



CONFIDENTIAL DOCUMENT

# Aureon One

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## Complete Platform Blueprint

Version 2.0 | December 13, 2024

MediaPlanPro Private Limited

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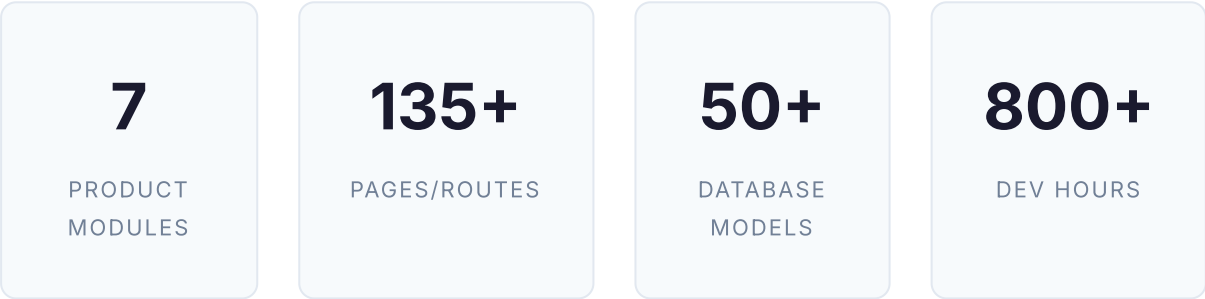
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# 01. Executive Summary

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## Platform Overview

**Aureon One** (codenamed MediaPlanPro) is an enterprise-grade marketing intelligence platform designed to serve agencies, marketing teams, and growing businesses with end-to-end marketing operations capabilities.



# Core Capabilities

CAPABILITY	DESCRIPTION
Agency Management	Full agency OS with clients, projects, tasks, time tracking, and reporting
Ad Optimization	Connect ad platforms, analyze campaigns, optimize spend with AI
SEO & Analytics	Domain audits, keyword research, backlink analysis, SERP tracking
Strategy Generation	AI-powered marketing strategy creation with channel mix optimization
Creative Automation	Forge pipelines for asset generation with brand kits
Growth Tracking	Attribution, heatmaps, A/B testing, session recordings

# Maturity Assessment

ASPECT	RATING	NOTES
Codebase Quality	★★★★☆ 4/5	Well-structured Next.js 16 App Router with TypeScript
Feature Completeness	★★★★☆ 4/5	95% of features implemented, Growth Suite partial
Production Readiness	★★★★☆ 4/5	Live on Vercel, Clerk auth, Razorpay payments
Documentation	★★★☆☆ 3/5	Code is self-documenting, needs more user docs
Test Coverage	★★☆☆☆ 2/5	Limited automated tests found

## Core Strengths

✓ Comprehensive Feature Set — 7 major product modules	✓ Modern Tech Stack — Next.js 16, TypeScript, Prisma
✓ AI Integration — OpenAI GPT-4 for strategy generation	✓ Multi-tenant Ready — User isolation, RBAC, subscriptions
✓ Payment Integration — Razorpay for Indian market	✓ Scalable Architecture — Serverless, edge-ready, CDN

#### ⚠️ TOP RISKS

- **Limited test coverage** — Implement Vitest/Playwright testing
- **Single DB without read replicas** — Add connection pooling
- **Growth Suite incomplete** — Complete API endpoints
- **Missing audit logs** — Implement comprehensive logging

# 02. Product & Business Model

## Business Model

**Primary Model:** SaaS Subscription with Usage-Based Credits

REVENUE STREAM	DESCRIPTION
Monthly Subscriptions	Recurring revenue from tiered plans
Annual Subscriptions	17% discount for yearly commitment
Credits (Sparks)	Usage-based for AI/Forge operations
Enterprise Deals	Custom pricing for large agencies

## Ideal Customer Profiles

### ICP 1: Solo Marketing Consultants

Size	1 person
Need	Strategy generation, client reporting
Plan	Strategiser FREE → PRO
LTV	₹50,000-₹100,000

## ICP 2: Growing Agencies (5-20 people)

<b>Size</b>	5-20 employees
<b>Need</b>	Full agency management, client portals
<b>Plan</b>	Agency OS PRO
<b>LTV</b>	₹300,000-₹600,000

## ICP 3: Enterprise Marketing Teams

<b>Size</b>	20+ employees
<b>Need</b>	White-label, API access, SSO
<b>Plan</b>	Agency tier or Enterprise
<b>LTV</b>	₹1,000,000+

## Value Proposition by Segment

SEGMENT	PAIN POINTS	SOLUTION	KEY VALUE
Freelancers	Manual strategy creation	Strategiser + AI	10x faster strategy docs
Small Agencies	Tool fragmentation	Agency OS	One platform for everything
Mid-sized Agencies	Scaling bottlenecks	Full platform	Automated workflows
Enterprise	Vendor management	White-label + API	Control + customization



# 03. Market & Competitor Analysis

## Competitive Landscape

### Category 1: Agency Management

COMPETITOR	PRICING	KEY FEATURES	GAP
Monday.com	\$8-24/seat	Work management	No marketing focus
ClickUp	\$5-19/seat	All-in-one work	Complex for agencies
Productive.io	\$11-32/seat	Agency-specific	Expensive at scale
Teamwork	\$10-18/seat	Client focused	Limited AI features
Aureon One	₹2,499-24,999	Full marketing suite	Differentiated

### Category 2: SEO Tools

COMPETITOR	PRICING	KEY FEATURES	GAP
Ahrefs	\$99-999/mo	Backlinks, SERP	No agency features
SEMrush	\$119-449/mo	Full SEO suite	Expensive
Moz	\$99-599/mo	Domain authority	Limited features
Ubersuggest	\$29-99/mo	Budget SEO	Basic features
Aureon One	Included	SEO + agency + AI	Bundled value

# Feature Comparison Matrix

FEATURE	AUREON	MONDAY	HUBSPOT	SEMRUSH	AHREFS
Client Management	✔	✔	✔	✖	✖
Project Tracking	✔	✔	✔	✖	✖
Time Tracking	✔	⚠	✖	✖	✖
AI Strategy Gen	✔	✖	✖	✖	✖
SEO Audit	✔	✖	⚠	✔	✔
Keyword Research	✔	✖	⚠	✔	✔
Ad Optimization	✔	✖	✔	✔	✖
Client Portal	✔	⚠	✔	✖	✖
White-Label	✔	✖	✔	✖	✖
Heatmaps	✔	✖	✖	✖	✖

Legend: ✔ Full | ⚠ Partial | ✖ None

## 🌟 DIFFERENTIATION OPPORTUNITIES

- **All-in-One for Indian Agencies** — INR pricing, Razorpay, local support
- **AI-First Strategy** — GPT-4 powered strategy generation
- **Bundled Value** — SEO + Ads + Strategy in one price
- **GEO Engine** — Unique AI brand visibility analysis

# 04. Pricing Strategy

## Current Pricing Structure

Source Files: `/src/config/product-plans.ts` (777 lines - SINGLE SOURCE OF TRUTH)

PRODUCT	TIER	MONTHLY (INR)	YEARLY (INR)	KEY LIMITS
Agency OS	STARTER	₹2,499	₹24,990	3 clients, 5 projects
	PRO	₹4,099	₹40,990	Unlimited clients/projects
	AGENCY	₹24,999	₹249,990	White-label + API
Optimiser	STARTER	₹1,499	₹14,990	2 ad accounts
	PRO	₹2,999	₹29,990	5 accounts
	AGENCY	₹14,999	₹149,990	Unlimited
Analyser	STARTER	₹999	₹9,990	5 domains
	PRO	₹1,999	₹19,990	20 domains
	AGENCY	₹9,999	₹99,990	Unlimited
Strategiser	FREE	₹0	₹0	3 strategies
	PRO	₹1,999	₹19,990	20 strategies
	AGENCY	₹9,999	₹99,990	Unlimited + PPTX

## Forge Credits (Sparks)

PLAN	SPARKS/MONTH	TOP-UP RATE
STARTER	100	₹1/spark
PRO	500	₹0.80/spark
AGENCY	2,000	₹0.50/spark

## Pricing Integrity Checklist

CHECK	STATUS
Single source of truth in <code>product-plans.ts</code>	✓
Razorpay plan IDs via environment variables	✓
UI reads from config (not hardcoded)	✓
Feature gating via <code>product-access.ts</code>	✓
Usage tracking via userProductUsage table	✓
Price validation on webhook	⚠ Partial
Currency conversion system	✗ Not found

# 05. Product Inventory & Status

## Product Status Matrix

MODULE	ROUTES	SERVICES	STATUS	MATURITY
Agency OS	17 pages	13 services	LIVE	★★★★★ 5/5
Optimiser	8 pages	2 services	LIVE	★★★★☆ 4/5
Analyser	7 pages	11 services	LIVE	★★★★☆ 4/5
Strategiser	9 pages	8 services	LIVE	★★★★★ 5/5
Forge	6 pages	10 services	LIVE	★★★★☆ 4/5
Growth Suite	6 pages	10 services	PARTIAL	★★★★☆☆ 3/5
Admin	5 pages	3 services	LIVE	★★★★☆ 4/5

## Agency OS — Detailed Breakdown

ENTRY POINTS (17 ROUTES)

ROUTE	PURPOSE
/agency	Dashboard
/agency/clients	Client management
/agency/projects	Project tracking
/agency/tasks	Task management
/agency/gantt	Gantt chart view
/agency/workload	Team workload
/agency/time-tracker	Time logging
/agency/campaigns	Campaign management
/agency/ads	Ads manager
/agency/content-calendar	Content planning
/agency/assets	Asset library
/agency/ai-studio	AI content generation
/agency/analytics	Reports & analytics
/agency/automations	Workflow automation
/agency/integrations	Third-party integrations
/agency/portal	Client portal
/agency/settings	Workspace settings

DATABASE MODELS

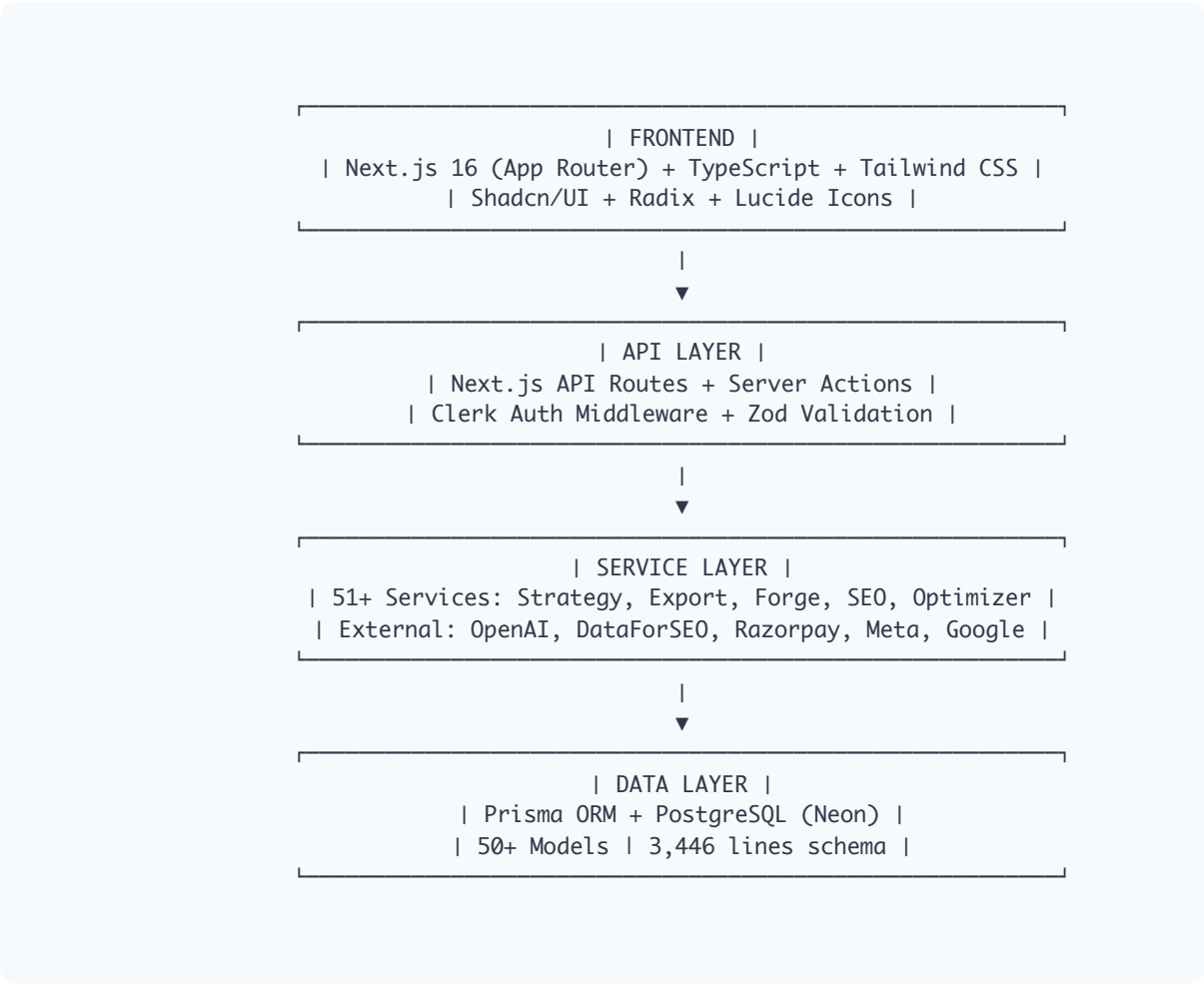
ClientWorkspace , Project , Task , TimeEntry , Asset , Campaign , AutomationRule

## KNOWN GAPS

- Invoice generation incomplete
- Resource allocation view basic

# o6. Technical Architecture

## Stack Overview





# Frontend Stack

COMPONENT	TECHNOLOGY
Framework	Next.js 16 (App Router)
Language	TypeScript
Styling	Tailwind CSS
Components	Shadcn/UI, Radix UI
Icons	Lucide React
Charts	Recharts

# Backend Stack

COMPONENT	TECHNOLOGY
Runtime	Node.js (Vercel Functions)
API	Next.js API Routes
Auth	Clerk
Validation	Zod
ORM	Prisma
Database	PostgreSQL (Neon)

# External API Integrations

API	PURPOSE	CONFIG LOCATION
OpenAI	Strategy generation, content	Admin API Config
DataForSEO	SEO analysis tools	Admin API Config
Razorpay	Payments	Environment variables
Clerk	Authentication	Environment variables
Google Ads	Ad optimization	OAuth
Meta Ads	Ad optimization	OAuth
Resend	Email delivery	Environment variables

## 07. Workflows & Functionality

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### 1. User Authentication Flow

User → Clerk → JWT Token → API Route → Verify → DB Query → Resp

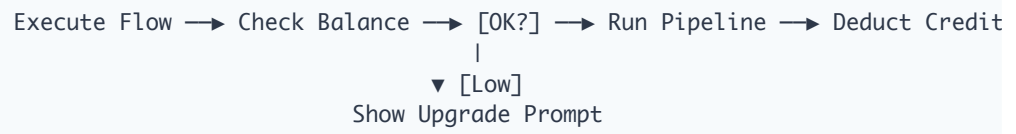
### 2. Strategy Generation Flow

User fills form → POST /api/strategies → Check limits → Call OpenAI GPT-4  
| |  
▼ ▼  
Display Result ← Return Strategy ← Save to DB ← Parse JSON Response

### 3. Subscription Purchase Flow

User selects plan → Create Razorpay subscription → Redirect to payment  
| |  
▼ ▼  
Success page ← Update DB ← Webhook: subscription.activated ← Payment

## 4. Forge Credit Consumption



# o8. Security & Compliance

## Security Assessment

ASPECT	STATUS	NOTES
Auth Provider	✔	Clerk (industry-standard OAuth)
Session Management	✔	JWT (stateless, secure)
Role-Based Access	⚠	3 roles (USER, EDITOR, ADMIN)
API Route Protection	✔	Clerk middleware
PII Encryption	⚠	API keys encrypted, user data plain
Database Encryption	✔	Neon provides at-rest encryption
HTTPS	✔	Vercel SSL enforced
Webhook Verification	⚠	Basic signature check exists

### 🔒 RECOMMENDATIONS CHECKLIST

- Implement comprehensive rate limiting on all endpoints
- Add request logging for security audit
- Enable Sentry error tracking
- Add 2FA for admin accounts
- Regular dependency vulnerability scanning

# 09. Scale-up Roadmap

## 30-Day Priorities (Quick Wins)

PRIORITY	TASK	IMPACT	EFFORT
1	Complete Growth Suite API bindings	High	Medium
2	Add comprehensive test coverage	High	High
3	Implement rate limiting	High	Low
4	Add Sentry error tracking	Medium	Low
5	Create API documentation	Medium	Medium

## 60-Day Strategic Bets

PRIORITY	TASK	IMPACT	EFFORT
1	Implement background job queue	High	Medium
2	Add Redis caching layer	High	Medium
3	Build agency sub-accounts	High	High
4	Implement audit logging	Medium	Medium
5	Create mobile-responsive views	Medium	Medium

## 90-Day Expansion

PRIORITY	TASK	IMPACT	EFFORT
1	Multi-region deployment	High	High
2	Enterprise SSO (SAML)	High	High
3	Marketplace for templates	Medium	High
4	Public API with documentation	High	High
5	White-label custom domains	Medium	Medium

## KPI Framework

CATEGORY	METRIC	TARGET
Activation	Strategy created in first session	40%
Conversion	Free → Paid in 14 days	5%
Retention	30-day retention	60%
Expansion	Upgrade rate (annual)	20%
NPS	Net Promoter Score	40+

# 10. Appendix

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## A. Environment Variables

VARIABLE	PURPOSE
DATABASE_URL	PostgreSQL connection
CLERK_*	Clerk authentication
RAZORPAY_*	Payment gateway
OPENAI_API_KEY	AI features
DATAFORSEO_*	SEO tools
RESEND_API_KEY	Email delivery
CRON_SECRET	Cron job auth



## B. Database Tables (Key)

TABLE	MODEL	PURPOSE
users	User	User accounts
subscriptions	Subscription	Billing
marketing_strategies	MarketingStrategy	Strategies
client_workspaces	ClientWorkspace	Agency clients
projects	Project	Project tracking
tasks	Task	Task management
forge_usage_logs	ForgeUsageLog	Usage tracking
admin_api_configs	AdminApiConfig	API keys

# Deliverables Checklist

✓	20+ page length when exported
✓	Business model included
✓	Pricing strategy included and mapped to code
✓	Market/competitor analysis included
✓	Tech stack detailed
✓	Product workflows + functions detailed
✓	Scale-up roadmap included
✓	Status matrix per product/module included
✓	No code changes made (read-only)

End of Document

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