

# KYB Tool - Executive Product Requirements Document

## Part 2: Business Model, Roadmap, and Implementation

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### 6. Business Model & Pricing Strategy

#### 6.1 Pricing Philosophy

Following a modular "pay only for what you use" approach that provides flexibility for customers while maximizing revenue optimization. Our pricing combines subscription tiers with usage-based billing to accommodate different customer segments and usage patterns.

#### 6.2 Pricing Tiers

##### **Starter Plan - \$99/month**

- **Target:** Small fintechs, startups testing KYB solutions
- **Included:** 500 business verifications per month
- **Core Features:**
  - Basic business classification (MCC/NAICS)
  - Standard risk scoring (1-100 scale)
  - Business registration verification (US/Canada only)
  - Basic sanctions screening (OFAC)
  - Standard API access (100 req/min rate limit)
  - Email support (48-hour response)
  - Basic dashboard access
- **Overage:** \$0.40 per additional verification

- **Geographic Coverage:** US, Canada
- **SLA:** 99.5% uptime, 3-second response time

### **Professional Plan - \$399/month**

- **Target:** Growing payment processors, mid-size fintechs
- **Included:** 2,500 business verifications per month
- **Core Features:**
  - All Starter features plus:
  - Advanced business classification with confidence scoring
  - Predictive risk assessment (3-month forecasting)
  - Website content analysis and risk detection
  - Enhanced sanctions screening (global lists)
  - Social media presence validation
  - Webhook support for real-time notifications
  - Priority API access (500 req/min rate limit)
  - Phone + email support (24-hour response)
  - Advanced dashboard with custom filtering
  - Basic reporting and exports (CSV/PDF)
- **Overage:** \$0.25 per additional verification
- **Geographic Coverage:** All 22 supported countries
- **SLA:** 99.9% uptime, 2-second response time

### **Enterprise Plan - \$999/month**

- **Target:** Large payment processors, enterprise fintechs, banks

- **Included:** 10,000 business verifications per month
- **Core Features:**
  - All Professional features plus:
  - Full predictive analytics (3, 6, 12-month forecasting)
  - AI-powered risk explanations and recommendations
  - Custom risk model training and deployment
  - Advanced compliance reporting and audit trails
  - Bulk verification processing (1000+ concurrent)
  - Premium API access (2000 req/min rate limit)
  - Dedicated customer success manager
  - 24/7 phone support (4-hour response SLA)
  - White-label branding options
  - Custom dashboard and reporting
  - Advanced webhook management
  - SSO integration preparation
- **Overage:** \$0.15 per additional verification
- **Geographic Coverage:** All supported countries + custom market additions
- **SLA:** 99.99% uptime, sub-2-second response time

### **Enterprise Plus - Custom Pricing**

- **Target:** Banks, large enterprises with special requirements
- **Included:** Custom verification limits
- **Core Features:**
  - All Enterprise features plus:

- Custom compliance requirements
- On-premises deployment options
- Custom API development
- Dedicated infrastructure resources
- Custom SLA agreements (up to 99.999%)
- Regulatory consultation services
- Custom integration development
- Advanced security features (custom encryption, etc.)
- **Pricing:** Based on usage volume, custom requirements, and SLA needs

### **6.3 Usage-Based Add-Ons**

#### **Premium Data Sources** - \$0.05-0.15 per lookup

- Enhanced business intelligence from premium data providers
- Real-time financial data and credit scoring
- Advanced beneficial ownership investigation

#### **Continuous Monitoring** - \$2.99/merchant/month

- Ongoing website and news monitoring
- Automated re-risk assessment
- Real-time status change alerts

#### **Advanced Analytics Package** - \$199/month

- Custom dashboard builder
- Advanced reporting and BI integration

- Predictive portfolio analytics
- Industry benchmarking

**Developer Tools Package** - \$99/month

- Enhanced SDK support (10+ languages)
- Sandbox environment with synthetic data
- Advanced API documentation and testing tools
- Priority developer support

## **6.4 Revenue Projections**

**Year 1 Target:** \$240K ARR

- 50 customers average: 30 Professional (\$399), 15 Starter (\$99), 5 Enterprise (\$999)
- Monthly recurring revenue: \$20K
- Overage revenue (estimated 25% of base): \$5K/month

**Year 2 Target:** \$1.2M ARR

- 250 customers: 150 Professional, 75 Starter, 20 Enterprise, 5 Enterprise Plus
- Monthly recurring revenue: \$85K
- Overage and add-on revenue: \$15K/month

**Year 3 Target:** \$2.4M ARR

- 500 customers: 300 Professional, 125 Starter, 60 Enterprise, 15 Enterprise Plus
  - Monthly recurring revenue: \$180K
  - Overage and add-on revenue: \$20K/month
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## 7. Product Roadmap Overview

### 7.1 Development Phases

#### Phase 1: Foundation (Months 1-6) *Theme: "Perfect the Basics"*

- **Primary Goal:** Launch MVP with rock-solid Must-Have features
- **Key Deliverables:**
  - Multi-tenant SaaS architecture
  - Core KYB verification engine
  - Basic AI-powered business classification
  - Professional web dashboard
  - Essential compliance framework (SOC 2, PCI DSS, GDPR)
  - RESTful API with comprehensive documentation
  - US/Canada business verification coverage
- **Success Metrics:** 50 beta customers, 99.5% uptime, <3-second response times

#### Phase 2: Performance & Intelligence (Months 7-12) *Theme: "Competitive Advantage"*

- **Primary Goal:** Establish market leadership through superior performance
- **Key Deliverables:**
  - Advanced AI risk models with predictive analytics
  - Real-time fraud detection and pattern analysis
  - Comprehensive SDK ecosystem (Python, Node.js, Java, C#)
  - International expansion (20 largest markets)
  - Advanced caching and performance optimization
  - Mobile-optimized dashboard experience

- **Success Metrics:** 250 customers, 99.9% uptime, <2-second response times

### **Phase 3: Market Leadership (Months 13-18)** *Theme: "Industry Innovation"*

- **Primary Goal:** Define the future of merchant risk assessment
- **Key Deliverables:**
  - Microservices architecture for unlimited scalability
  - Advanced analytics and business intelligence platform
  - AI-powered conversational interface
  - Blockchain and Web3 business verification
  - Open API marketplace and partner ecosystem
  - Advanced compliance and regulatory reporting
- **Success Metrics:** 400 customers, 99.99% uptime, industry recognition

### **Phase 4: Global Scale (Months 19-24)** *Theme: "Market Domination"*

- **Primary Goal:** Achieve market leadership and global scale
- **Key Deliverables:**
  - Industry-specific vertical solutions
  - Advanced computer vision and document analysis
  - Global compliance and regulatory framework
  - Enterprise-grade security and privacy features
  - Advanced developer tools and marketplace
  - Next-generation AI capabilities
- **Success Metrics:** 500+ customers, global market presence, \$2M+ ARR

## **7.2 Feature Prioritization Matrix**

Based on the Kano Model analysis and customer feedback:

### **Must-Have Features (Phase 1)**

- Core KYB verification and business classification
- Basic risk scoring and sanctions screening
- RESTful API with authentication and rate limiting
- Web dashboard with case management
- Essential security and compliance features

### **Performance Features (Phases 2-3)**

- Advanced AI and predictive analytics
- International coverage and data sources
- Real-time processing and caching optimization
- Comprehensive SDK and integration support
- Advanced dashboard and reporting capabilities

### **Attractive Features (Phases 3-4)**

- Conversational AI and natural language interfaces
- Blockchain and alternative data integration
- Computer vision and automated document analysis
- Industry-specific solutions and vertical focus
- Open marketplace and partner ecosystem

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## **8. Technical Architecture Overview**

### **8.1 High-Level Architecture Principles**



### **Microservices-First Design**

- Independent, scalable services for each major function
- Event-driven architecture with message queues
- Service mesh for communication and monitoring
- Container-based deployment with Kubernetes orchestration

### **AI-Native Platform**

- Machine learning pipeline integrated into core workflows
- Real-time model inference with sub-second response times
- Automated model training and deployment (MLOps)
- Multi-model ensemble for optimal accuracy

### **Global-Scale Infrastructure**

- Multi-region deployment with edge computing
- Intelligent caching and content delivery
- Auto-scaling based on demand patterns
- 99.99% uptime with disaster recovery

### **Security-by-Design**

- Zero-trust architecture with comprehensive auditing
- End-to-end encryption for all data
- Compliance-ready from MVP (SOC 2, PCI DSS, GDPR)
- Advanced threat detection and prevention

## **8.2 Core Technology Stack**

## Backend Services

- **Primary Language:** Go for high-performance services
- **AI/ML Services:** Python with FastAPI for ML pipelines
- **Database:** PostgreSQL cluster with read replicas
- **Caching:** Redis Cluster for distributed caching
- **Message Queue:** Apache Kafka for event streaming
- **Search:** Elasticsearch for advanced text search

## Frontend & APIs

- **Web Dashboard:** React with TypeScript and Material-UI
- **API Gateway:** Kong or Ambassador for API management
- **Documentation:** OpenAPI 3.0 with interactive docs
- **SDKs:** Auto-generated for 8+ programming languages

## Infrastructure & DevOps

- **Container Platform:** Kubernetes with Helm charts
- **Cloud Provider:** Multi-cloud strategy (AWS primary, Azure secondary)
- **CI/CD:** GitHub Actions with automated testing and deployment
- **Monitoring:** Prometheus/Grafana with custom metrics
- **Logging:** ELK Stack (Elasticsearch, Logstash, Kibana)

## AI/ML Stack

- **Training Framework:** PyTorch with distributed training
- **Model Serving:** TorchServe with auto-scaling
- **Feature Store:** Feast for ML feature management

- **Experiment Tracking:** MLflow for model versioning
  - **Data Pipeline:** Apache Airflow for workflow orchestration
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## **9. Success Metrics & KPIs**

### **9.1 Business Metrics**

#### **Revenue Metrics**

- Monthly Recurring Revenue (MRR): Target \$200K by Month 24
- Annual Recurring Revenue (ARR): Target \$2.4M by Month 24
- Average Revenue Per User (ARPU): Target \$400/month
- Customer Lifetime Value (CLV): Target \$15,000+
- Monthly churn rate: <0.5% target

#### **Customer Metrics**

- Customer Acquisition Cost (CAC): Target <\$500
- Time to First Value: Target <10 minutes
- Customer Satisfaction Score (CSAT): Target 95%+
- Net Promoter Score (NPS): Target 70+
- Feature adoption rate: Target 85% for core features

#### **Market Metrics**

- Market share in SMB segment: Target 15% by Month 24
- Brand recognition in fintech community: Top 3 KYB solutions
- Developer community engagement: 1,000+ active API users
- Partnership ecosystem: 25+ integration partners

## **9.2 Technical Metrics**

### **Performance Metrics**

- API response time: <2 seconds (95th percentile)
- Business classification accuracy: >95%
- Risk prediction accuracy: >85% (6-month horizon)
- System uptime: 99.99% SLA
- Cache hit ratio: >95% for frequently accessed data

### **Scalability Metrics**

- Concurrent API requests: Support 10,000+ req/min
- Daily verification volume: Support 1M+ per day
- Geographic coverage: 22 countries by Month 12
- Auto-scaling effectiveness: <30 seconds scale-out time

### **Security & Compliance Metrics**

- Security vulnerabilities: Zero critical, <5 high severity
- Compliance audit results: 100% pass rate
- Data breach incidents: Zero tolerance
- Penetration test results: Pass with minimal findings
- Audit log completeness: 100% of critical operations logged

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## **10. Risk Assessment & Mitigation**

### **10.1 Technical Risks**

**Risk:** AI model accuracy degradation over time

- **Probability:** Medium
- **Impact:** High
- **Mitigation:** Automated model monitoring, continuous training pipelines, A/B testing framework

**Risk:** Third-party API dependencies and rate limits

- **Probability:** High
- **Impact:** Medium
- **Mitigation:** Multiple data source redundancy, intelligent caching, graceful degradation

**Risk:** Scalability challenges during rapid growth

- **Probability:** Medium
- **Impact:** High
- **Mitigation:** Microservices architecture, auto-scaling, performance testing, capacity planning

## 10.2 Business Risks

**Risk:** Competitive response from established players

- **Probability:** High
- **Impact:** Medium
- **Mitigation:** Strong differentiation, customer lock-in through superior UX, rapid innovation

**Risk:** Regulatory changes affecting compliance requirements

- **Probability:** Medium
- **Impact:** High

- **Mitigation:** Proactive compliance monitoring, regulatory expert advisors, flexible architecture

**Risk:** Customer concentration and churn

- **Probability:** Medium
- **Impact:** Medium
- **Mitigation:** Diversified customer base, high switching costs, superior customer success

### 10.3 Market Risks

**Risk:** Economic downturn affecting fintech spending

- **Probability:** Medium
- **Impact:** High
- **Mitigation:** Multiple market segments, cost-effective pricing, essential service positioning

**Risk:** Market saturation and commoditization

- **Probability:** Low
  - **Impact:** High
  - **Mitigation:** Continuous innovation, vertical specialization, platform strategy
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## 11. Next Steps & Implementation

### 11.1 Immediate Actions (Next 30 Days)

1. **Team Assembly:** Hire core development team (4-5 engineers)
2. **Architecture Finalization:** Complete technical architecture document
3. **Development Environment:** Set up CI/CD pipeline and development infrastructure
4. **Compliance Planning:** Begin SOC 2 audit preparation

5. **Customer Discovery:** Interview 25+ potential customers for validation

## 11.2 90-Day Milestones

1. **MVP Development:** Core KYB engine with basic UI
2. **API Documentation:** Complete API specification and documentation
3. **Beta Program:** Launch with 10 design partner customers
4. **Compliance Progress:** Complete security audit and remediation
5. **Go-to-Market:** Finalize pricing and launch strategy

## 11.3 Success Dependencies

- **Technical:** Experienced team with AI/ML and enterprise software expertise
- **Market:** Strong product-market fit validation with design partners
- **Financial:** Adequate funding for 18-month runway to profitability
- **Legal:** Proactive compliance and intellectual property protection
- **Business:** Strategic partnerships with key industry players

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*This document serves as the foundational specification for the KYB Tool platform. All subsequent technical, feature, and implementation documents should reference and align with this executive overview.*