

SparkTasks — Management Introduction (v2)

Advanced Features & 95% Confidence Plan (Exec + Tech)

Goal: Win decisively on TCO, portability, and explainable speed. This v2 adds a clear **Must-Have vs Good-to-Have** advanced feature set, success gates, and a quantified confidence model.

0) Confidence Statement

We model a **95% success likelihood** for the wedge (“storage-neutral, local-first tasking”) **if and only if** the following gates are met in pilots:

- **BYOS adoption** $\geq 60\%$ of new workspaces; **round-trip portability** $\geq 99\%$ on corpus.
 - **Engagement:** D7 $\geq 35\%$, $\geq 50\%$ of tasks created via quick-add; digest action rate $\geq 40\%$.
 - **Performance:** p95 search < 200 ms @ 1k; 60 fps lists @ 10k; bundle < 250 KB gz (flags off).
 - **Trust:** zero content stored server-side in BYOS mode; audit events persisted to user storage; rate limits enabled. If any single gate slips below the **kill criteria** included herein, pause feature expansion and remediate.
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1) North Star (unchanged)

Build the calmest, most portable task hub that runs on storage customers already pay for, with explainable automations and CI-enforced speed.

2) 4W1H (for management)

Who: Makers & small teams (5–50 seats), ops/field teams, and cost-conscious SMBs already on Drive/OneDrive; teams requiring provable portability.

What: A minimal core (Today, Snooze, Now/Later/Done, quick-add) plus **BYOS** bundles (JSONL + events + files) with local-first sync, explainable insights, and a small but real **Team/Trust** surface.

Why: Slash TCO and lock-in, reduce coordination drag, satisfy compliance (portability/audit) without enterprise bloat.

When: MVP 0–60d → Team Pack 60–90d → Trust Pack 90–180d.

How: PWA + adapters (Drive/Dropbox/OneDrive/S3), CRDT for notes, E2EE with user-held keys, CI budgets, event-sourced insights.

3) The Wedge (6 market gaps → product moves)

1. **Storage-neutral tasking (BYOS)** → Run on Drive/Dropbox; **zero-GB pricing**; `.sparkpack` export/import.
 2. **Work-about-work killer** → Today + Snooze + Now/Later/Done; quick-add grammar; actionable digests with “Why?”.
 3. **True portability & auditability** → SchemaVersioned JSONL + events; dry-run diffs; weekly “restore drill”.
 4. **Offline-first & conflict-safe** → CRDT notes/comments; field-level conflict banner; background sync.
 5. **Accountable automations** → Aging WIP, Unblock summaries, SLA heads-up with event-based explainability.
 6. **CFO-friendly TCO** → Monetize governance/automation seats, never storage.
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4) Advanced Features — Must-Have vs Good-to-Have

Must-Have = directly drives wedge KPIs in the first two quarters. Good-to-Have = accelerators once gates are passed.

4.1 Must-Have (Win-the-Wedge)

1. **BYOS Suite v1** \ • Google Drive adapter (App Folder / user-chosen) with delta polling; retries/backoff; health indicators. \ • Open bundle (`tasks.jsonl`, `events.jsonl`, `/files`, `index.sqlite`) + “ export/import with dry-run diffs & rollback. \ **KPI**: BYOS adoption $\geq 60\%$; round-trip $\geq 99\%$.
2. **Accountable Automations v1** \ • Aging WIP alerts; Unblock summaries; SLA-breach heads-up. \ • Each alert includes “Why?” (linked events); dedupe window; action buttons (complete/snooze/reassign). \ **KPI**: digest action rate $\geq 40\%$; false positives $< 5\%$.
3. **Conflict-Safe Offline Collab v1** \ • CRDT for notes/comments; scalar fields with conflict banner; airplane-mode edits; device cursors. \ **KPI**: conflict-resolution success rate $> 97\%$; low merge tickets.
4. **Insights v1.1 (Explainable Flow)** \ • Throughput, Cycle Time, Aging WIP by owner/project; event drill-downs to show provenance. \ **KPI**: weekly insights usage $\geq 50\%$ of active teams.
5. **Team Controls (Light) v1** \ • Comments/@mentions/watchers; actionable notifications; basic rate limits; export-access log; audit events written to user storage. \ **KPI**: spoofing incidents = 0; notification dedupe $\geq 90\%$.
6. **Integrations that cut coordination** \ • Slack digests (buttons) • GitHub smart links (PR/issue state) • Calendar 2-way due-date sync/time-blocking. \ **KPI**: ↓ status-chasing time; ↑ digest action; ↑ quick-add share.

7. **Migration & Portability Toolkit** \ • CSV/Trello/Asana importers; schema docs; **weekly CI** “export→import” corpus drill. \ **KPI:** import→active ≥ 50%; drill pass rate = 100%.

8. **Security & Privacy Essentials** \ • E2EE (user-held passphrase); MIME checks; cross-workspace isolation; abuse/rate limits; key recovery hints. \ **KPI:** 0 content exfil in BYOS; 0 cross-workspace leaks.

4.2 Good-to-Have (Accelerate & Defend)

1. **BYOS Suite v2** — OneDrive & Dropbox adapters; S3 adapter for tech teams; data-location selector UI.
2. **Trust Pack v2** — OIDC SSO advanced, retention policies, eDiscovery export, legal hold (writes to user storage).
3. **Provisioning & Roles** — SCIM, SAML, fine-grained object roles, API tokens with scopes.
4. **Workflow Studio (Light)** — templates, rule builder (still explainable), “promote checklist → tasks”.
5. **Predictive Insights (Explainable)** — duplicate task detection, dependency suggestions, schedule smoothing with model cards.
6. **Client Extensions** — VS Code quick-add, browser share target, mobile PWA wrapper.
7. **Enterprise Hooks** — Webhooks/SDK, BI connectors (read-only) to Sheets/BigQuery/Drive for reports.
8. **Managed Mode (opt-in)** — optional server-side storage for enterprises that cannot use BYOS; separate SKU.

5) Feature Decision Grid (priority, value, risk)

Feature	Class	Why it wins	Effort	Risk	Owner
Drive BYOS + .sparkpack	Must	Eliminates double storage, enables exit	M	Quota/latency	Platform
Accountable automations v1	Must	Reduces “work about work” w/ proof	M	Alert fatigue	Insights
CRDT notes/ comments	Must	Safe offline collab	M	Sync edges	Frontend
Insights v1.1 (aging WIP)	Must	Visibility → fewer escalations	S	Misinterpretation	Insights
Team controls (light)	Must	Trust & safety; basic governance	S	Scope creep	Frontend/ Platform
Slack/GitHub/ Calendar	Must	Removes status pings	S–M	API changes	Integrations
Importers + weekly drill	Must	Portability KPI	S	Vendor export variance	Platform
OneDrive/Dropbox	Good	Broader TAM	M	API quotas	Platform

Feature	Class	Why it wins	Effort	Risk	Owner
OIDC SSO Advanced	Good	Larger deals unlock	M	IT complexity	Security
SCIM/SAML	Good	Enterprise readiness	M-L	Directory sprawl	Security
Workflow Studio	Good	Stickiness without bloat	M	Rule creep	Product
Predictive insights	Good	Incremental value	M	Explainability	Insights
VS Code/Browser ext	Good	PLG growth loops	S	Maintenance	Integrations
Webhooks/SDK	Good	Ecosystem growth	S	Support overhead	Platform

Effort: S ($\leq 2w$), M ($\leq 6w$), L ($\geq 8w$). Risk includes API quotas, UX debt, and security.

6) Eisenhower Matrix (scope discipline)

Do now (MVP/Team): Today/Snooze/Now-Later-Done • Quick-add • Drive BYOS • Export/Import dry-run • Local FTS • Insights v1.1 • Slack/GitHub/Calendar • Comments/@mentions • Actionable notifications • CRDT notes/comments • Rate limits • Audit events to user storage.

Plan next (Trust/Scale): OneDrive/Dropbox • OIDC SSO adv. • Retention policies • Importers expansion • Admin console • BI connectors • Webhooks/SDK.

Delegate/Integrate: VS Code quick-add • Browser share • Mobile wrapper • Prebuilt dashboard in Sheets/Looker.

Defer: SCIM/SAML, Managed Mode, Workflow Studio, Predictive insights (until gates pass).

7) 30/60/90 Plan (with gates)

- **Day 0–30 (MVP Core):** quick-add, Today/Snooze, Drive BYOS, bundle + `.sparkpack`, local FTS, insights v1.1; **Gate:** TTFT < 60s, D7 $\geq 35\%$, import→active $\geq 50\%$.
- **Day 31–60 (Team Pack):** comments/mentions, actionable notifications, CRDT notes/comments; **Gate:** digest action $\geq 40\%$; conflict success $\geq 97\%$.
- **Day 61–90 (Trust Light + Integrations):** rate limits, audit events→user storage, Slack/GitHub/Calendar; **Gate:** round-trip $\geq 99\%$; dedupe $\geq 90\%$.

Kill criteria: If any gate fails twice consecutively → freeze scope, remediate wedge feature causing failure.

8) KPI Dashboard (executive view)

- **Activation:** TTFT (<60s), import→active (≥50%), first-10-tasks time.
 - **Engagement:** D1/D7/D30 retention; WAU/MAU; % via quick-add; digest action rate.
 - **BYOS health:** adoption %, throttles, backoff events, error rate.
 - **Portability:** weekly drill pass/fail; restore time; schemaVersion drift.
 - **Performance:** p95 search; bundle size; list FPS.
 - **Trust:** audit write success; rate-limit incidents; cross-workspace block rate.
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9) TCO & Monetization (aligned to wedge)

- **Pricing:** Free (personal) → Pro (\\$9) → Team (\\$15) → Business (\\$25: SSO/audit/retention).
 - **Policy:** We **never** bill for storage; customers use their Drive/Dropbox/S3 plans.
 - **TCO proof:** publish calculator; highlight storage savings vs incumbents; show portability drill.
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10) Risks & Mitigations

- **Provider quotas/latency (Drive/Dropbox):** batch & delta APIs; exponential backoff; user-visible sync state.
 - **Index drift/corruption:** checksum + auto-rebuild from JSONL; treat sqlite index as cache.
 - **Key loss (E2EE):** printed recovery kit; we do not escrow keys.
 - **Scope creep:** additive-only flags; <10 KB gz per feature unless lazy-loaded; monthly portability drill required to release.
 - **Alert fatigue:** dedupe windows; action buttons; “Why?” links; track false-positive rate.
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11) Launch Messaging (internal draft)

- **“Zero-GB pricing.”** We don’t sell storage twice — Spark runs on your Drive/Dropbox.
 - **“Own your tasks.”** Human-readable files; `.sparkpack` = instant exit.
 - **“Fast by contract.”** Performance budgets enforced in CI, not on a slide.
 - **“Explainable automation.”** Every alert explains itself.
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12) Appendix — Bundle Schema v0.1 (excerpt)

```
{
  "schemaVersion": "0.1",
  "project": { "id": "uuid", "name": "string", "createdAt": "ISO" },
  "tasks.jsonl": [
    { "type": "created", "id": "uuid", "title": "string", "ts": "ISO" },
    { "type": "status_changed", "id": "uuid", "status": "now|later|done", "ts":
```

```
"ISO"},
  {"type": "assigned", "id": "uuid", "assignee": "userId", "ts": "ISO"}
],
"events.jsonl": [
  {"eventId": "uuid", "kind": "automation_applied|digest_sent|unblocked",
"by": "system|userId", "ts": "ISO"}
],
"files": "binary attachments",
"index.sqlite": "optional local FTS cache"
}
```

13) Decision Request

- Approve **Must-Have** advanced set for 90-day delivery.
- Authorize pilots with Drive-paying teams (20–50 seats) and gating metrics.
- Lock **zero-GB pricing** stance and **portability drill** as release gates.

Owner: Product \ **Stakeholders:** Engineering, Security, Finance/Procurement, GTM