
Performance	Reviews and feedback

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## Summary: Department Readiness Checklist

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### Immediate (Month 1)

- ✓ Executive structure defined
- ✓ Legal formation documents
- ■ Finance systems setup
- ■ Product requirements finalized

### Pre-Launch (Months 2-4)

- ■ Product development underway
- ■ Technology infrastructure built
- ■ Marketing strategy defined

- ■ Legal documents completed

## Launch (Month 4-6)

- ■ Support systems active
- ■ Marketing campaigns live
- ■ Finance tracking operational
- ■ Compliance verified

## Growth (Month 6+)

- ■ Scale systems as needed
- ■ Hire based on priorities
- ■ Expand departments
- ■ Refine processes

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## Document Control

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Version	Date	Author	Changes
1.0	[DATE]	Matthew Ross	Initial department missions