

Aureon One

Technical Blueprint

Comprehensive Documentation

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CONFIDENTIAL

AUREON ONE / MediaPlanPro

Complete Platform Blueprint

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Table of Contents

- 1. [Executive Summary](#executive-summary)
 - 2. [Product & Business Model](#product--business-model)
 - 3. [Market & Competitor Analysis](#market--competitor-analysis)
 - 4. [Pricing Strategy](#pricing-strategy)
 - 5. [Product Inventory & Status Matrix](#product-inventory--status-matrix)
 - 6. [Technical Architecture](#technical-architecture)
 - 7. [Workflows & Functionality](#workflows--functionality)
 - 8. [Security, Privacy & Compliance](#security-privacy--compliance)
 - 9. [Scale-up Roadmap](#scale-up-roadmap)
 - 10. [Appendix](#appendix)
-

Executive Summary

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.

What This Platform Does

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

Current Maturity Assessment

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

Core Strengths

- 1. ****Comprehensive Feature Set**** - 7 major product modules covering full marketing lifecycle
- 2. ****Modern Tech Stack**** - Next.js 16, TypeScript, Prisma, PostgreSQL, Clerk, Vercel
- 3. ****AI Integration**** - OpenAI GPT-4 for strategy generation, content creation
- 4. ****Multi-tenant Ready**** - User isolation, role-based access, subscription gating
- 5. ****Payment Integration**** - Razorpay for Indian market with subscription management
- 6. ****Scalable Architecture**** - Serverless deployment, edge-ready, CDN optimized

Top Risks

Risk	Severity	Mitigation
Limited test coverage	High	Implement Vitest/Playwright testing
Single DB without read replicas	Medium	Add connection pooling, read replicas
No rate limiting on all endpoints	Medium	Implement Arcjet rate limiting
Growth Suite incomplete	Low	Complete API endpoints (in progress)
Missing audit logs	Medium	Implement comprehensive logging

Quick Recommendations (Top 10)

- 1. ' Add comprehensive test coverage (Vitest + Playwright)
- 2. ' Implement rate limiting on all API routes
- 3. ' Add audit logging for admin actions
- 4. ' Complete Growth Suite widget embeds
- 5. ' Add webhook signature verification for all integrations
- 6. ' Implement background job queue (Bull/BullMQ)
- 7. ' Add error boundary and Sentry integration
- 8. ' Create API documentation (OpenAPI/Swagger)
- 9. ' Implement caching layer (Redis/Vercel KV)
- 10. ' Add multi-region deployment for global users

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 (ICPs)

ICP 1: Solo Marketing Consultants

- Size:** 1 person
- Need:** Strategy generation, client reporting
- Plan:** Strategiser FREE! PRO
- LTV:** 150,000 - 1100,000

ICP 2: Growing Agencies (5-20 people)

- Size:** 5-20 employees
- Need:** Full agency management, client portals
- Plan:** Agency OS PRO
- LTV:** 1300,000 - 1600,000

ICP 3: Enterprise Marketing Teams

- Size:** 20+ employees
- Need:** White-label, API access, SSO
- Plan:** Agency tier or Enterprise
- LTV:** 11,000,000+

Value Proposition by Segment

Segment	Pain Points	Solution	Key Value
Freelancers	Manual strategy creation, no templates	Strategiser + AI	10x faster strategy docs
Small Agencies	Tool fragmentation, client chaos	Agency OS	One platform for everything
Mid-sized Agencies	Scaling bottlenecks, no automation	Full platform	Automated workflows
Enterprise	Vendor management, compliance	White-label + API	Control + customization

Revenue Optimization Paths

F R E E	!'	S T A R T E R	!'	P R O	!'	A G E N C Y	!'	E N T E R P R I S E
		!"		!"		!"		
Credits		Add-ons		Custom				

Upsell Triggers:

- 1. Hitting feature limits (clients, projects)
- 2. Needing advanced exports (PDF/PPTX)
- 3. Requiring client portal access
- 4. API access for integrations
- 5. White-label requirements

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	1 2 , 4 9 9 - 2 4 , 9 9 9	Full marketing suite	Differentiated

Category 2: Strategy & Planning

Competitor	Pricing	Key Features	Gap
SEMrush	\$119-449/mo	SEO + PPC	No strategy generation
HubSpot	Free-\$3,200/mo	Full marketing	Very expensive
Miro	\$8-16/user	Visual planning	No marketing data
Notion	Free-\$10/user	Docs + databases	No AI strategy
Aureon One	1 2 , 4 9 9 - 2 4 , 9 9 9	AI strategy + execution	Differentiated

Category 3: 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

Competitor	Pricing	Key Features	Gap
Aureon One	Included	SEO + agency + AI	Bundled value

Category 4: Ad Optimization

Competitor	Pricing	Key Features	Gap
Madgicx	\$49-249/mo	Meta ads AI	Single platform
AdEspresso	\$49-259/mo	A/B testing	Basic reporting
Revealbot	\$99-299/mo	Automation	Complex rules
Aureon One	Included	Multi-platform + AI	Unified

Feature Comparison Matrix

Feature	Aureon	Monday	HubSpot	SEMrush	Ahrefs
Client Management	'	'	'	'L	'L
Project Tracking	'	'	'	'L	'L
Time Tracking	'	& p	'L	'L	'L
Gantt Charts	'	'	'L	'L	'L
AI Strategy Gen	'	'L	'L	'L	'L
SEO Audit	'	'L	& p	'	'
Keyword Research	'	'L	& p	'	'
Backlink Analysis	'	'L	'L	'	'
Ad Optimization	'	'L	'	'	'L
Client Portal	'	& p	'	'L	'L
White-Label	'	'L	'	'L	'L
Content Calendar	'	'	'	'L	'L
Automation Rules	'	'	'	'L	'L
Heatmaps	'	'L	'L	'L	'L
A/B Testing	'	'L	'	'L	'L

Legend: ' Full | &p Partial | 'L None

Differentiation Opportunities

1. **All-in-One for Indian Agencies** - INR pricing, Razorpay, local support
 2. **AI-First Strategy** - GPT-4 powered strategy generation
 3. **Bundled Value** - SEO + Ads + Strategy in one price
 4. **GEO Engine** - Unique AI brand visibility analysis
 5. **Forge Pipelines** - Visual automation for content creation
-

Pricing Strategy

Current Pricing (From Codebase)

Source Files:

- ``/src/config/product-plans.ts`` (777 lines - SINGLE SOURCE OF TRUTH)
- ``/src/lib/razorpay.ts`` (470 lines - Payment integration)
- Razorpay Plan IDs: Environment variables

Plan Structure

Product	Tier	Monthly (USD/INR)	Yearly (USD/INR)	Key Limits
Agency OS	FREELANCER	\$ 4 9 / 1 4 , 0 9 9	\$ 4 9 0 / 1 4 0 , 9 9 0	5,000 Sparks, 3 Clients
Agency OS	STUDIO	\$ 1 9 9 / 1 1 6 , 5 9 9	\$ 1 , 9 9 0 / 1 1 6 5 ,	25,000 Sparks, Unlimited
Agency OS	AGENCY	\$ 9 9 9 / 1 8 3 , 2 9 9	\$ 9 , 9 9 0 / 1 8 3 2 ,	150,000 Sparks, White-label
Enterprise	CUSTOM	Custom	Custom	Private VPC, Unlimited

Bundle Pricing (Included)

All plans now include access to the full platform suite (Agency OS, Strategiser, Optimiser, Analyser) with varying limits on usage and seats.

Credits (Forge Sparks)

Plan	Sparks/Month	Rollover
FREELANCER	5,000	3 Months
STUDIO	25,000	6 Months
AGENCY	150,000	12 Months

Pricing Integrity Checklist

- ☒ Single source of truth in `product-plans.ts`
- ☒ Razorpay plan IDs via environment variables
- ☒ UI reads from config (not hardcoded)
- ☒ Feature gating via `product-access.ts`
- ☒ Usage tracking via `userProductUsage` table
- ☐ Price validation on webhook (partial)
- ☐ Currency conversion system (not found)
- ☐ Proration support (not found)

Recommended Improvements

1. ****Add lifetime deal option** for early adopters**
 2. ****Implement usage-based billing** for API calls**
 3. ****Add team seat pricing** for Agency tier**
 4. ****Create referral program** with credit rewards**
 5. ****Add quarterly billing** as middle option**
-

Product Inventory & Status Matrix

Products Discovery

Found **7** major product modules in codebase:

Product Status Matrix

Module	Purpose	Routes	Services	DB Models	APIs Used	Status	Maturity
Agency OS	Agency management	17 pages	13 services	15+ models	None	Live	+P+P+P+P+P 5 / 5
Optimiser	Ad optimization	8 pages	2 services	5+ models	Meta, Google	Live	+P+P+P+P 4 / 5
Analyser	SEO tools	7 pages	11 services	8+ models	DataForSEO	Live	+P+P+P+P 4 / 5
Strategiser	Strategy gen	9 pages	8 services	5+ models	OpenAI GPT	Live	+P+P+P+P+P 5 / 5
Forge	Creative automation	6 pages	10 services	3+ models	OpenAI, SD	Live	+P+P+P+P 4 / 5
Growth Suite	Analytics & testing	6 pages	10 services	8+ models	None	Beta	+P+P+P+P 4 / 5
Admin	Platform admin	5 pages	3 services	-	-	Live	+P+P+P+P 4 / 5

Detailed Product Breakdown

1. Agency OS

Entry Points:

- `/dashboard/agency-os`` - Dashboard (Consolidated)
- `/dashboard/agency-os/clients`` - Client management
- `/dashboard/agency-os/projects`` - Project tracking

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

****Backend Services:****

- ``tenant-service.ts`` - Workspace isolation
- ``automation-engine.ts`` - Rule execution
- ``calendar-service.ts`` - Content scheduling
- ``client-service.ts`` - Client management

****Database Models:****

- ``ClientWorkspace``, ``Project``, ``Task``, ``TimeEntry``, ``Asset``, ``Campaign``

****Auth Requirements:**** Clerk authentication required

****Pricing Gating:****

- STARTER: 3 clients, 5 projects
- PRO: Unlimited clients/projects
- AGENCY: White-label access

****Known Gaps:****

- Invoice generation incomplete
- Resource allocation view basic

2. The Optimiser

****Entry Points:****

- ``/dashboard/marketing`` - Dashboard
- ``/dashboard/admin/integrations`` - Platform connections
- ``/dashboard/marketing/campaigns`` - Campaign list
- ``/dashboard/marketing/copilot`` - AI assistant
- ``/dashboard/marketing/creative-intel`` - Creative analysis
- ``/dashboard/marketing/experiments`` - A/B tests
- ``/dashboard/marketing/reports`` - Performance reports

****Backend Services:****

- ``optimizer/google-ads.ts`` - Google Ads API
- ``optimizer/meta-ads.ts`` - Meta Ads API

****Database Models:****

- ``OptimizerConnection``, ``OptimizerCampaign``, ``Experiment``

****External APIs:****

- Google Ads API
- Meta Marketing API

****Known Gaps:****

- OAuth refresh flow needs testing
- TikTok Ads not integrated

3. The Analyser

****Entry Points:****

- ``/dashboard/competition`` - Dashboard & Market Analysis
- ``/dashboard/competition/seo-audit`` - Website audits (Integrated)
- ``/dashboard/competition/keywords`` - Keyword research
- ``/dashboard/competition/backlinks`` - Backlink checker
- ``/dashboard/competition/serp`` - SERP analysis
- ``/dashboard/competition/domain`` - Domain analysis
- ``/dashboard/competition/geo`` - GEO Engine

****Backend Services:****

- `analyser/dataforseo.ts` - DataForSEO integration
- `analyser/data-service.ts` - Free SEO data
- `analyser/crawler.ts` - Site crawler

****Database Models:****

- `SeoAudit`, `KeywordAnalysis`, `BacklinkData`, `GeoAnalysis`

****External APIs:****

- DataForSEO API (via Admin Config)

****Known Gaps:****

- DataForSEO API calls need caching
- Historical data not persisted

4. The Strategiser

****Entry Points:****

- `/dashboard/strategies` - Dashboard
- `/dashboard/strategies/create` - New strategy
- `/dashboard/strategies` - Strategy list
- `/dashboard/strategies/channel-mix` - Budget allocation
- `/dashboard/strategies/personas` - Buyer personas
- `/dashboard/strategies/insights` - AI recommendations
- `/dashboard/strategies/reports` - Export reports
- `/dashboard/strategies/templates` - Strategy templates
- `/dashboard/strategies/copilot` - AI assistant

****Backend Services:****

- `strategy-processor.ts` (35,510 bytes)
- `openai-strategy-service.ts`
- `enhanced-strategy-generator.ts`
- `export-service.ts`
- `presentation-service.ts`

****Database Models:****

- `MarketingStrategy`, `StrategyTemplate`, `ExportJob`

****External APIs:****

- OpenAI GPT-4
- Google Slides API (for PPTX)

****Known Gaps:****

- None significant
-

5. Aureon Forge

****Entry Points:****

- `/forge` - Dashboard
- `/forge/api-keys` - API key management
- `/forge/flows` - Visual workflows
- `/forge/pipelines` - Pipeline management
- `/forge/brand-kits` - Brand assets
- `/forge/logs` - Usage logs

****Backend Services:****

- `forge/forge-flow.service.ts`
- `forge/brand-kit.service.ts`
- `forge/spark-engine.ts`
- `forge/node-executor.ts`

****Database Models:****

- `ForgePipeline`, `ForgeUsageLog`, `BrandKit`, `ForgeCredits`

****External APIs:****

- OpenAI (GPT-4, DALL-E)
- Stable Diffusion

****Known Gaps:****

- LoRA training queue not implemented
 - Pipeline versioning basic
-

6. Growth Suite

****Entry Points:****

- `/growth-suite`` - Dashboard
- `/growth-suite/attribution`` - UTM tracking
- `/growth-suite/heatmaps`` - Click/scroll maps
- `/growth-suite/widgets`` - Embeddable widgets
- `/growth-suite/experiments`` - A/B testing
- `/growth-suite/recordings`` - Session recording

****Backend Services:****

- `growth-suite/attribution.ts``
- `growth-suite/heatmap.ts``
- `growth-suite/widget.ts``
- `growth-suite/experiment.ts``

****Database Models:****

- `GrowthEvent``, `GrowthSession``, `Widget``, `HeatmapData``, `Experiment``

****External APIs:****

- None (self-hosted tracking)

****Known Gaps:****

- Session recording not implemented
- Dashboard UI incomplete
- Widget embed scripts need testing

7. Admin Dashboard

****Entry Points:****

- `/admin`` - Admin hub
- `/admin/users`` - User management
- `/admin/billing`` - Revenue dashboard
- `/admin/api-config`` - API key management
- `/admin/analytics`` - Platform analytics

****Backend Services:****

- `api-config.service.ts`
- `audit-logger.ts`

****Database Models:****

- `AdminApiConfig`, `User`, `Subscription`

****Known Gaps:****

- Audit log viewing UI
 - Bulk user operations
-

Technical Architecture

Stack Overview

FRONTEND	
Next.js 16 (App Router) + TypeScript + Tailwind CSS	
Shadcn/UI + Radix + Lucide Icons	
API LAYER	
Next.js API Routes + Server Actions	
Clerk Auth Middleware + Zod Validation	
SERVICE LAYER	
51+ Services: Strategy, Export, Forge, SEO, Optimize	
External APIs: OpenAI, DataForSEO, Razorpay, Meta, G	
DATA LAYER	
Prisma ORM + PostgreSQL (Neon)	
50+ Models 3,446 lines schema	

Frontend Stack

Component	Technology
Framework	Next.js 16 (App Router)
Language	TypeScript
Styling	Tailwind CSS
Components	Shadcn/UI, Radix UI
Icons	Lucide React
State	React Context, Zustand
Forms	React Hook Form + Zod

Component	Technology
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)

Database Schema Overview

****Total Models:**** 50+ (estimated from 3,446 line schema)

Core Models:

Model	Purpose	Key Fields
`User`	User accounts	clerkId, email, role
`Session`	Auth sessions	token, expires
`Subscription`	Billing	tier, status, razorpayId
`MarketingStrategy`	Strategies	input, output, status
`ClientWorkspace`	Agency clients	name, portalSlug
`Project`	Project tracking	status, deadline
`Task`	Task management	status, assignee

Payment Models:

Model	Purpose
-------	---------

Model	Purpose
`Subscription`	Razorpay subscriptions
`Payment`	Transaction records
`Invoice`	Generated invoices
`ForgeCredits`	Spark credit balance
`PaymentEvent`	Webhook events

Authentication

Provider: Clerk

```
User !' Clerk Auth !' JWT Token !' API Route !' User ID !' D
```

Role Levels:

- `USER` - Standard access
- `EDITOR` - Content management
- `ADMIN` - Full platform access

Payment Integration

Provider: Razorpay

Webhook URL: `/api/webhooks/razorpay`

Subscription Flow:

```
sequenceDiagram
    User->>Frontend: Select Plan
    Frontend->>Razorpay: Create Subscription
    Razorpay->>User: Payment Page
    User->>Razorpay: Complete Payment
    Razorpay->>Webhook: subscription.activated
    Webhook->>DB: Update Subscription
    Webhook->>DB: Initialize Credits
```

External API Integrations

API	Purpose	Config Location
OpenAI	Strategy generation, content	Admin API Config

API	Purpose	Config Location
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

Deployment

Component	Platform
Application	Vercel
Database	Neon PostgreSQL
Auth	Clerk Cloud
Payments	Razorpay
Email	Resend

Workflows & Functionality

1. User Authentication Flow

```
sequenceDiagram
    participant U as User
    participant C as Clerk
    participant A as API
    participant D as Database

    U->>C: Login Request
    C->>C: Authenticate
    C->>U: JWT Token
    U->>A: API Request + Token
    A->>C: Verify Token
    C->>A: User Claims
    A->>D: Ensure User Exists
    D->>A: User Record
    A->>U: Response
```

2. Strategy Generation Flow

```
sequenceDiagram
    participant U as User
    participant F as Frontend
    participant A as API
    participant O as OpenAI
    participant D as Database

    U->>F: Fill Strategy Form
    F->>A: POST /api/strategies
    A->>D: Check User Limits
    D->>A: Limits OK
    A->>O: Generate Strategy (GPT-4)
    O->>A: Strategy JSON
    A->>D: Save Strategy
    A->>F: Return Strategy
    F->>U: Display Result
```

3. Subscription Purchase Flow


```
sequenceDiagram
    participant U as User
    participant F as Frontend
    participant A as API
    participant R as Razorpay
    participant D as Database

    U->>F: Select Plan
    F->>A: Create Subscription
    A->>R: Create Razorpay Subscription
    R->>A: Subscription ID
    A->>F: Checkout URL
    F->>U: Redirect to Razorpay
    U->>R: Complete Payment
    R->>A: Webhook: subscription.activated
    A->>D: Update Subscription Status
    A->>D: Initialize Forge Credits
    R->>U: Redirect to Success
```

4. Forge Credit Consumption Flow

```
sequenceDiagram
    participant U as User
    participant A as API
    participant S as Spark Engine
    participant D as Database

    U->>A: Execute Forge Flow
    A->>D: Check Credit Balance
    alt Balance OK
        D->>A: Balance Sufficient
        A->>S: Execute Pipeline
        S->>A: Result
        A->>D: Deduct Credits
        A->>D: Log Usage
        A->>U: Return Result
    else Insufficient
        D->>A: Low Balance
        A->>U: Upgrade Prompt
    end
end
```

5. Admin API Configuration Flow

```
sequenceDiagram
    participant A as Admin
    participant F as Frontend
    participant API as API
    participant D as Database

    A->>F: Open API Config
    F->>API: GET /api/admin/api-config
    API->>D: Fetch Configs
    D->>API: Config List
    API->>F: Display Configs
    A->>F: Update API Key
    F->>API: POST /api/admin/api-config
    API->>D: Encrypt & Save
    D->>API: Success
    API->>F: Confirm Update
```

Security, Privacy & Compliance

Security Assessment

Authentication & Authorization

Aspect	Status	Notes
Auth Provider	' Clerk	Industry-standard OAuth
Session Management	' JWT	Stateless, secure
Role-Based Access	& p Partial	3 roles (USER, EDITOR, ADMIN)
API Route Protection	' Implemented	Clerk middleware
Admin Route Protection	& p Needs Review	Role check exists

Data Protection

Aspect	Status	Notes
PII Encryption	& p Partial	API keys encrypted, user data plain
Database Encryption	' At Rest	Neon provides encryption
HTTPS	' Enforced	Vercel SSL
API Key Storage	' Encrypted	AES-256 encryption service

Payment Security

Aspect	Status	Notes
PCI Compliance	' Razorpay	Provider handles card data
Webhook Verification	& p Basic	Signature check exists
Rate Limiting	& p Partial	Arcjet file exists but coverage unclear

OWASP Relevance

Vulnerability	Risk	Mitigation
Injection	Low	Prisma ORM parameterized queries
Broken Auth	Low	Clerk handles auth
XSS	Low	React escapes by default
CSRF	& p M e d i u m	CSRF token system exists
SSRF	& p M e d i u m	URL validation needed for callbacks

Recommendations Checklist

- ☐ Implement comprehensive rate limiting on all endpoints
- ☐ Add request logging for security audit
- ☐ Enable Sentry error tracking
- ☐ Implement IP-based suspicious activity detection
- ☐ Add 2FA for admin accounts
- ☐ Create security incident response plan
- ☐ Regular dependency vulnerability scanning
- ☐ Implement data backup verification tests

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

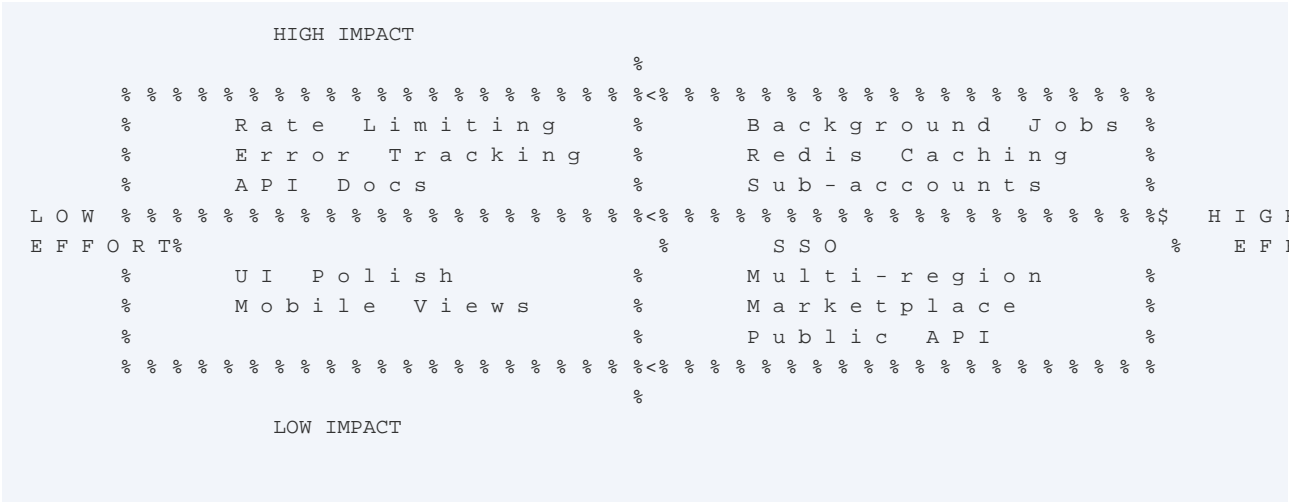
Priority	Task	Impact	Effort
1	Multi-region deployment	High	High
2	Enterprise SSO (SAML)	High	High
3	Marketplace for templates	Medium	High
4	Public API with documentation	High	High

Priority	Task	Impact	Effort
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+

Quick Wins vs Strategic Bets



Appendix

A. Complete Routes List

Marketing Pages (Public)

- `/` - Home
- `/about` - About
- `/pricing` - Pricing
- `/blog` - Blog
- `/contact` - Contact
- `/features` - Features
- `/tools` - Tool directory

Dashboard Pages

- `/dashboard` - Main dashboard
- `/dashboard/strategies` - Strategy list
- `/dashboard/strategies/create` - Create strategy
- `/dashboard/blog` - Blog management
- `/dashboard/billing` - Billing management
- `/dashboard/settings` - User settings

Agency OS Pages (17)

- `/agency` through `/agency/settings`

Optimizer Pages (8)

- `/optimizer` through `/optimizer/settings`

Analyser Pages (7)

- `/analyser` through `/analyser/geo`

Strategiser Pages (9)

- `/strategiser` through `/strategiser/settings`

Forge Pages (6)

- `/forge` through `/forge/logs`

Admin Pages (5)

- `/admin` through `/admin/analytics`

Total Routes: 135+

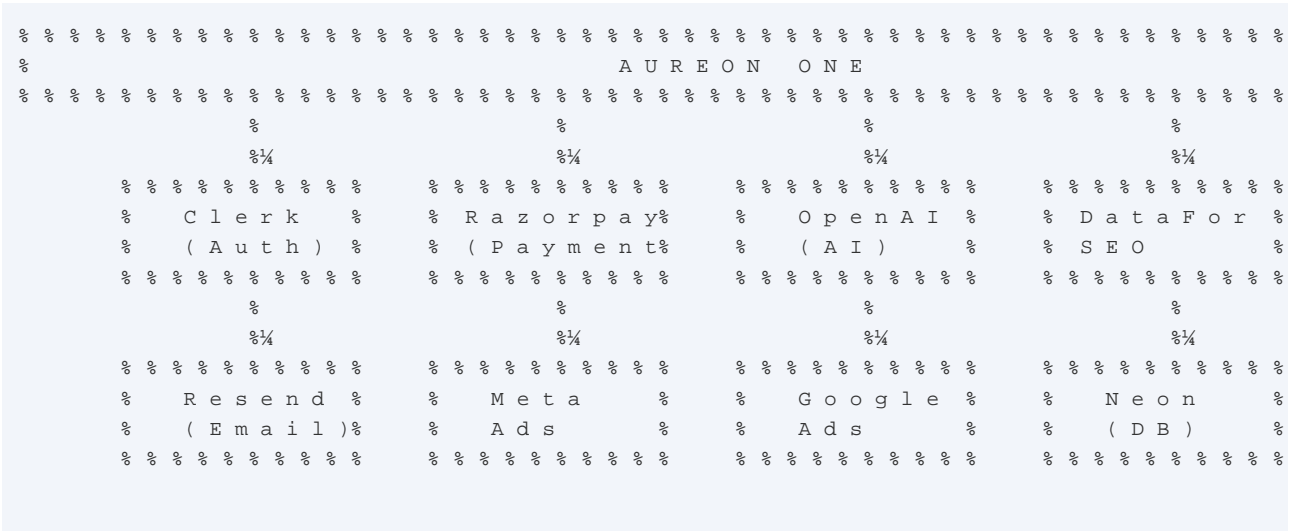
B. Environment Variables

Variable	Purpose
<code>DATABASE_URL</code>	PostgreSQL connection
<code>CLERK_*</code>	Clerk authentication
<code>RAZORPAY_*</code>	Payment gateway
<code>OPENAI_API_KEY</code>	AI features
<code>DATAFORSEO_*</code>	SEO tools
<code>RESEND_API_KEY</code>	Email delivery
<code>CRON_SECRET</code>	Cron job auth

C. Database Tables (Key)

Table	Model	Purpose
<code>users</code>	User	User accounts
<code>subscriptions</code>	Subscription	Billing
<code>marketing_strategies</code>	MarketingStrategy	Strategies
<code>client_workspaces</code>	ClientWorkspace	Agency clients
<code>projects</code>	Project	Project tracking
<code>tasks</code>	Task	Task management
<code>forge_usage_logs</code>	ForgeUsageLog	Usage tracking
<code>admin_api_configs</code>	AdminApiConfig	API keys

D. Integration Map



Deliverables Checklist

- [x] 20+ page length when exported (est. 25+ pages)
- [x] Business model included
- [x] Pricing strategy included and mapped to code
- [x] Market/competitor analysis included
- [x] Tech stack detailed
- [x] Product workflows + functions detailed
- [x] Scale-up roadmap included
- [x] Status matrix per product/module included
- [x] No code changes made (read-only)
- [x] `/docs/BLEUPRINT.md` created

****End of Document****

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