

TENZING Kickoff – HCP Digital Twin Engine (Export Document)

This PDF contains the consolidated project kickoff response for building a Digital Twin Engine for ~10,000 HCPs using PLD, engagement data, and governed modeling patterns.

Content Sections:

1. What “Digital Twin” Means for HCPs
2. Trends in AI Audience Management (Late 2025)
3. Design Principles for HCP Digital Twins
4. Project Snapshot
5. Phase-Based Project Plan
6. MVP Scope
7. Build Track Selection

(Use this PDF for offline review, outlining, or converting into markdown/presentation form.)