

# Quenito Phase 1 Business Plan

## Personal Scaling: Digital Clone Survey Automation

Version 1.0 - July 2025

---

### Executive Summary

Quenito represents a breakthrough in personal productivity - a digital clone capable of completing online surveys autonomously while maintaining authentic, consistent responses. This Phase 1 Business Plan outlines the path to achieving \$2,000 weekly revenue through intelligent survey automation across multiple platforms.

#### Key Objectives:

- Deploy Quenito as an autonomous survey completion system
  - Scale to \$1,000/week revenue per digital persona
  - Introduce Quenita as second persona, doubling capacity to \$2,000/week
  - Maintain authentic behavior patterns to ensure sustainability
  - Build foundation for future multi-persona scaling
- 

### Platform Strategy & Rollout

#### Tier 1 - Daily Revenue Drivers

##### 1. MyOpinions.com.au *Flagship Platform*

- **Rate:** 2000 points = \$20 AUD (~\$2-5 per survey)
- **Volume:** 8-10 surveys available daily
- **Bonus:** Weekly tiered bonus (5% → 7.5% → 10% of points earned)
- **Screen-out Rate:** Very low
- **Status:** \$120 already earned manually

##### 2. OpinionWorld.com.au *Sister Platform*

- **Rate:** 500 points = \$10 AUD (~\$0.80-8 per survey)
- **Volume:** Similar to MyOpinions
- **Bonus:** Same tiered weekly bonus system

- **Screen-out Rate:** Low
- **Note:** Premium 90-min surveys worth up to \$8

### 3. LifePointsPanel

- **Rate:** 1150 points = \$10 (~\$1 per survey)
- **Volume:** Consistent daily availability
- **Screen-out Rate:** Very low
- **Strategy:** Volume play with reliable payouts

### 4. PrimeOpinion.com.au

- **Rate:** 650 points = \$10 (~\$0.80-3 per survey)
- **Volume:** High availability, variable point values
- **Bonus:** Dual system - weekly points + tier progression
- **Screen-out Rate:** Higher unless "best match" strategy used
- **Status:** \$170 earned, currently Silver tier

## Tier 2 - Weekly Bonus Platforms

### 5. Octopus Group

- **Rate:** \$3-8 per survey (premium rates)
- **Volume:** ~3 surveys per week
- **Payout:** \$25 minimum
- **Status:** \$75 earned
- **Strategy:** Complete when available for weekly bonus revenue

## Future Platform Pipeline

- SurveyJunkie
- FiveSurveys
- Qmee
- HeyPiggy
- Survimo

## Conservative Daily Model (Per Persona)

**With Platform Rotation Strategy:** Each persona accesses 3-4 different platforms per day (never overlapping)

Platform	Surveys/Day	Avg Value	Daily Revenue
MyOpinions	3-4	\$2.50	\$7.50-10
OpinionWorld	3	\$1.50	\$4.50
LifePoints	3	\$1.00	\$3.00
PrimeOpinion	4	\$1.00	\$4.00
<b>Daily Total</b>	<b>13-14</b>	-	<b>\$19-22</b>

\*Note: Actual daily mix varies based on rotation schedule

## Weekly Projections

### Base Revenue (4-5 days/week):

- Per Persona: \$76-110/week
- Quenito + Quenita: \$152-220/week

### With Bonuses & Optimizations:

- Weekly bonuses (5-10%): +\$8-22
- Octopus weekly: +\$9-24
- Tier bonuses: +\$5-10
- **Total Weekly Potential: \$174-276**

## Path to \$2,000/Week Target

### Phase 1A: Quenito Only

- Week 1-4: Manual learning + automation building (\$100-200/week)
- Week 5-8: Semi-autonomous operation (\$300-500/week)
- Week 9-12: Full automation on 4 platforms (\$500-800/week)

### Phase 1B: Quenita Launch

- Week 13-16: Quenita manual learning phase
- Week 17-20: Dual persona operation (\$800-1,200/week)
- Week 21-24: Platform expansion (\$1,200-1,600/week)

- Week 25+: Full operation at \$2,000/week target

## Technical Architecture Requirements

### Core Platform Adapter System

```
survey_automation/  
├── platform_adapters/  
│   ├── base_adapter.py      # Abstract platform interface  
│   ├── myopinions/  
│   │   ├── config.py        # Platform-specific settings  
│   │   ├── navigation.py    # URL patterns, login flows  
│   │   ├── point_converter.py # Points to $ logic  
│   │   └── bonus_tracker.py  # Bonus optimization  
│   ├── primeopinion/  
│   ├── lifepointspanel/  
│   └── opinionworld/
```

### Multi-Persona Architecture

```
personas/  
├── quenito/  
│   ├── profile.json         # Demographics, preferences  
│   ├── knowledge_base.json  # Personal responses  
│   └── learning_history.json # Response patterns  
├── quenita/  
│   ├── profile.json  
│   ├── knowledge_base.json  
│   └── learning_history.json  
└── shared/  
    ├── technical_patterns.json # UI automation  
    └── platform_configs.json  # Shared platform data
```

### Key Technical Features

1. **Platform Detection:** Auto-identify survey platform
2. **Session Management:** Handle multiple concurrent sessions
3. **Response Scheduling:** Natural timing patterns
4. **Bonus Optimization:** Maximize weekly/tier bonuses
5. **Screen-out Prevention:** Pattern learning for qualification

## **Risk Mitigation Strategies**

**Core Principle:** Account longevity is paramount. Every decision prioritizes maintaining clean user accounts and "expected normal user behavior" to ensure long-term business viability.

### **Platform Rotation Strategy**

#### **Daily Platform Assignment (Never Same Platform, Same Day):**

Week Example:

Monday (Quenito): MyOpinions, LifePoints, PrimeOpinion

Monday (Quenita): OpinionWorld, Octopus, SurveyJunkie

Tuesday (Quenito): OpinionWorld, Octopus, SurveyJunkie

Tuesday (Quenita): MyOpinions, LifePoints, PrimeOpinion

Wednesday: OFF DAY (both personas)

Thursday: Rotate platforms again

Friday: Continue rotation

Weekend: One persona Saturday, other Sunday

#### **Benefits:**

- No concurrent users from same household on same platform
- Natural family behavior patterns
- Reduced platform scrutiny
- Maintains revenue targets while minimizing risk

#### **Authenticity Maintenance**

- **Operating Hours:** 5am-10pm only (17-hour window)
- **Weekly Schedule:** 4-5 days, alternating patterns with weekday/weekend mix
- **Daily Limits:** Max 8-10 surveys per platform
- **Response Timing:** Natural pauses, varied completion speeds
- **Break Patterns:** Realistic session breaks (lunch, dinner, etc.)
- **Survey Selection:** Mix of topics, not just high-value surveys

## Technical Safeguards

### Current Phase (No Proxies):

- **Natural IP Usage:** Home internet + occasional mobile data
- **Browser Separation:** Different browsers for each persona
- **Session Management:** Complete logout between personas
- **Cookie Isolation:** Separate browser profiles

### Future Scaling with Proxies:

- **Residential Proxies:** Sydney/NSW metro area IPs only
- **Postcode Matching:** Proxy location matches profile suburb
- **Sticky Sessions:** Same IP for entire survey session
- **Rotation Schedule:** Different IPs on different days
- **Cost:** ~\$10-50/month when needed for scaling

## Behavioral Authenticity

- **Response Consistency:** Maintain personality traits across surveys
- **Interest Patterns:** Consistent topic preferences per persona
- **Demographic Stability:** No sudden profile changes
- **Quality Responses:** Thoughtful open-ended answers
- **Attention Checks:** 100% pass rate on quality questions

## Platform Relationship Management

- **Gradual Onboarding:** Start with 1-2 surveys, scale slowly
- **Quality Focus:** Better to complete fewer high-quality surveys
- **Tier Progression:** Natural advancement through bonus levels
- **Communication:** Respond to platform emails/notifications
- **Profile Completion:** 100% filled profiles with authentic details
- **Diversification:** Never over-rely on single platform

## Monitoring & Early Warning Systems

- **Account Health Tracking:** Daily status checks
- **Screen-out Rate Monitoring:** Flag if >15% on any platform

- **Earnings Tracking:** Alert on unusual changes
- **Platform Communication:** Monitor for warnings/flags
- **Backup Planning:** Always have 2-3 platforms in pipeline

## Recovery Protocols

- **Issue Detection:** Immediate pause on affected platform
  - **Cool-down Period:** 3-7 days reduced activity
  - **Pattern Analysis:** Identify what triggered issue
  - **Gradual Return:** Slow re-engagement
  - **Learning Integration:** Update patterns to prevent recurrence
- 



## Success Metrics & KPIs

### Phase 1 Milestones

- ☐ First autonomous survey completion
- ☐ 5 surveys/day autonomous operation
- ☐ \$100/week revenue achievement
- ☐ Quenita persona launch
- ☐ \$500/week combined revenue
- ☐ 5 platform integration
- ☐ \$1,000/week milestone
- ☐ \$2,000/week target achievement

### Operational Metrics

- **Automation Rate:** Target 95%+ by Phase 1 completion
  - **Screen-out Rate:** Maintain <10% across platforms
  - **\$/Hour Equivalent:** Track efficiency vs manual work
  - **Platform Health:** Monitor account standings
- 



## Future Expansion Opportunities

### Phase 2: Personality Proliferation

- Deploy 5-10 unique digital personas
- Each with distinct demographics and personalities

- Target: \$10,000/week combined revenue
- Exploration of international platforms

### Phase 3: Technology Licensing

- White-label solution for others
- "Create Your Own Digital Clone" service
- Enterprise survey research teams
- API-based integration platform


### Phase 4: Survey Intelligence Platform

- Aggregate learning across all personas
  - Predictive survey matching
  - Real-time market research insights
  - Survey platform partnerships
- 



## Implementation Timeline

### Month 1: Foundation

- Complete handler refactoring 
- Implement platform adapter system
- Deploy Quenito on MyOpinions
- Achieve first autonomous completion
- Establish platform rotation schedule

### Month 2: Scaling

- Add OpinionWorld, LifePoints, PrimeOpinion
- Implement daily platform rotation strategy
- Optimize bonus systems
- Launch Quenita training
- Begin alternating platform access
- Reach \$500/week

### Month 3: Optimization

- Full automation on all platforms



- Quenita autonomous operation
  - Platform expansion (5-7 total)
  - Perfect rotation synchronization
  - Achieve \$2,000/week target
- 

## Financial Summary

### Investment Required

- Development time: 3 months
- Infrastructure: ~\$100/month (proxies, hosting)
- Total Phase 1 Investment: <\$1,000

### Revenue Projections

- Month 1: \$400-800
- Month 2: \$2,000-4,000
- Month 3: \$6,000-8,000
- **90-Day ROI:** 600-800%

### Breakeven: Week 2-3 of operations

---

## Long-term Viability Strategy

### Account Longevity = Business Success

The entire business model depends on maintaining clean, active accounts over months and years. Every technical and operational decision prioritizes account health over short-term revenue.

### Key Success Factors:

1. **Behavioral Authenticity:** Better to earn less and stay safe
  2. **Platform Relationships:** Build trust through consistent quality
  3. **Risk Prevention:** Proactive measures vs reactive fixes
  4. **Continuous Learning:** Adapt patterns based on platform changes
  5. **Patience:** Slow, steady growth beats aggressive scaling
- 

## Next Steps

### 1. **Immediate Actions**

- Finalize platform adapter architecture
- Create Quenito MyOpinions profile
- Set up activity tracking system

### 2. **Week 1 Goals**

- Deploy base platform adapter
- Complete 10 manual surveys for learning
- Achieve first autonomous survey

### 3. **Month 1 Targets**

- Full MyOpinions automation
- \$100+ weekly revenue
- Quenita profile creation

---

*"From one Matt to many - Quenito breaks the boundaries of physical limitation through intelligent digital replication."*