	Current State (Strengths & Gaps)	Path to a Market-Winning Product	*second level priority features/ things to consider*		
Sources & Ingestion	Strength: Extremely powerful per-event-type configuration (schema, handlers, identity). This is a core differentiator.	SDKs ready and easy to deploy A rich library of connectors for warehouses (Snowflake, BigQuery), analytics (Mixpanel, Amplitude), and marketing tools (HubSpot, Braze...). Simple Segment clients migration to Meiro.			
Destinations	Strength: Highly flexible, as every destination can have a custom Lambda function. Gap: This is the single biggest functional gap. Requiring custom code for every destination is a major barrier to adoption.	Pre-built connector library: This is one of the main priority. Users must be able to select a destination like "Google Analytics" or "Snowflake," enter credentials, and have it work in minutes.			
Debugger & Observability	Strength: A functional log viewer exists.	Live Event Debugger: A real-time stream of events flowing through the system for easy debugging. Dashboards & Metrics: Visualizations for event volume, error rates, and pipeline latency. Configurable alerting: Proactive notifications (via Slack, email..) for pipeline failures or volume anomalies.			
Deployment and Compliance		Packaged "Bring Your Own Cloud" (BYOC) Model: A clear, easy-to-follow process for deploying the data plane into a customer's AWS/GCP/Azure account + Snowflake, Databricks marketplaces.	Role-Based Access Control: Granular user permissions for managing different parts of the platform. Full Audit Logs: An immutable log of all actions taken within the platform (e.g., "User X changed destination Y"). Data Masking & PII Controls: automatically find and protect sensitive customer data as it flows through the platform.		
User Experience & Onboarding	Strength: Clean, logical, developer-centric UI. Gap: Lacks a guided "first run" experience. The entity-based navigation is functional but less intuitive.	Visual Pipeline: Create a dashboard that visually maps active Sources to Destinations. Implement Onboarding Checklists: Guide new users through the essential steps: create a source, send an event, connect a destination.			
PLG / Operational		Trial Offering & Onboarding Perpetual "Free" Tier: Generous enough to be useful (e.g., 1M events/month). Automatic Trial of Paid Features: 14-day trial of "Pro" features (RBAC, PII controls) for all new users. Self-Service Upgrade Path: Simple, in-app, credit card-based upgrades.			
		Billing management Payment Gateway: Stripe for secure credit card processing. Subscription Management: Logic to handle plans (Free, Pro, Enterprise), upgrades, and downgrades. Usage Metering: System to track monthly event volume and automatically charge for any overages. Dunning Management: Automated handling of payment failures and reminders.			

			Open source strategy Open Source (Free): The core event routing engine, basic connectors, and transformation logic. Commercial (Paid): The hosted SaaS UI, the packaged BYOC deployment tools, all Enterprise features (RBAC, SSO, Audit Logs), premium connectors, and support/SLAs.		
Attributes & Identity	*Strength: Defining attributes with SQL is a killer feature for advanced users.* *Gap: No UI-based alternative for non-technical users.*	*Add a no-code (AI) attribute builder: a simple UI for defining attributes*		*Is this part of Events router?*	
Segments	*Strength: The segment builder UI is fine.*	*No major work needed on the builder itself.* *?? Pre-built segments*			
Questions:					
- Cost drivers - definition for scaling, trial instance scope&cost	**cost structure & scaling parameters:** 1) events and their size (weight ~50%) 2) no. of attribute &dimensions (weight ~15%) 3) Events pameters and their size (reduced payload, this is for segmentation) (weight ~20%) 4) Routing (no of events&destinations) (weight ~5%) 5) no. and size of exports to destinations (rather v2 proposition) (weight ~10%) There needs to be default limits for everything	trial minimal cost (up to 1M events/month) 1 instance ~2$/month (shared infra on Hetzner)			
- real-time?	yes				