

FY27 STRATEGY

mvp.cafe

Strategy Pack

Diagnose · Design · Deploy
The 3D Protocol™

| *"Code is cheap. Clarity isn't."*

10

DOCUMENTS

23K

WORDS

₹50-70L

YEAR 1 TARGET

12

MONTH PLAN

OWNER

Aman Jha (AJ)

PREPARED

19 April 2026

VERSION

V1 Draft

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Channels, funnel, content, 10-day launch plan.

Read in order for the full picture. Jump to **D7** for the roadmap, **D9** for the launch plan, **D4** for the positioning.

MVP CAFE STRATEGY – EXECUTIVE SUMMARY

FY27 Strategy Pack | April 2026

The One-Page Story

What we're building: mvp.cafe — the product partner that diagnoses before it builds.

For whom: Two primary personas — (1) founders with broken AI-built apps ("wall-hitters"), and (2) Indian SMB leaders who want AI deployed in their business.

What we sell: Free Build Score → ₹5K Espresso → ₹16-25K Clarity (diagnosis) → ₹25-80K Rescue OR ₹1.5-3L Works (AI Implementation) → ₹50K-3L/month Partner retainer.

Why we win:

- **Proof** — 45+ products shipped, UTMStamp in 13 days, ZYOD \$15M impact
- **Method** — The 3D Protocol™ (Diagnose → Design → Deploy), trademarkable
- **Infrastructure** — Chatur/OpenClaw gives us 2x delivery speed, nobody else has this
- **Positioning** — Only option at ₹16K-10L that starts with diagnosis

Year 1 target: ₹50-70L revenue, 30+ clients cumulative, 5-7 Partner retainers active.

Key constraint: AJ 10-15 hrs/week, must remain BSL/FleetRobo-safe (no logistics/fleet/transport work).

Critical path: Deploy site M1 → first clients M1-M2 → first case studies M3 → Partner retainers M5+ → hire M7-M9 → defend brand M10-M12.

Biggest risks: AJ taking full-time role (mitigate: shift to Partner-heavy model), Dhaval India expansion (mitigate: first-mover), content cadence slipping (mitigate: Chatur-assisted).

The 9 Documents

1. **D1: Current State Assessment** — Where we are today, the readiness scorecard, and the single biggest gap
2. **D2: Market & Competitive Intelligence** — TAM, competitor map, Dhaval deep-dive
3. **D3: ICP & Buyer Psychology** — Three personas, triggers, objections, decision journeys
4. **D4: Positioning & Brand Strategy** — Category, methodology (3D Protocol™), tone, voice
5. **D5: Product & Service Architecture** — Menu, pricing, delivery, capacity, productization
6. **D6: Competitive Moat** — Five moat layers, threats, defense investments

7. **D7: 12-Month Roadmap** — Quarter-by-quarter plan, revenue projection, milestone gates
 8. **D8: Prioritization Framework** — P0/P1/P2/P3, weekly/monthly/quarterly cadence
 9. **D9: GTM & Growth Strategy** — Channels, content, funnel, 10-day launch plan
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The Top 5 Decisions This Strategy Locks

1. Dual primary persona: Wall-Hitter + SMB-AI-Implementer

Not one, not three. Both get dedicated messaging, landing pages, case studies. Solo founder captured as tertiary via Build Score.

2. BSL conflict = hard constraint

No logistics, fleet, telematics, transport. Ever. Even if high-paying. Kill risk > reward.

3. Name the methodology: The 3D Protocol™

Diagnose → Design → Deploy. Trademarked. Becomes central sales + content + IP anchor.

4. Chatur/OpenClaw is the structural moat

Not marketing claim. Real infrastructure. Client-facing integration by M6. Every proposal mentions "Chatur AI Partner included."

5. Year 1 is bootstrap-only, organic-first

No paid ads until case studies exist. LinkedIn + direct network + SEO + CA referrals + selective paid PR. Budget ~₹18-22L against ₹50-70L revenue.

The First 10 Days (If Nothing Else Happens, Do This)

Day 1-3: Deploy site. Wire payments. Publish LinkedIn Post #1. **Day 4-7:** 50 personal WhatsApp/email outreach. Target 5 Coffee Chats. **Day 8-10:** 2-3 more LinkedIn posts. Close first Espresso/Clarity. First ₹16K earned.

Without Day 1-10 execution, the other 355 days of plan are theater.

What This Strategy Does Not Do

- **Does not solve AJ's time problem.** That's a personal commitment decision.
- **Does not eliminate Dhaval threat.** He's coming to India. We just need to be established first.
- **Does not guarantee PMF.** First 3 engagements will reveal what needs to iterate.
- **Does not replace tactical decisions.** Weekly/monthly reviews drive those (D8).

What This Strategy Commits To

- **A specific positioning** (3D Protocol™ + Chatur-powered delivery)
 - **A specific ICP** (2 primary personas, clear anti-ICP)
 - **A specific menu** (6-tier product ladder with published pricing)
 - **A specific cadence** (3 LinkedIn posts/week, 1 blog/week, 1 case study/month)
 - **A specific financial model** (₹50-70L Year 1 target, ₹18-22L spend)
 - **A specific timeline** (Q1 launch, Q2 refine, Q3 scale, Q4 defend)
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The Bottom Line

mvp.cafe is a well-planned paper company that needs to become a running business.

The strategy is done. The research is done. The positioning is validated.

*What's missing is one thing: **sustained execution at 12-15 hrs/week for 12 months.***

If that commitment happens, this plan delivers ₹50-70L in Year 1 and sets up ₹2-3 Cr Year 2.

If that commitment doesn't happen, this is a very good paperweight.

Review cadence: monthly strategy pack refresh. Next scheduled review: May 2026.

D1: CURRENT STATE ASSESSMENT

mvp.cafe — Where We Are Today (April 2026)

1.1 What Exists Today

Brand & Positioning

- **Brand:** mvp.cafe (domain secured, not yet deployed)
- **Tagline:** "Code is cheap. Clarity isn't."
- **Positioning:** "The product partner who diagnoses before building"
- **Category claimed:** Diagnose-first product partnership at ₹2-10L tier
- **Status:** Positioning validated via 8 rounds of research (R1-R8, ~200 pages)

Product/Service Stack (Designed, Not Yet Live)

TIER	PRICE	STATUS	VALIDATED?
Build Score (free lead magnet)	₹0	Spec'd in BUILD-SCORE-V4-PLAN.md	Research says 6.2% conversion potential
The Clarity (Strategy Sprint / Digital Audit)	₹16-25K	Designed	Yes — "most important product" per R1
The Rescue (broken-app fix)	₹25-80K	Designed	Yes — 100K Lovable projects/day, 90% hit wall
The Works (AI implementation)	₹1.5-3L	Designed	Yes — Dhaval B2B validation, April 2026
The Partner (retainer)	₹50K-3L/month	Designed	Yes — R8 family business research
Espresso/Americano/Cappuccino (legacy naming)	₹5K-1.5L	Pre-positioning, likely retire	—

Tech Assets

- **Repo structure:** mvp-cafe, mvpcafe-dev, mvpcafe-site exist locally
- **Stack:** Astro + Tailwind + MDX + Netlify (per DEV-BRIEF.md)

- **Site status:** Not deployed to production
- **Analytics:** Plausible planned, not wired
- **Payments:** Razorpay planned, not wired
- **Booking:** Calendly planned, not wired

Content Assets

- Homepage copy v1 drafted (HOMEPAGE-COPY.md)
- 6 LinkedIn launch posts drafted (GTM-PLAN.md)
- Blog research prompts prepared
- Crew agent guide v1-v4 iterated
- Voice guide exists (brand-content/VOICE-GUIDE.md)
- OG image: not created
- Favicon: not created

Research Completed

ROUND	TOPIC	KEY OUTPUT
R1	Positioning	"Diagnose before build" wins vs speed/portfolio
R2	Content strategy	5 articles to 50 decision-makers > 500 to 50K devs
R3	Wall-hitter persona	100K+ new Lovable projects/day, 6-12mo window
R4	MVP assessment engine	Build Score tool design
R5	Chatur co-founder plan	Agentic delivery architecture
R6	Autonomous brief / crew	Multi-agent orchestration for delivery
R7	AI-era landscape	"PMs are the bottleneck now" — Andrew Ng
R8	Family business research	2.5M MSME TAM, ₹7,200 Cr category

Updated April 2026: Dhaval Bhatt / AI Product Accelerator competitive intel (see D2).

Team

- **AJ (Aman Jha)** — CEO/strategy/sales (evenings + weekends constrained)
 - **Gouresh** — co-founder, delivery-focused, Voice AI + Pratilipi-scale engineering
 - **Chatur** — AI infrastructure (this assistant + OpenClaw skill stack)
 - **No other hires yet**
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1.2 What's Working

1. **Depth of research.** 200+ pages is not typical. The positioning is unusually well-validated before launch.
 2. **Real proof assets exist.**
 - UTMStamp shipped in 13 days (AJ personal product, live)
 - Chatur/OpenClaw running AJ's life daily (living proof of agentic delivery)
 - Gouresh's Voice AI (Pratilipi scale, on-prem capability)
 - Combined 45+ products shipped, \$15M revenue impact claim is real
 3. **Named methodology embryonic.** "Diagnose before build" is repeatable, teachable, differentiated.
 4. **Price tier is uncontested.** Gap between Tally (₹54K) and SAP (₹1.2Cr+) is real and empty at ₹2-10L for services.
 5. **Content voice exists.** VOICE-GUIDE.md is sharp, distinctive, already used on LinkedIn for UTMStamp/ZYOD posts.
 6. **No sunk-cost pivoting required.** Nothing is live yet, so pivots are free.
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1.3 What's Stalled

1. **Not deployed.** Site hasn't gone live. 3+ months of planning, 0 paying customers.
2. **No payment flow.** Razorpay not configured. Even if site went live, can't transact.
3. **No booking flow.** Calendly not set up. Lead-to-call conversion broken before it starts.
4. **No assets produced for proof.**
 - No case study PDFs
 - No video testimonials
 - No OG image
 - No before/after screenshots
5. **No content cadence.** AJ posts on LinkedIn about BSL/FleetRobo, not [mvp.cafe](#).
6. **No leads in pipeline.** Zero inbound, zero active conversations.
7. **Build Score tool not built.** The #1 lead magnet is a spec, not a product.
8. **Brand assets incomplete.** Logo, social banners, presentation template — missing.
9. **No revenue.** ₹0 / ₹1L month-1 target from GTM-PLAN.md.

Root cause: AJ has been fully consumed by BSL FleetRobo FY27 strategy work + active job hunt. [mvp.cafe](#) has been "next month" since January 2026.

1.4 What Has Changed Since Original Research (Apr 2026)

Three material updates from the March 2026 research baseline:

1.4.1 BSL Conflict-of-Interest Hardening

Change: AJ is still full-time at BSL. FleetRobo is core product. Any mvp.cafe work in logistics/fleet/transport/telematics = serious COI risk.

Impact:

- KILL: Fleet operators vertical (was in top 5 family-biz verticals per R8)
- KILL: Transport-adjacent use cases
- WATCH: Manufacturing MSMEs — OK if strictly factory ops, NOT supply chain/distribution
- STAY SAFE: Trading/wholesale, retail chains, D2C, professional services, wall-hitter rescue

1.4.2 Dhaval Bhatt / AI Product Accelerator Intel

Change: Discovered a US-based operator running what looks like a 400K–600K/year business doing roughly what mvp.cafe plans, but targeting a different persona (W2 dreamers, not broken-app fixers).

Impact:

- Validated: "AI implementation for SMBs" is a real paid market
- Validated: B2B implementation commands \$5K-50K+ per engagement
- Validated: Paid PR + Skool community + tripwire course funnel is a replicable play
- Gap exposed: Dhaval's students don't ship real products. That's mvp.cafe's wedge.
- Hiring signal: Dhaval pays ex-founder coaches \$5K/month. Option for AJ as bridge income.

1.4.3 The "AI Implementation Is Still Hard" Insight

Change: Market shifted. In Jan 2026 the pain was "my AI app is breaking." In April 2026, the equally-hot pain is "my business needs AI but I don't know how to deploy it." Professional services (law, clinics, CAs), D2C brands, and manufacturing SMBs are all hitting this wall.

Impact:

- Added: "The Works" (AI Implementation Sprint) becomes a primary offer, not secondary
- Merged: The old "family business heir" persona expands to "SMB owner who wants AI deployed"
- Result: Two primary personas now (Wall-Hitter + SMB-AI-Implementer), not one

1.5 Readiness Scorecard

Scoring 1-5 (1=broken, 5=ready-to-scale):

DIMENSION	SCORE	NOTES
Positioning clarity	4	Strong, validated, need slight refresh for AI-implementation add
Pricing architecture	4	Well-designed, needs menu simplification
Brand identity	3	Name/tagline great, visual assets missing
Tech platform	2	Not deployed, payment/booking not wired
Content inventory	3	Drafts exist, nothing published
Proof assets	3	UTMStamp real, but no mvp.cafe case studies yet
Sales motion	1	No funnel, no calls, no pipeline
Delivery capacity	3	AJ+Gouresh+Chatur is real, but never stress-tested
Team	3	Two senior founders, no support staff
Legal/compliance	3	No entity formed, COI safeguards undocumented
OVERALL	2.9 / 5	"Researched but not launched"

Translation: mvp.cafe is a very well-planned paper company. Moving from 2.9 to 4.0 requires 6 weeks of focused execution, not more research.

1.6 The Single Biggest Gap

It's not research. It's not positioning. It's not product.

It is: **AJ has not committed any regular weekly hours to mvp.cafe.**

Without that, nothing else matters. Site deploys when there's time. Content posts when there's time. Calls happen when there's time. "When there's time" = never.

This strategy is worthless without a time commitment decision. See D8 (Prioritization) for the time-allocation framework.

1.7 Assumptions to Validate (Next 30 Days)

- 1. Wall-hitter conversion:** Will a LinkedIn post about "fixing broken Lovable apps" actually drive Build Score or Clarity bookings? Needs 1 real post + 2 weeks of data.
- 2. Price point reality:** Will someone actually pay ₹16K for Clarity sprint without a case study? Needs 1 attempt.
- 3. Delivery capacity:** Can AJ+Gouresh+Chatur actually deliver a Rescue in 7-21 days while holding day jobs? Needs 1 engagement.
- 4. Chatur as delivery partner:** Does the OpenClaw skill stack actually reduce delivery time, or is it marketing claim? Needs 1 real engagement to prove.

5. **Dhaval's coach role as bridge income:** Is \$5K/mo coach role actually available? Worth an application test.

1.8 Summary

Where we are: A pre-launch company with world-class research, validated positioning, and zero revenue. The bottleneck is execution, not strategy.

What must change first: Time commitment + site deployment + first paid client. In that order.

The strategy pack that follows (D2-D9) assumes execution starts this month. Without that, D2-D9 are academic.

D2: MARKET & COMPETITIVE INTELLIGENCE

mvp.cafe — The Arena We're Entering

2.1 The Macro Shift (Why Now)

2.1.1 The AI Tool Explosion (The Setup)

- **Cursor, Claude Code, Bolt, Lovable, v0, Replit Agent** — 2024-2026 rapid adoption
- **Lovable alone:** 100,000+ new projects created *per day* (R3, April 2025 data)
- **ChatGPT/Claude:** 500M+ combined weekly active users by Q1 2026
- **Build cost collapse:** Simple CRUD apps drop from ₹3-10L agency build → ₹4K/month subscription + founder time
- **Code generation share:** 50-70% of new code at AI-forward companies is AI-generated (R7, Bessemer 2025)

2.1.2 The Bottleneck Shift (The Pain)

Andrew Ng, Sequoia, Bessemer, Allstacks all said variations of the same thing in 2025:

"When coding gets cheaper, product thinking gets more valuable. The economics of complements."

The new bottleneck is NOT:

- Writing code (AI does it)
- Hiring engineers (still possible, but less urgent)
- Cost of infrastructure (cheap)

The new bottleneck IS:

- **Clarity** — what should we build?
- **Architecture** — will this scale when real users show up?
- **Integration** — how does this fit into the actual business?
- **Adoption** — will anyone use it / how do we get users?
- **Production hardening** — auth, payments, security, monitoring, compliance

2.1.3 The Failure Mode (The Evidence)

- **42-43% of startups** still fail from building the wrong thing (CB Insights, ongoing)
- **80% of software features** are rarely/never used (Pendo, Gartner)
- **90% of vibe-coded projects** never ship to production (R3 estimate, tool-vendor data)
- **55-75% of ERP implementations fail** — mostly because they start with software, not the business (Gartner, McKinsey ERP failure rates, repeated studies)

2.1.4 The Market Reaction (The Opening)

- **Fractional CPO/CTO** roles exploding — LinkedIn, Chief Product Officer, Continuum
- **Productized consultancies** winning — DesignJoy (\$1M+ ARR), thoughtbot, MDE
- **AI implementation agencies** emerging — but mostly US-centric, enterprise-focused
- **India-specific gap:** No strong brand owns "diagnose-first AI implementation for Indian SMBs at ₹2-10L"

The window: 6-12 months before this becomes crowded. Collins Dictionary named "vibe coding" Word of the Year 2025 — the category is named, the pain is real, the players haven't arrived yet.

2.2 Total Addressable Market

2.2.1 Segment 1: Wall-Hitters (Broken AI Apps)

Definition: Founders/builders who used Cursor/Lovable/Bolt/v0 to build something, then hit the production wall (auth, payments, security, scale, deployment).

Sizing:

- Lovable: 100K new projects/day × 90% fail to ship = 90K walls/day
- Cursor: ~2M paying users, ~60% are non-professional builders
- v0 / Bolt / Replit Agent: similar order of magnitude combined
- **Estimated global wall-hit events per day: 150K-300K**
- If 1% convert to paid help: 1,500-3,000 potential buyers per day globally
- **Realistic addressable pipeline: ~500K paid rescues/year globally**
- **At ₹40K average price: ₹2,000 Cr (~\$240M) global TAM**
- **India share (10-15%): ₹200-300 Cr**

Growth: Growing 50-100% YoY as AI tools proliferate. Window tightens as competitors arrive.

2.2.2 Segment 2: SMB-AI-Implementers (Businesses That Want AI Deployed)

Definition: Indian SMBs (₹5Cr-₹100Cr revenue), owner-operated or early-stage leadership, tech-curious but not tech-native, wanting AI deployed in their business but not wanting courses/coaching.

Sizing (India, from R8 + new AI implementation layer):

SUB-SEGMENT	COUNT	AVG DEAL SIZE	TAM
Trading/Wholesale (excluding fleet)	15M+ businesses	₹2-5L implementation + ₹50K/mo retainer	₹18,000 Cr (only ~5% addressable realistically)
D2C brands (₹1-50Cr revenue)	50-100K brands	₹1.5-3L + ₹30-80K/mo	₹400-600 Cr addressable
FMCG/Food/Pharma manufacturers (non-logistics)	200K+ entities	₹3-10L + ₹1-2L/mo	₹1,000+ Cr addressable
Small retail chains (3-20 stores)	40-60K chains	₹2-5L + ₹50K/mo	₹200-400 Cr addressable
Professional services (law, CA, clinics)	3-5M firms	₹1-3L + ₹30-50K/mo	₹1,500-3,000 Cr addressable

Total addressable (India, realistic): ₹3,000-5,000 Cr (~360M-600M)

Global extension: 2-3x multiplier if serving US/EU SMBs too → global TAM ₹10,000+ Cr.

2.2.3 Segment 3: Solo Founders (Tertiary – not sizing deeply)

Rationale: Highest competition, most price-sensitive, slowest to close. Capture via Build Score → Clarity Sprint. Not a primary TAM bet.

2.2.4 mvp.cafe's Realistic Serviceable Addressable Market (SAM)

At 2-person founding team + Chatur + maybe 2 contractors over 12 months:

SEGMENT	REALISTIC YEAR-1 DEALS	REVENUE
Wall-Hitter Rescues	20-30 @ ₹40K avg	₹8-12 L
AI Implementation (Works)	6-10 @ ₹2L avg	₹12-20 L
Strategy Sprints (Clarity)	30-50 @ ₹16K	₹5-8 L
Partner retainers	2-4 active @ ₹1L/mo avg	₹12-24 L (partial year)
Total Year 1		₹37-64 L (~\$45-75K)

Year 2 with systematization: ₹1.5-3 Cr realistic if execution is solid.

Not an \$1M ARR bet year 1. It's a profitable boutique. That's fine.

2.3 Competitive Landscape

2.3.1 The Competitive Map



2.3.2 Direct Competitors – Ranked by Threat Level

TIER A: NEAREST NEIGHBORS

1. Dhaval Bhatt / AI Product Accelerator

- **Offer:** \$27 course → \$1,497 coaching accelerator → hidden B2B AI implementation
- **Geography:** US-primary
- **Strength:** 15+ years AI cred, Duke/Berkeley authority, paid PR machine, 5-person team, \$400-600K ARR
- **Weakness:** Students don't actually ship real products, recycled testimonials, "teach not build" positioning
- **Threat to mvp.cafe:** Low direct overlap (different buyer, different promise), BUT he validates the market and could expand to India
- **What to steal:** Named methodology, paid PR blast, vertical demo library, funnel ladder

2. Indian Dev Shops (the masses)

- Think: Emizentech, Appinventiv, local shops
- **Offer:** Build what you tell them, ₹30K-5L typical
- **Strength:** Cheap, fast, execute briefs
- **Weakness:** Don't push back, don't diagnose, build what you specify even if it's wrong, junior talent

- **Threat:** Medium — they're the default option founders compare against
- **Wedge:** "We tell you what NOT to build" — diagnosis IS the product

3. Fractional CPO/CTO platforms

- Think: Continuum, Chief Product Officer, Toptal Consulting
- **Offer:** ₹3-10L/month for a fractional leader
- **Strength:** Senior talent, proven model
- **Weakness:** Hourly consulting, no building, relationship-driven (hard for non-network founders), USD priced
- **Threat:** Medium — they capture the high-ticket strategic budget
- **Wedge:** "We diagnose AND build" — not just advice

TIER B: ADJACENT COMPETITORS

4. AI build tools themselves (Lovable, Bolt, v0, Cursor)

- Not a direct competitor — they CREATE the wall-hitter problem we solve
- **Partnership potential:** Eventually list as "recommended rescue partner" if we build brand
- **Threat:** Low direct, high if they add "pro services" layer (e.g., Lovable Pro Build)

5. Freelancer marketplaces (Upwork, Fiverr, Toptal)

- **Offer:** \$25-200/hour, bid-driven
- **Strength:** Fast, cheap entry point
- **Weakness:** Race to bottom, no accountability, no strategic thinking
- **Threat:** Low — different buyer quality
- **Wedge:** "We're not a freelancer. We're a team with 45+ products shipped."

6. Lovable-specific rescue services (emerging)

- VibeCodeFixers and similar — charge \$25-200 per fix
- **Threat:** Low direct — they're tactical patches. We're strategic diagnosis.
- **Wedge:** "They patch code. We diagnose why your product is broken and rebuild it right."

TIER C: INDIRECT COMPETITORS

7. Enterprise AI consulting (Deloitte, TCS, Infosys, Accenture)

- **Offer:** ₹50L-2.5Cr implementations
- **Threat:** None — different market, different price tier
- **Relationship:** Eventually could partner/refer-down

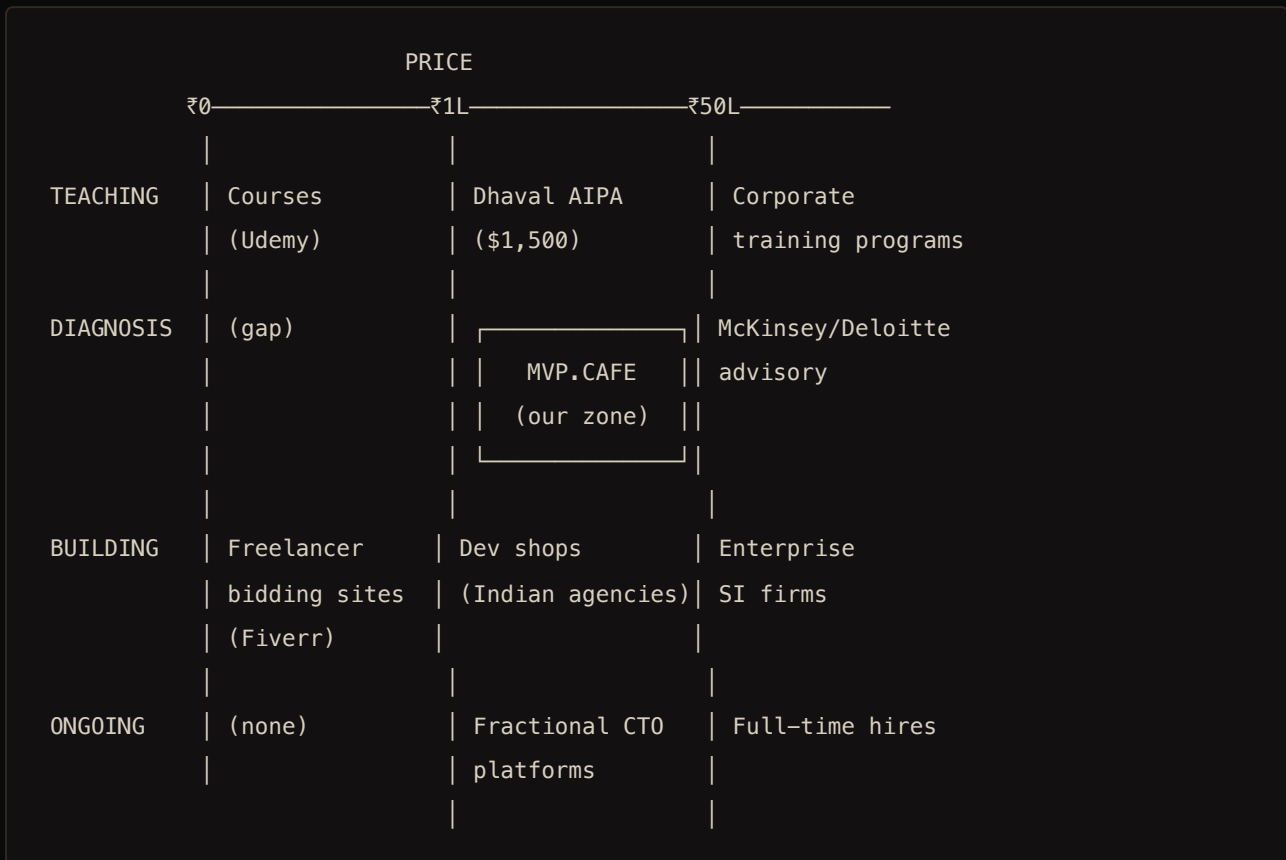
8. ERPNext, Zoho implementation partners

- **Offer:** ₹5-50L ERP implementations
- **Threat:** Low-Medium — they compete for "digitize my business" budget
- **Wedge:** "They configure software. We build custom for YOUR workflow."

9. Indian "AI expert" freelancers / LinkedIn coaches

- Hundreds have popped up since 2024
- **Threat:** Low — mostly personal brands, low delivery capacity
- **Wedge:** We're a 2-person senior team with agentic infrastructure (Chatur). They're one person selling time.

2.3.3 Competitive Positioning Matrix



Our zone: The diagnosis + building intersection at ₹16K-₹3L. Nearly empty.

2.4 What's Working in the Market (Winning Plays)

From R7 + updated April 2026 intel:

2.4.1 Productized Services

- **DesignJoy** (Brett Williams): Solo designer, \$1M+ ARR via productized design subscription
- **Dhaval Bhatt AIPA:** Productized coaching ladder → \$400-600K ARR
- **thoughtbot** & similar boutique studios adapting to fractional/advisory models

Lesson: Fixed-price, fixed-scope, fixed-timeline beats hourly/custom. mvp.cafe menu follows this.

2.4.2 Content-to-Trust Funnel

Top plays in 2026:

- **Lenny's Newsletter:** \$1M+ ARR from a newsletter

- **Build Score / interactive tools:** Pieter Levels, HackerNoon, various — 5-10% conversion vs 0.5% for PDFs
- **LinkedIn thought leadership:** Justin Welsh, Jasmin Alic, etc. — content compounds

Lesson: Interactive assessment > static PDF > no tool. Build Score is right strategy.

2.4.3 Same-Industry Case Studies

From R8: family business buyers need same-industry proof. Generic case studies convert poorly. Vertical focus wins.

Lesson: Our first 5 rescues/implementations should cluster in 1-2 verticals to build same-industry proof.

2.4.4 Paid PR Blitz

Dhaval did: SF Weekly, Business Insider Africa, Digital Journal in July 2025 — ~₹1-2L investment, massive "as seen in" credibility.

Lesson: Indian equivalent — Entrepreneur India, YourStory, Inc42, Economic Times, Business Standard — can be bought for ₹50K-1L per placement. Do this in Month 3-4 once we have 2-3 case studies.

2.4.5 Urgency + Scarcity as Honest Constraint

"2 spots left for April" only works if it's real. mvp.cafe has 2 founders + limited evenings — genuine scarcity.

Lesson: Use it honestly. Don't fake it (killed by churn).

2.5 What's Failing in the Market (Avoid)

2.5.1 "Everyone Can Build AI" Courses

Dhaval's testimonials are weak because most students don't actually ship. Critical reviews call this out. Market is tiring of vaporware promises.

Lesson: Do NOT position as "teaching." Position as "we ship for you."

2.5.2 Generic "AI Strategy" Advisory

Without a building arm, pure strategy commands only enterprise fees. SMBs want someone who WILL build after the diagnosis.

Lesson: Always couple Strategy Sprint with clear upsell to Rescue/Works.

2.5.3 Tool-Only Positioning

"We use Cursor + Claude + GPT-5" is not a differentiator anymore. Everyone does.

Lesson: Lead with outcomes + methodology, not tools.

2.5.4 Inconsistent Pricing

Agencies that say "let's discuss pricing" kill 60%+ of inbound. Transparency wins.

Lesson: Public menu, published prices. Already in GTM-PLAN.md. Protect it.

2.5.5 Free Tier That Never Converts

Dhaval's Skool community (887 free members) — unclear conversion. Free can be a trap.

Lesson: Build Score should REQUIRE email at some point in funnel. Pure-free capture without email = zero pipeline.

2.6 Market Windows & Trends

2.6.1 Closing Fast (6-12 months)

- **Wall-hitter category:** Agencies piling into "vibe code rescue" keywords. Lead now or lose SEO.
- **Vibe coding vocabulary:** Collins Dictionary 2025 — means it's cresting. Own the terms before they normalize.
- **Dhaval's India expansion:** Dhaval is Indian. Likely to launch India-specific AIPA within 12 months. Establish Indian brand before then.

2.6.2 Opening (18-24 months)

- **Indian SMB AI implementation:** Early innings. SMBs still figuring out ChatGPT. Real implementation demand is 12-24 months away from peak.
- **D2C AI ops:** Shopify App Store has ~50 AI apps. Indian D2C brands underserved.
- **Multi-modal AI for SMBs:** Voice + vision + chat combined — Gouresh's edge.

2.6.3 Steady State

- **Strategy advisory:** Always in demand, hard to differentiate. mvp.cafe uses it as entry, not core revenue.
- **Retainer partnerships:** Long-tail compound revenue. Focus for Year 2.

2.6.4 Shrinking

- **"Generic MVP build" market:** Commoditized by AI tools. Price floor collapsing.
 - **"Taught non-technical people to code" market:** Saturated. Don't enter.
-

2.7 The Dhaval Playbook – What We Explicitly Copy, What We Don't

2.7.1 Copy (Adapt)

DHAVAL PLAY	MVP.CAFE ADAPTATION	PRIORITY
Named methodology ("HRA Synthesis Protocol")	Name ours — see D4	HIGH
Free community (Skool)	Free Telegram/WhatsApp community of "founders who ship"	MEDIUM
\$27 tripwire	Skip — go directly to ₹16K Clarity	SKIP
Paid PR blitz	YourStory/Inc42/Entrepreneur India — Month 3-4	HIGH
Vertical demo library	Build 2-3 working demos per vertical	HIGH
Authority borrow (Duke/Berkeley)	Our equivalent: ZYOD, IIT Delhi, UTMStamp shipped, 45+ products	HIGH
Cohort + group dynamic	Skip — we're 1:1 service, not cohort	SKIP
Testimonial video production	Yes — each engagement ends with a 60-sec testimonial	MEDIUM
Hiring coaches at \$5K/mo	AJ could APPLY as a bridge-income Trojan horse	OPTIONAL

2.7.2 Don't Copy

- ❌ "Build AI product in 90 days" — vaporware framing
- ❌ \$1,500 accelerator — wrong for our pricing/positioning
- ❌ "No coding required" — we're pro-code, just pro-RIGHT-code
- ❌ "Side hustle to \$10K/month" — fake income promises, regulator/credibility risk
- ❌ Skool community as primary platform — use LinkedIn + own channels
- ❌ 20-student cohorts — we're 1:1 premium service

2.8 Summary

The Market:

- Real, growing, under-served
- India SMB + global wall-hitter = ₹3,000-10,000+ Cr TAM
- mvp.cafe realistic Year-1 revenue: ₹40-65L, Year-2: ₹1.5-3 Cr

The Competition:

- No direct competitor at our position
- Nearest neighbors (Dhaval, dev shops, fractional CTOs) have exploitable weaknesses

- 6-12 month competitive window before others arrive

The Trends:

- Building getting cheaper → clarity premium rising
- SMBs hitting AI-implementation wall → new buyer emerging
- Paid PR + named methodology + vertical focus = winning formula

The Play:

- Lead with wall-hitter rescue (urgent, defensible, zero BSL risk)
 - Layer SMB AI implementation (high LTV, India market advantage)
 - Steal Dhaval's best tactics (methodology name, PR blitz, vertical demos)
 - Ignore Dhaval's positioning (teaching) — we're the anti-teacher
-

D3: ICP & BUYER PSYCHOLOGY

mvp.cafe — Who We Serve and How They Decide

3.1 The Unified Insight

Across 8 rounds of research + April 2026 Dhaval intel, ONE pattern repeats:

*"I need someone who will understand my problem **BEFORE** touching a keyboard — and actually ship a fix."*

The verb every buyer needs is **DIAGNOSE**. The noun they need is **OUTCOME** (working system, working product, working business).

What differs across personas is the *trigger moment* and the *language* — not the fundamental job.

3.2 The Three-Persona Model

Summary Table

DIMENSION	WALL-HITTER	SMB-AI-IMPLEMENTER	SOLO FOUNDER
Priority	PRIMARY (near-term revenue)	PRIMARY (LTV + scale)	TERTIARY (capture)
Age	25-40	28-45	28-45
Trigger	Acute (app is breaking)	Chronic (business feels stuck)	Chronic (idea is stuck)
Urgency	This week	2-4 weeks	Months
Budget	₹25K-1L	₹2-10L + retainer	₹5-25K initial
Entry product	Build Score → Rescue	Digital Audit → Implementation	Build Score → Clarity
LTV	Medium (1-2 engagements)	HIGH (₹20-50L over 2-3 years)	Low-Medium
Sales cycle	Days	Weeks-Months	Weeks-Months
Acquisition	SEO + LinkedIn pain content	Referral + LinkedIn thought leadership	SEO + Build Score virality
Decision maker	Self (they built it)	Owner + often a CA/advisor	Self
Biggest objection	"Can you actually fix this?"	"Will you understand MY business?"	"Is this worth the money?"

3.3 Persona 1: The Wall-Hitter (PRIMARY)

3.3.1 Profile

- **Age:** 25-40
- **Gender mix:** 70% male, 30% female (broadly tech-adjacent)
- **Role:** Solo founder, side-project builder, small startup CTO, non-technical founder who tried AI tools
- **Geography:** Global — India, US, SE Asia, UK mix
- **Tech literacy:** Medium. Knows what Cursor/Lovable is. Can't fix auth/payments themselves.
- **Income:** 40K-200K (W2) or early-stage startup (burning savings)
- **Build tool used:** Lovable (most common), Cursor, Bolt, v0, Replit Agent, Windsurf
- **What they built:** SaaS tool, internal ops app, side-hustle product, marketplace MVP

3.3.2 The Wall Moment

They built something in a weekend or two. It looked great. Then they hit ONE of these:

1. **Auth wall** — can't get Supabase/Clerk right, sessions breaking, password reset broken
2. **Payment wall** — Stripe integration fragile, webhooks broken, tax/invoicing not handled
3. **Data wall** — DB schema wrong, queries slow, data integrity broken
4. **Deploy wall** — works on laptop, breaks on Vercel/Netlify
5. **Security wall** — exposed API keys, no rate limiting, GDPR/compliance gaps
6. **Scale wall** — 10 users fine, 100 users crashes
7. **Integration wall** — needed to connect to their actual business system, AI tool can't

Common ALL walls share: The LLM keeps creating new bugs when fixing old ones. The "just one more prompt" loop. Frustration, sunk-cost anxiety, public commitment already made ("launching next week").

3.3.3 Psychographics

- **Self-image:** "I'm smart enough to have built 80%. Why can't I finish?"
- **Fear #1:** Looking stupid in public (already told people they'd launch)
- **Fear #2:** Wasted money (spent on AI tool subscriptions, maybe some freelancer attempts)
- **Fear #3:** AI was supposed to make this EASY
- **Hope:** "Maybe someone can just fix the broken parts and I can launch"
- **Ego:** Wants to keep ownership of the build, not "hand it over entirely"
- **Budget psychology:** "I'll pay ₹25-80K to finish, but ₹5L feels like failure"

3.3.4 Decision Journey

Day 1: Tool breaks. Tries "just one more prompt" loop for hours.
Day 2-3: Googles "fix broken Lovable app," "Cursor app not deploying,"
"why is my Supabase auth not working"
Day 4: Finds us via blog, Reddit answer, or LinkedIn post
Day 5: Takes Build Score. Sees specific blind spots named.
Day 6: Emails or books Clarity Sprint (₹16K)
Day 7: 90-min call. We diagnose the REAL problem.
Day 8-10: Get Rescue proposal (₹25-80K)
Day 10-14: Rescue complete. Launch.
Day 30+: Comes back for next project OR refers others.

Conversion windows:

- Day 4-7 = peak intent. SEO + content must be there.
- Build Score is the instant-value hook.
- Clarity Sprint is the real conversion moment.

3.3.5 Messaging That Works

HIGH CONVERSION:

- "You built with AI. It's breaking."
- "The AI 80/20 wall is real. We specialize in the last 20%."
- "90% of vibe-coded apps die at auth. Here's why."
- "Your AI tool got you here. We get you to production."

LOW CONVERSION:

- "Full-service agency"
- "End-to-end product development"
- "Your technology partner"
- "We build MVPs fast" (commoditized)

3.3.6 Objections & Rebuttals

OBJECTION	REBUTTAL
"Can't I just keep prompting?"	"Every prompt fixes one thing and breaks another. 90% of these projects die this way. Let us see the code once."
"Why not hire a cheap freelancer?"	"Freelancers patch. We diagnose WHY your AI made that mistake, then fix the root cause so it doesn't recur."
"₹40K is a lot"	"Production bugs cost ₹4L when they hit customers. This is insurance + delivery in one."
"Will you rewrite everything?"	"No. We keep the 80% you built. We diagnose and fix the broken 20%."

3.3.7 Proof Assets That Close

- Before/after video of a rescue (30-60 sec)
- Screenshot of broken code → working code
- Quote from a rescued founder with name + product + outcome
- UTMStamp "13 days shipped" as speed credential

3.3.8 Why Wall-Hitter Is Priority #1

- **Urgency:** Pays this week, not next quarter
- **Volume:** Unlimited pipeline (150K-300K wall events/day globally)
- **Moat fit:** Chatur/OpenClaw perfect for rapid code audit + fix orchestration
- **No BSL overlap:** Zero conflict
- **Compound:** Every rescue = LinkedIn content = next 3 leads
- **Evening-friendly:** 7-21 day sprints, weekend-intensive work compatible with day job
- **Global:** Not India-locked, dollar pricing possible

3.4 Persona 2: The SMB-AI-Implementer (PRIMARY)

3.4.1 Profile

- **Age:** 28-45 (owner-operator or next-gen leader)
- **Gender mix:** 75% male (Indian SMB demographic reality)
- **Role:** Business owner, MD/CEO, family business heir with authority, ops director at growing SMB
- **Geography:** India-primary (Tier 1 + Tier 2 cities), with US/SE Asia potential
- **Business size:** ₹5Cr-₹100Cr revenue, 20-500 employees
- **Tech literacy:** LOW-to-MEDIUM. Uses WhatsApp, Tally, maybe Zoho CRM. Doesn't know what Lovable is.
- **Business age:** 10-50 years (family biz) or 3-10 years (early-stage SMB)


3.4.2 The Wall Moment

Different from wall-hitter. Chronic, not acute:

1. "AI is everywhere but I don't know where to start in MY business"
2. "My team uses ChatGPT randomly but it's not integrated anywhere"
3. "We're drowning in documents / WhatsApps / manual work AI should handle"
4. "Competitors are using AI and winning customers — I need to catch up"
5. "I tried to hire an AI engineer. ₹40L salary, couldn't evaluate them"
6. "Big consultants quoted ₹50L for a 'transformation.' Too expensive."
7. "I took an AI course. Learned nothing useful for MY business."

3.4.3 Sub-Verticals (Ranked)

3.4.3.1 TRADING / WHOLESALE (HIGHEST PRIORITY)

- **Count:** 15M+ entities in India
- **Pain:** Udhara tracking, WhatsApp chaos, GST deadlines, stock visibility
- **AI use cases:** WhatsApp-to-CRM, invoice extraction, udhara aging AI, auto-reminders, stock demand forecasting
- **Deal size:** ₹2-5L initial + ₹30-80K/mo retainer
- **Your cred:** Neutral, easy to learn
- **BSL risk:** NONE 

3.4.3.2 D2C BRANDS ₹1-50 CR (HIGH PRIORITY)

- **Count:** 50-100K brands in India
- **Pain:** Customer support scale, content ops, attribution/marketing ROI
- **AI use cases:** Support chatbot trained on catalog, review sentiment analysis, ad copy AI, UTM campaign intelligence
- **Deal size:** ₹1.5-3L + ₹30-60K/mo

- **Your cred:** STRONG (UTMStamp, AJ's ZYOD consumer experience)
- **BSL risk:** NONE ✓

3.4.3.3 PROFESSIONAL SERVICES — CAS, LAW FIRMS, CLINICS (MEDIUM PRIORITY)

- **Count:** 3-5M firms (CAs: 1L+, law: 1L+, clinics: 100K+)
- **Pain:** Document processing, client intake, appointment management
- **AI use cases:** Invoice/bill extraction, contract review, patient intake bots, GST filing AI
- **Deal size:** ₹1.5-3L + ₹30-50K/mo
- **Your cred:** Weak initially. Requires case study investment.
- **BSL risk:** NONE ✓
- **Strategy:** Start with 1 vertical (e.g., small CA firms), build 2-3 case studies, then expand

3.4.3.4 RETAIL CHAINS 3-20 STORES (MEDIUM PRIORITY)

- **Count:** 40-60K chains
- **Pain:** Inventory across stores, customer recognition, demand prediction
- **AI use cases:** Multi-store inventory AI, customer segmentation, demand forecasting
- **Deal size:** ₹2-5L + ₹50K/mo
- **Your cred:** Neutral
- **BSL risk:** NONE ✓

3.4.3.5 FMCG/FOOD/PHARMA MANUFACTURING — NON-LOGISTICS (CAREFUL — KEEP PARKED)

- **Count:** 200K+ entities
- **Pain:** QC, demand forecasting, compliance docs
- **BSL risk:** MODERATE ⚠️ — BSL sells to manufacturers. Keep out until COI guidance clearer. Revisit in Q3 2026.

3.4.3.6 FLEET / LOGISTICS OPERATORS

- **Status:** ✗ EXPLICITLY EXCLUDED — direct BSL competition

3.4.4 The Three Gatekeepers (from R8)

For family business variant, decisions involve:

1. The Initiator (young leader, 28-42)

- MBA or engineer, modernizing the business
- Actively searches for solutions
- Books initial calls
- Needs to justify to patriarch

2. The Approver (patriarch/senior owner, 55-70)

- Evaluates through lens of CONTROL, not efficiency
- "Will this make my data leak?"

- "Will my staff become redundant and revolt?"
- "Can I understand what's happening?"
- Needs pilot-first, visible control, same-industry proof

3. The Validator (CA, family lawyer, or trusted advisor)

- Often introduces vendors
- "I know someone who can help"
- Needs to protect their own reputation
- Key channel for referral marketing

For non-family SMBs: gatekeeper structure compresses to 1-2 people (owner + ops lead). Faster cycle.

3.4.5 Decision Journey (Family Business Variant)

Month 0: Owner sees AI everywhere, feels behind
 Month 1: Tries ChatGPT personally, sees value, doesn't know how to scale it
 Month 1-2: Asks CA / trusted advisor "do you know anyone for AI?"
 Month 2: CA mentions us. Owner visits website. Reads same-industry case study.
 Month 2-3: Books Digital Audit (₹15-25K). We spend a day understanding their business.
 Month 3: Deliver 1-page opportunity map with top 3 AI wins + ROI in rupees
 Month 3-4: First System engagement (₹2-5L). Single high-ROI use case deployed.
 Month 4-5: See results. Staff adoption confirmed. Patriarch convinced.
 Month 5-6: Expand to Partner retainer (₹50K-1L/month) for ongoing AI deployment
 Year 1-3: Deep partnership. Multiple systems, full AI-enabled operations.

3.4.6 Psychographics

- **Self-image:** "I'm building/running a real business, not playing with apps"
- **Fear #1:** Loss of control (who sees the data?)
- **Fear #2:** Staff revolt (will people become redundant?)
- **Fear #3:** Wasted expense (we already spent on a CRM/ERP that didn't help)
- **Fear #4:** Vendor dependency ("a poorly executed implementation can disrupt everything for months")
- **Hope:** "What if AI could actually free me from the chaos?"
- **Ego:** "I want to look forward-thinking to my team, customers, competitors"
- **Budget psychology:** "₹2-5L is a business expense I can justify. ₹50L is a capital decision I can't."

3.4.7 Messaging That Works

HIGH CONVERSION:

- "We'll understand your business before building anything"
- "AI deployed in your business in 21 days. Not a course. A working system."
- "Same thinking as SAP. 10% of the cost."

- "Your AI partner, not another vendor"
- "Case study: How [same industry] deployed AI and saved ₹[X]L/month"

LOW CONVERSION:

- "Digital transformation" (jargon, corporate)
- "AI-powered business intelligence" (buzzword)
- "Leverage AI for competitive advantage" (McKinsey language)
- "Cutting-edge LLM solutions" (technical jargon to non-technical buyer)

3.4.8 Objections & Rebuttals

OBJECTION	REBUTTAL
"Will my data be safe?"	"We deploy on your infrastructure OR in your cloud account. You own it. We have access only while building."
"My staff will resist"	"Every engagement includes adoption training. We don't leave until your team uses it daily."
"What if it doesn't work?"	"The Digital Audit (₹25K) comes before we build anything. If the ROI isn't obvious after diagnosis, we say so."
"₹3L is a lot"	"Your payroll for 1 month of manual work this AI replaces = ₹4-8L/month saved."
"Big consultants quoted ₹50L"	"They bring 20 consultants you don't need. We're two builders with 45+ products."
"Can you show me same-industry proof?"	[CRITICAL — need this. First 2-3 engagements in same vertical to build.]

3.4.9 Proof Assets That Close

- Same-industry case study PDF (2-page, ROI-heavy)
- Before/after video of a workflow transformation
- Owner testimonial (video, 60-90 sec)
- 1-page "Opportunity Map" as tangible Digital Audit deliverable
- UTMStamp + Chatur + ZYOD as credibility stack

3.4.10 Why SMB-AI-Implementer is Co-Priority #1

- **LTV:** ₹20-50L over 2-3 years vs ₹40K one-time for wall-hitter
- **Defensible:** Relationship + institutional knowledge = switching costs
- **India advantage:** Crowded in US, wide open in India
- **Compound:** Each vertical case study unlocks next 5-10 in same vertical
- **Partner tier scales naturally:** Month-on-month retainer revenue
- **Chatur fit:** Agentic delivery reduces cost-to-serve dramatically

3.5 Persona 3: The Solo Founder (TERTIARY)

3.5.1 Profile

- **Age:** 28-45
- **Non-technical, has an idea**
- **Budget:** Personal savings, \$5-50K
- **Has:** Notion doc, maybe a pitch deck, enthusiasm
- **Doesn't have:** Code, team, validated customers

3.5.2 Why Tertiary (Not Primary)

From R1 research:

- Every agency targets them — highest competition
- Slowest to close — deliberate for weeks-months
- Most price-sensitive — personal savings
- But: they're the SAME PERSON as the wall-hitter earlier in their journey

3.5.3 How We Capture Them

- Build Score (free) — gives them instant blind spots
- Clarity Sprint (₹16K) — converts 10-15% of Build Score takers
- Full MVP build (₹5-10L) — for the serious ones

Don't build dedicated content for them. Capture via Wall-Hitter + SMB content. Their journey to us is:

1. "I have an idea" → takes Build Score
2. Either proceeds to Clarity or goes off and tries AI tools themselves
3. Comes back later as Wall-Hitter when tools fail them

3.5.4 Low-Effort Capture

- One landing page: "/for-founders"
- One pricing: Build Score → Clarity Sprint → MVP Build
- One content piece: "Before you build your MVP, read this" evergreen

Don't over-invest. Most will leak. The few who convert become high-value customers.

3.6 Persona 4: REJECTED – Dhaval's "W2 Dreamer"

Why we explicitly REJECT this persona:

- Dhaval owns US market
- High CAC for coaching buyers

- Low LTV (one-time \$1,500 vs our ₹2-50L)
- We're not a coaching business
- Wrong promise ("build AI product yourself")

If we ever pivot: Only as a content/community play, never as primary revenue.

3.7 Buying Trigger Map

What makes someone move from aware → active buyer?

Wall-Hitter Triggers

1. Launch date slipping
2. Public commitment made (posted on LinkedIn they're launching)
3. Investor/customer waiting on delivery
4. Payment/auth broken (critical path)
5. AI tool keeps making it worse
6. 30+ hours already spent in prompt loop

SMB-AI-Implementer Triggers

1. Competitor announcement ("they just launched an AI chatbot!")
2. Industry event / conference ("everyone was talking AI")
3. CA/advisor suggestion
4. Staff complaint ("we need better tools")
5. New generation joins leadership (heir apparent pushing modernization)
6. Financial year start (budget window)
7. Manual crisis ("we almost lost a customer because of a tracking mistake")

Solo Founder Triggers

1. Layoff / career pivot
 2. 3-6 months researching, still not built
 3. Friend/peer success story
 4. New capital available (bonus, savings, small investor)
-

3.8 Anti-ICP (Who We Say NO To)

Explicit disqualifiers:

- ❌ "I don't have budget but..." — no budget = no engagement
- ❌ Fleet/logistics/transport/telematics — BSL conflict

- ❌ Crypto/NFT/Web3 speculative projects — regulatory + churn risk
- ❌ "Build it and we'll pay when we raise" — equity-only deals
- ❌ "Make me an AI product I can sell" — we don't ghostwrite businesses
- ❌ Clients who want to dictate architecture without diagnosis
- ❌ Buyers who can't spell out their actual business problem
- ❌ Anyone expecting delivery in <5 days (shipping well takes minimum time)

3.9 Persona Prioritization (Resource Split)

For first 6 months, time/attention split:

ACTIVITY	WALL-HITTER	SMB-AI	SOLO	TOTAL
Content creation	50%	35%	15%	100%
Sales calls	60%	35%	5%	100%
Delivery time	50%	45%	5%	100%
Tool investment (Build Score, demos)	40%	55%	5%	100%
Case study focus	40%	55%	5%	100%

Month 7-12 rebalance: As SMB-AI deals close and compound via retainers, shift to 30% wall-hitter / 60% SMB / 10% solo.

3.10 Summary

Three personas. Same JTBD: diagnose before building. Three different trigger moments.

Primary dual-play:

- Wall-Hitter = fast cash + content compounding + global + zero BSL risk
- SMB-AI-Implementer = high LTV + India advantage + defensible + retainer revenue

Tertiary capture: Solo founders via Build Score — low effort, high occasional upside.

Rejected: Dhaval's W2 dreamer. Leave to him. Don't compete on his ground.

The messaging always leads with the MOMENT, not the persona label. "Wall-Hitter" is internal. External = "You built with AI. It's breaking." / "Your business needs AI deployed. Not a course."

D4: POSITIONING & BRAND STRATEGY

mvp.cafe — What We Stand For and How We Say It

4.1 The Positioning Statement (Final)

For founders and SMB leaders who need to ship real products and deploy real AI — but can't afford to waste months building the wrong thing — mvp.cafe is the product partner that diagnoses before it builds. Unlike dev shops who code what you tell them, coaches who teach you to build, or AI tools that break at the 80/20 wall, we combine product thinking, engineering execution, and agentic delivery to go from your problem to production in weeks, not quarters.

The Five-Part Positioning

Category: The product partner who diagnoses before building.

For: Founders with broken AI-built apps + SMB leaders who want AI deployed in their business.

Problem: The gap between "something exists" and "something that works in production" is where 90% of projects die. AI tools made code cheap, but they didn't make clarity cheap. 42% of startups still fail from building the wrong thing — and now they fail faster.

Solution: Diagnose first, then build. Product strategy + engineering execution + agentic infrastructure from people who've shipped 45+ products — from factory floors to SaaS launches.

Differentiator: The only option at ₹16K-₹10L that starts with "let me understand your problem first." AI tools write code but can't think. Coaches teach but don't ship. Freelancers code but don't push back. Agencies build what you tell them. ERPs force your business into their workflow. We sit in the gap between all of them.

Proof: 45+ products shipped. 700+ IoT machines connected. 12+ AI agents in production. \$15M revenue impact. From ₹700 custom GPS hardware to 13-day SaaS launches. We've been in the gap and gotten out the other side.

4.2 The Named Methodology

4.2.1 Why We Need One

From D2 competitive intel: Dhaval's "HRA Synthesis Protocol" is 80% marketing, 20% substance — but the NAME itself is a brand asset. It's searchable, ownable, teachable, quotable.

mvp.cafe needs a named methodology for the same reasons:

- **SEO ownership** — first-mover on the term
- **Sales credibility** — "Let me walk you through our XYZ method"
- **Content compound** — every article can reference/unpack the framework
- **Internal consistency** — team, contractors, Chatur all execute the same playbook

4.2.2 The Name: The 3D Protocol™

Diagnose → Design → Deploy

Chosen because:

- Three Ds = memorable, symmetric, rhythmic
- Describes the actual work we do (not aspirational jargon)
- "Diagnose" is the differentiator (nobody else leads with this)
- Short enough to become vocabulary ("Did they do the 3D Protocol?" "Run the 3D on it")
- Trademarkable + domain-friendly (3dprotocol.com available as of April 2026)

4.2.3 The Protocol Defined

PHASE 1: DIAGNOSE (DAYS 1-5 TYPICAL)

Goal: Understand before acting.

Activities:

- Business/product/technical context interview
- Operational walkthrough (for SMB) or code audit (for wall-hitter)
- Stakeholder mapping
- Root-cause identification (why is THIS the problem)
- Success criteria definition (what does "done" look like in rupees/customers)

Deliverable: **1-page Diagnosis Brief** — root cause, scope, success criteria, roadmap options, investment required.

PHASE 2: DESIGN (DAYS 3-10 TYPICAL, OVERLAPS DIAGNOSE)

Goal: Decide what to build and what NOT to build.

Activities:

- Architecture choice (build vs integrate vs no-code)
- User flow / data flow mapping

- Tech stack selection (stack = client's long-term reality, not our preferences)
- Agentic infrastructure mapping (where Chatur/OpenClaw skills apply)
- Risk flagging (security, compliance, vendor lock-in)

Deliverable: **Solution Design Doc** — what gets built, what gets skipped, what gets outsourced, in rupees and days.

PHASE 3: DEPLOY (DAYS 7-30 TYPICAL)

Goal: Ship something that actually works in production.

Activities:

- Build with agentic infrastructure (Chatur + skills + contractors)
- Production hardening (auth, payments, security, monitoring)
- User training / handoff
- 30-day support window
- Retrospective + optional partnership proposal

Deliverable: **Working system in production** + handoff doc + optional retainer.

4.2.4 Why This Protocol Wins

- **Anti-Dhaval:** He teaches "build in 90 days." We diagnose first. Opposite promise.
- **Anti-dev-shop:** They skip diagnose, jump to scope-of-work. We spend 30% of time understanding before touching code.
- **Anti-AI-tools:** They skip design, prompt straight to code. We design intentionally.
- **Anti-enterprise-consulting:** They stay in Diagnose/Design, never deploy. We ship.

4.2.5 Trademark/IP Action Items

- Register "3D Protocol" as trademark (₹15-30K, 6-9 months via IP Office India)
- Secure `3dprotocol.com` domain
- Use ™ symbol immediately (usage creates common-law trademark)
- Cross-register as methodology name in GTM-PLAN.md, website, LinkedIn

4.3 The Tagline (Refined)

4.3.1 Current: "Code is cheap. Clarity isn't."

Keep for now. Validated by R1, distinctive, memorable.

4.3.2 Secondary Taglines (for different contexts)

CONTEXT	TAGLINE
Homepage hero	"Code is cheap. Clarity isn't."
Wall-hitter landing	"You built with AI. It's breaking. We fix that."
SMB landing	"AI in your business. Deployed, not taught."
Solo founder landing	"Don't build the wrong thing."
Speed proof (UTMStamp reference)	"From idea to live in 13 days."
Agentic delivery	"The only product studio with an AI partner on staff."

4.3.3 What We DON'T Say

- "End-to-end" — empty phrase
 - "Full-stack" — commoditized
 - "Cutting-edge" — insecure adjective
 - "Leverage AI" — corporate jargon
 - "Digital transformation" — consulting cliché
 - "World-class" — nobody says this but bad actors
 - "Synergy / synergies" — instant credibility loss
-

4.4 The Competitive Zone Map

PRICE HIGH

↑

[Enterprise AI Consultancies]

Deloitte, Accenture, TCS

₹50L – ₹2.5Cr

Slow. Corporate. Build nothing fast.

[Big Agencies]

₹10L – ₹50L

Build what you tell them. No pushback.

M V P . C A F E Z O N E

₹16K – ₹10L

Diagnose → Design → Deploy

The ONLY option that starts
with "understand your
problem first."

Wall-Hitter rescue →
SMB AI implementation →
Ongoing partnership

[Dhaval AIPA, Fractional CTOs]

₹1-3L (coaching/advisory)

Teach or advise. Don't build.

[Indian Dev Shops]

₹30K – ₹5L

Junior talent. Execute briefs.

Don't push back.

[Freelancers, Fiverr]

₹5K – ₹1L

Patch. Not strategic. No accountability.

[AI Tools: Lovable, Cursor]

₹4K/month

Build 80%. Break at 20%.

↓

PRICE LOW

Our zone is ₹16K-₹10L with diagnose-first positioning. Nearly empty.

4.5 Brand Personality

4.5.1 Tone

Direct. Opinionated. Honest about trade-offs. Anti-corporate. Proud of work without bragging.

From SOUL.md + VOICE-GUIDE.md heritage:

- **Direct, not sycophantic** — skip "Great question!" filler
- **Opinionated** — we'll tell you when you're wrong
- **Proof over claims** — "here's what we shipped" > "we're the best"
- **Brief over bloated** — if it fits in one sentence, one sentence is what you get
- **Technical-fluent, non-jargony** — explain complex things simply

4.5.2 Voice Examples

WRONG:

"Leveraging our cutting-edge AI infrastructure, we deliver world-class product experiences that transform your business and accelerate growth."

RIGHT:

"You built something. It's breaking. We fix the 20% AI can't handle, and you ship next week."

WRONG:

"Our comprehensive end-to-end digital transformation framework aligns stakeholders and drives measurable ROI."

RIGHT:

"We spend a day understanding your business. Then we build one thing that saves you ₹4L/month. Then we decide what's next."

4.5.3 The "Chatur Signature" (Internal Brand)

Chatur is the AI partner. Not a chatbot. Not a feature. A personality.

When clients see Chatur's outputs (meeting notes, proposals, research briefs) — they should feel:

- **Thinking, not generating**
- **Opinionated, not neutral**
- **Part of the team, not a vendor tool**

This is itself a differentiator: "Every mvp.cafe engagement comes with Chatur — an AI partner with memory, context, and opinions."

4.6 Visual Brand (High-Level)

4.6.1 Color System

From existing mvp.cafe design:

- **Background:** #0a0a0a (near-black)
- **Primary:** #c4a574 (gold/amber) — warmth, premium, coffee-shop reference
- **Text:** #f5f0e8 (cream)
- **Accent:** TBD — recommend cool teal #4a9b8e for "diagnose/tech" moments

4.6.2 Typography

From existing plan:

- **Headings:** Modern serif or sans-serif (test: Söhne, Satoshi, Inter)
- **Body:** Clean sans (Inter, GT America)
- **Code:** JetBrains Mono or Berkeley Mono

4.6.3 Illustration Style

Single-line gold artwork on dark background (per BLOG-RESEARCH-PROMPTS.md vision). Editorial-sketch aesthetic, minimal, elegant. Think Stripe press meets Linear blog.

Avoid:

- Stock-photo AI startup imagery (robot faces, brain graphics)
- Generic tech abstractions (floating 3D spheres)
- Cliché coding visuals (terminal shots, matrix-style code)

Use:

- Custom line-art of objects/scenes ("diagnosing a broken machine" illustrated)
 - Real screenshots of real products (UTMStamp dashboard, Chatur interface)
 - Typography-first design (text is the hero)
-

4.7 Messaging Architecture

4.7.1 Three Message Pillars

Pillar 1: Diagnose Before Build Core message. Used in 50%+ of content. Every case study opens with the diagnosis story.

Pillar 2: Speed as a Feature UTMStamp "13 days to live" is the proof. Every rescue reinforces: not "rushed," but "scoped right."

Pillar 3: AI That Actually Ships Anti-Dhaval, anti-vaporware. Real systems deployed in real businesses. Chatur/OpenClaw is the proof.

4.7.2 Message Distribution by Channel

CHANNEL	PRIMARY PILLAR	SECONDARY
Website homepage	Diagnose Before Build	Speed
/business page (SMB)	AI That Ships	Diagnose
/rescue page (wall-hitter)	Speed	Diagnose
LinkedIn (AJ)	AI That Ships	Diagnose
LinkedIn (Gouresh)	Speed	AI That Ships
Blog	Diagnose Before Build	All three
Paid PR	AI That Ships	Speed

4.7.3 The 3 Canonical Content Templates

Template A: The Rescue Story (Wall-Hitter)

1. "Founder built X with [AI tool]"
2. "It broke at [specific wall]"
3. "We diagnosed [root cause]"
4. "Fixed in [days]. Shipped. [Outcome]."

Template B: The Implementation Story (SMB)

1. "[Industry] business doing ₹[X]Cr"
2. "Drowning in [manual workflow]"
3. "We spent [days] understanding"
4. "Built [AI system]. Saved ₹[Y]L/month."

Template C: The Methodology Unpack (Thought Leadership)

1. "Everyone says build fast with AI"
 2. "Here's why 90% fail at 20%"
 3. "The 3D Protocol: Diagnose → Design → Deploy"
 4. "Applied to [X]. Here's what happened."
-

4.8 Brand Architecture

4.8.1 Product Naming (Menu Items)

Keep with coffee/diner theme — distinct, memorable, anti-corporate:

OLD NAME (R1-ERA)	NEW NAME (APRIL 2026)	REASON
Espresso (₹5K, 30 min chat)	Espresso (kept) — ₹5K feedback call	Works
Americano (₹25K, 2-hr strategy)	The Clarity — ₹16-25K Strategy Sprint	Elevate pricing, reposition
Cappuccino (₹1-1.5L, 2-wk MVP)	The Rescue — ₹25-80K	Reframe for wall-hitter wedge
The Works (₹2-3L, 4-6wk build)	The Works (kept) — ₹1.5-3L AI Implementation	Works
Red Eye (₹50K-1L, rescue)	merged into The Rescue	Consolidate
(new)	The Partner — ₹50K-3L/month retainer	For SMB Year-2+
(new)	Build Score — FREE lead magnet	Already planned

4.8.2 Sub-Brand Decision: `/business` vs Main Site

Two options:

1. **Unified site** — main site serves all 3 personas. "Who are you?" homepage segmentation.
2. **Sub-brand** — main site = wall-hitter + solo. `/business` page = SMB implementation.

Recommendation: Option 2 (already in POSITIONING.md plan). Separate `/business` landing with distinct language, case studies, and CTA. Same brand, different door.

4.9 Content Strategy (Voice + Cadence)

4.9.1 Weekly Rhythm

DAY	CHANNEL	OWNER	TYPE
Mon	LinkedIn (AJ)	AJ	Build-in-public story or speed proof
Wed	LinkedIn (Gouresh)	Gouresh	AI insight / technical depth
Fri	LinkedIn (AJ)	AJ	Founder lesson or client win
Daily	LinkedIn	Both	5-10 genuine comments on peer posts
Weekly	Blog	AJ + Chatur	1 long-form piece (800-1500 words)

4.9.2 Monthly Deliverables

- 1 case study (written + video if possible)
- 1 "methodology deep-dive" post (unpacks 3D Protocol in detail)
- 1 "industry intelligence" post (what's happening in AI for X industry)
- 1 UTMStamp / product update (keeps the "we ship" drumbeat)

4.9.3 Quarterly Deliverables

- Paid PR placement (Entrepreneur India, YourStory, Inc42, etc.)
 - Webinar or community event (retention + new lead capture)
 - Methodology white paper (lead magnet evolution beyond Build Score)
 - Portfolio refresh
-

4.10 Summary

What We Stand For:

- Diagnose before build
- Speed as scope-right, not rushed
- AI that actually ships, not AI that's taught

What We Call It:

- "The 3D Protocol™" — our named methodology (trademarkable)
- "Code is cheap. Clarity isn't." — our tagline
- "The product partner" — our category

Who We Sound Like:

- Direct, opinionated, non-corporate
- Technical but not jargony
- Proud of work, never bragging

How We Show Up:

- Dark/gold/cream visual system
- Line-art illustrations
- Proof over claims (real screenshots, real numbers)

What We Say When:

- Wall-hitter: "You built with AI. It's breaking."
- SMB: "AI in your business. Deployed, not taught."
- Solo: "Don't build the wrong thing."

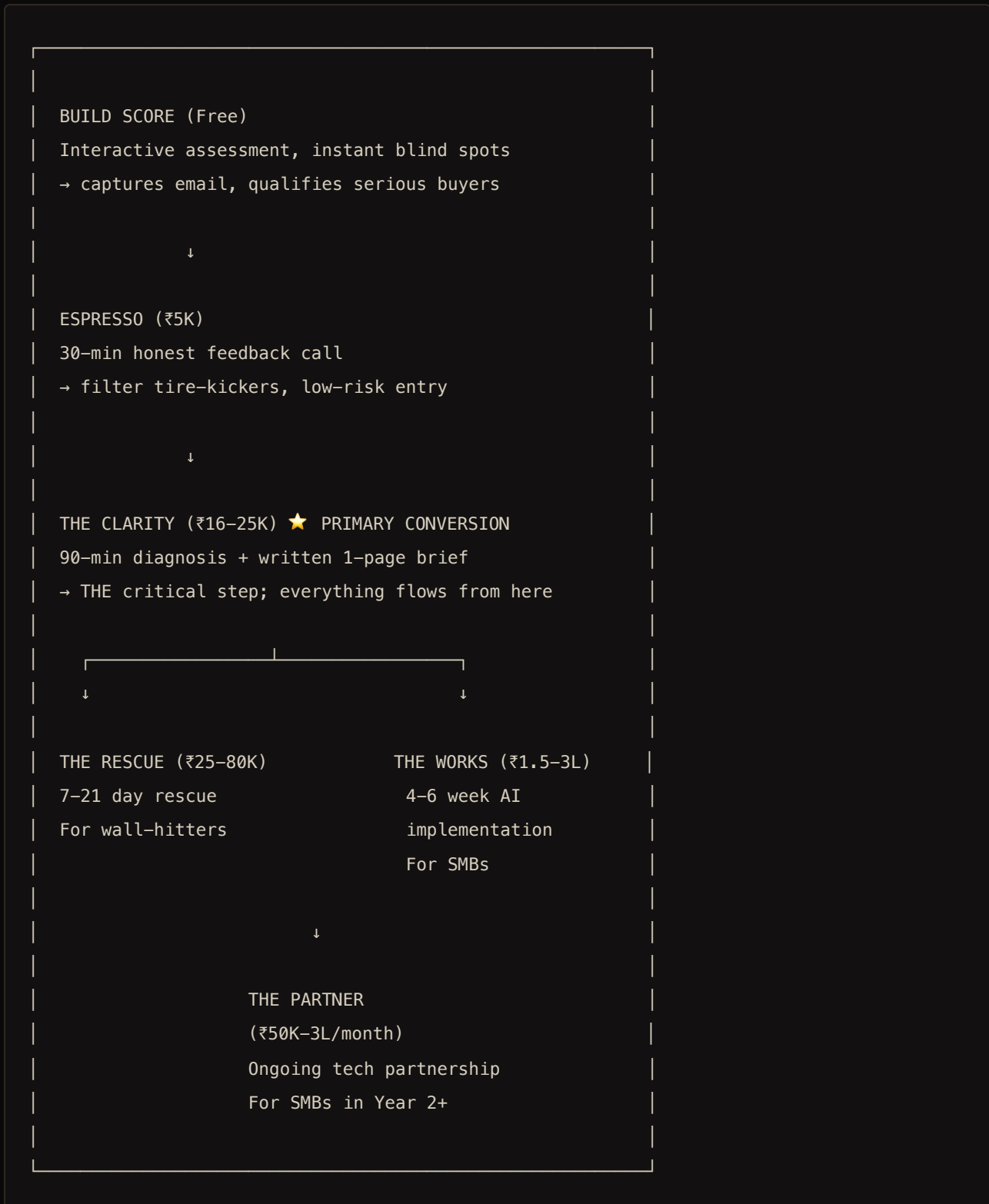
What We DON'T Say:

D5: PRODUCT & SERVICE ARCHITECTURE

mvp.cafe — The Menu, The Delivery, The Chatur Moat

5.1 The Service Menu (Final)

5.1.1 The Ladder



5.1.2 Detailed Service Specs

BUILD SCORE — FREE LEAD MAGNET

What it is: Interactive online assessment (10-15 questions, 3 minutes).

Output: Named blind spots ("Your auth is exposed," "Your database has no backups," "Your business has ₹X risk in manual workflow Y").

For wall-hitter: Technical assessment of their AI-built app (stack-aware: Lovable/Cursor/Bolt-specific checks). **For SMB:** Business-workflow assessment ("How many hours/week on manual X? What's your GST deadline stress? Who owns data quality?").

Conversion:

- 6.2% from score → Clarity booking (per R1)
- Email required to see full detailed report
- Followed by 3-email nurture sequence → Clarity upsell

Build effort: 40-80 hours. Astro/React frontend + simple backend + email capture.

Owner: Gouresh to build, AJ to spec.

ESPRESSO — ₹5K, 30-MIN CALL

What it is: 30-minute Zoom call. One question, honest feedback.

When to use:

- Prospect not sure if they need Clarity
- Low-stakes entry for skeptical buyers
- Filter — tire-kickers won't pay ₹5K

Deliverable: Verbal feedback + 2-3 written follow-up bullets via email.

Booking: Calendly + Razorpay prepay.

Converts to: Clarity (30-40% typical).

Time investment: ~45 min total (call + follow-up).

THE CLARITY — ₹16-25K, STRATEGY SPRINT / DIGITAL AUDIT

What it is: The most important product. Primary conversion mechanism.

Two flavors:

For wall-hitter or solo founder — "Strategy Sprint"

- 90-min deep call + pre-work questionnaire
- Technical audit of existing code/architecture
- Written 1-page Diagnosis Brief (root cause + options + cost)
- 1 follow-up email with 3 specific next steps

For SMB — "Digital Audit"

- 4-6 hours on-site OR video walk-through of operations
- Stakeholder interviews (owner + 1-2 ops people)
- Written 1-page Opportunity Map (top 3 AI wins + ROI in rupees + investment needed)
- 1 follow-up call to walk through the map

Deliverable: Always a 1-page document. Always ROI-quantified in rupees. Always 2-3 specific recommended next steps.

Booking: Calendly + Razorpay ₹25K prepay. ₹16K offered as "introductory" for first 10 engagements (social proof build).

Converts to: Rescue or Works (40-60% typical conversion, per R1/R8 benchmarks).

Time investment: 4-8 hours total per engagement.

THE RESCUE — ₹25-80K, 7-21 DAY SPRINT

What it is: Fix a broken AI-built app. Wall-hitter primary offer.

Typical scope:

- Auth/payment/deployment fixes
- Database hardening
- Security pass (API keys, rate limiting, input validation)
- Production deployment setup
- 1 feature completion (whatever's broken at the 80/20 wall)

Pricing tiers:

- **Light Rescue** — ₹25-40K — 5-7 days — 1-2 specific fixes
- **Standard Rescue** — ₹40-60K — 10-14 days — full audit + fix
- **Heavy Rescue** — ₹60-80K — 14-21 days — full rebuild of broken sections

NOT in scope:

- New features (upsell to Works)
- Ongoing maintenance (upsell to Partner)
- Complete ground-up rebuild (scope to Works instead)

Deliverable: Working production app + 30-day support + retrospective.

Delivery model:

- AJ: project lead, client comms, strategic review
- Gouresh: engineering lead, code review, deployment
- Chatur: code scanning, doc generation, meeting notes, proposal drafts
- Contractor (optional): specific stack expertise (e.g., Supabase specialist for auth)

Time investment: 20-60 hours per engagement depending on tier.

THE WORKS — ₹1.5-3L, 4-6 WEEK AI IMPLEMENTATION

What it is: Deploy a working AI system in an SMB's business. Primary SMB offer.

Common use cases (productize 5 of these):

1. **Customer Support AI** (trained on product catalog + FAQs)
2. **Document Extraction Pipeline** (invoices, contracts, forms → structured data)
3. **WhatsApp-to-CRM Automation** (orders, inquiries, follow-ups automated)
4. **Review/Feedback Sentiment AI** (aggregate, categorize, alert on risks)
5. **Internal Knowledge Chatbot** (trained on company docs, policies, SOPs)

6. **Demand/Inventory Forecasting** (time-series AI for retail/manufacturing)

7. **Content Generation Pipeline** (product descriptions, marketing copy, ad variants)

Pricing:

- **Standard Works** — ₹1.5L-2.5L — 4 weeks — 1 use case deployed
- **Extended Works** — ₹2.5L-3L — 6 weeks — 1 complex use case OR 2 simple ones bundled

Deliverable: Working AI system in production + team training (1-2 sessions) + 30-day support + handoff doc + retrospective + Partner upsell proposal.

Delivery model: Same as Rescue + 1 optional vertical-expert contractor (e.g., GST specialist for CA-vertical work).

Time investment: 60-120 hours per engagement.

THE PARTNER — ₹50K-3L/MONTH, ONGOING RETAINER

What it is: Ongoing tech partnership for SMBs. Your outsourced tech department.

Tiers:

TIER	PRICE/MONTH	HOURS/MONTH	FOR
Partner Lite	₹50K-80K	~10-15 hrs	1 active system, maintenance + minor features
Partner Core	₹1L-1.5L	~25-40 hrs	2-3 active systems, new initiatives quarterly
Partner Full	₹2-3L	~50-80 hrs	Full tech function, multiple systems, strategic partner

What's included:

- Monthly strategy call + written brief
- Defined capacity (hours) per month
- 1 new system/feature per quarter (Full tier)
- Always-on monitoring (for deployed systems)
- Emergency response (4-hour SLA for Full tier)

Minimum commitment: 3 months. Auto-renew monthly after.

Delivery model: AJ fractional (1-2 hours/week), Gouresh fractional, Chatur always-on, contractors as needed.

LTV math: Average Partner Core × 18 months = ₹18-27L per customer. 5 active Partners = ₹5-15L/month baseline revenue.

5.1.3 Explicit Non-Offerings

We say NO to:

- ❌ Hourly consulting (productized only)
- ❌ Equity-for-build deals (no speculative work)

- ❌ Fleet/logistics/telematics (BSL COI)
 - ❌ Crypto/NFT/Web3 speculative projects
 - ❌ White-labeling for agencies (dilutes brand)
 - ❌ Hiring-platform-style body-shopping
 - ❌ <5-day turnarounds (shipping well takes time)
 - ❌ Pure strategy without building (always couple with Rescue/Works)
-

5.2 Delivery Architecture (The Chatur Moat)

5.2.1 Why Chatur Changes the Game

mvp.cafe's structural advantage vs any competitor:

- **AJ + Gouresh** = 2 senior builders, part-time
- **Contractors** = flexible capacity
- **Chatur** = always-on AI partner with memory, skills, and context

This is NOT a marketing claim. AJ runs his entire life on Chatur. It's real, working, production infrastructure.

5.2.2 The Skill Stack Applied to Delivery

OpenClaw skills that directly compound delivery speed:

SKILL	USE IN DELIVERY
<code>oracle</code>	Code review, architecture decisions, second-opinion on design
<code>gh-issues</code> / <code>github</code>	PR reviews, CI monitoring, issue triage
<code>web_search</code> / <code>web_fetch</code>	Competitive benchmarking, library evaluation, doc lookup
<code>mcporter</code>	Client API integration (CRMs, accounting systems)
<code>gog</code>	Client Google Workspace deployment and automation
<code>wacli</code>	WhatsApp integration for SMB clients
<code>notion</code>	Project management, client documentation
<code>apple-notes</code> / <code>apple-reminders</code>	AJ's own scheduling alongside client work
<code>memory_search</code> / <code>memory_get</code>	Long-term project memory across engagements
<code>pdf</code> / <code>image</code>	Proposal generation, case study production
<code>tts</code> / <code>image_generate</code> / <code>video_generate</code>	Marketing asset creation

5.2.3 The "Chatur Co-Founder" Pitch

Every client hears this in the Clarity call:

"When you work with us, you get two senior builders AND an AI partner. Chatur is integrated into our delivery — it handles research, documentation, code review assistance, and keeps institutional memory across every project. That's how we deliver in weeks what agencies take months for."

This is the one differentiator nobody else has. Dhaval doesn't have it. Dev shops don't have it. Fractional CTOs don't have it.

5.2.4 Delivery Process per Engagement

DAY 0: Clarity call complete → engagement confirmed

DAY 1: Kickoff. Client onboarded to shared Notion workspace.
Chatur given read access to brief + context.

DAY 2-3: Diagnosis phase

- Gouresh does technical audit
- AJ interviews stakeholders
- Chatur aggregates findings, drafts diagnosis brief

DAY 4-5: Design phase

- AJ writes architecture decision doc
- Gouresh selects stack
- Chatur drafts project plan

DAY 5-14 (varies by engagement): Deploy phase

- Gouresh + contractor(s) build
- Chatur generates docs, tests, deployment scripts
- AJ reviews weekly with client

DAY 14-21: Hardening, handoff, training

- Production deployment
- Team training (for SMB engagements)
- Retrospective call
- Partner upsell conversation (for SMB)

5.2.5 Quality Gates

Every engagement passes through:

1. **Diagnosis Gate** (Day 3-5) — Client signs off on the diagnosis brief before any code is written. Prevents scope creep.
2. **Architecture Gate** (Day 5-7) — AJ approves technical architecture. Prevents Gouresh drift into over-engineering.
3. **First-Deploy Gate** (Day 10-14) — Production deploy MUST happen before day 14. Forces "ship to a real environment" discipline.
4. **Handoff Gate** (Final day) — Client checklist: can they log in? Can they train a new team member? Is there a runbook? All yes before closing engagement.

5.3 Pricing Strategy

5.3.1 Principles

1. **Always published.** No "contact for quote." Public price = qualifier.
2. **Prepay on booking.** Calendly + Razorpay pre-auth for Clarity+. No invoices on trust.
3. **Intro discounts for first 10.** Public "Founder's rate — first 10 engagements at 30% off" to build case study base.

4. **Tier-anchored.** Three sub-tiers per main offer → lets clients self-select budget without negotiation.

5. **INR + USD.** Accept both. International buyers pay USD (at 1:85 effective rate = premium).

5.3.2 Pricing Table (Final)

OFFER	INDIA PRICE	US/EU PRICE	INTRO PRICE (FIRST 10)
Build Score	Free	Free	—
Espresso	₹5K	\$80	₹5K
Clarity (Sprint/Audit)	₹16K-25K	\$250-400	₹16K flat
Rescue Light	₹25-40K	\$350-550	₹20K-30K
Rescue Standard	₹40-60K	\$550-800	₹35K-50K
Rescue Heavy	₹60-80K	\$800-1200	₹50K-65K
Works Standard	₹1.5-2.5L	\$2,000-3,500	₹1.2-1.8L
Works Extended	₹2.5-3L	\$3,500-4,500	₹2L-2.5L
Partner Lite	₹50-80K/mo	\$700-1,200/mo	₹50K/mo
Partner Core	₹1-1.5L/mo	\$1,400-2,200/mo	₹80K-1L/mo
Partner Full	₹2-3L/mo	\$2,800-4,500/mo	₹1.5-2L/mo

5.3.3 Pricing Risks & Mitigations

RISK	MITIGATION
₹16K Clarity feels high for skeptical India buyers	Espresso at ₹5K as lower entry
₹25K Clarity feels low for enterprise buyers	Frame as "first step"; deliverable is a PAID diagnosis, not free pitch
Rescue upsell from Clarity fails	Require proposal within 48 hrs of Clarity call
Works pricing seen as too premium vs ₹50K Indian dev shops	Lead with ROI in rupees (saving ₹4L/month = ₹1.5L is cheap)
Partner retainers churn in month 3-4	Minimum 3-month commitment + quarterly business review

5.4 Capacity Planning

5.4.1 Current Team Capacity

RESOURCE	HOURS/WEEK AVAILABLE	ANNUAL CAPACITY
AJ (evenings + weekends)	10-15 hrs	500-750 hrs
Gouresh (part-time)	15-20 hrs	750-1000 hrs
Chatur (always on)	effectively unlimited	effectively unlimited
Contractor pool	on-demand 0-40 hrs	0-2000 hrs

Total Year 1 deliverable capacity: 1,250-1,750 hrs founder time + Chatur + contractors.

5.4.2 Engagement Cost Estimates

OFFER	AJ HOURS	GOURESH HOURS	CONTRACTOR HOURS	CHATUR HOURS
Espresso	0.75	0	0	0.25
Clarity	4	2	0	2
Rescue Light	6	15	5-10	4
Rescue Standard	10	25	10-20	6
Rescue Heavy	15	40	20-30	8
Works Standard	20	50	15-25	10
Works Extended	30	80	25-40	15
Partner Lite (/month)	4	8	0-5	3
Partner Core (/month)	8	20	5-15	5
Partner Full (/month)	15	40	15-30	8

5.4.3 Month-by-Month Capacity Plan (Year 1)

MONTH	ACTIVE ENGAGEMENTS	AJ HRS USED	GOURESH HRS USED	REVENUE
M1	2 Clarity + 1 Rescue Light	~20	~20	₹57K
M2	2 Clarity + 2 Rescue	~35	~50	₹1.3L
M3	3 Clarity + 2 Rescue + 1 Works	~55	~90	₹2.5L
M4	3 Clarity + 3 Rescue + 1 Works	~70	~120	₹3.5L
M5	3 Clarity + 2 Rescue + 2 Works	~80	~140	₹4.5L
M6	3 Clarity + 3 Rescue + 1 Works + 1 Partner	~90	~150	₹5.5L
M7-12	Avg 4 Clarity, 2-3 Rescue, 1-2 Works, 2-3 Partner retainers	90-110	150-180	₹6-8L/month

Year-1 revenue range: ₹50-70L (~\$60-85K). **Year-1 revenue if execution slips 30%:** ₹35-50L.

5.4.4 When to Hire

First hire (Month 6-9):

- Junior PM / delivery engineer (₹50K-1L/month)
- Handles Rescues independently, frees AJ/Gouresh for strategy + sales
- Trigger: consistently hitting 90%+ capacity 3 months in a row

Second hire (Month 12+):

- Growth/content lead (₹60K-1L/month)
- Runs content machine, LinkedIn engagement, PR outreach
- Trigger: inbound conversion bottleneck (content is limiting, not delivery)

5.5 The Productization Roadmap

5.5.1 Why Productize

Every recurring work pattern should become a reusable asset. Productization reduces cost-to-serve, improves margin, and accelerates delivery.

5.5.2 Productization Priorities (Year 1)

Q1-Q2 (Months 1-6): Foundational

1. Build Score tool → lead magnet (Gouresh-built)
2. Rescue playbook → standard diagnostic + fix pipeline (documented after 3 rescues)
3. Clarity deliverable template → 1-page diagnosis brief template

4. Chatur skills for auth/payment/deploy audits → reusable across Rescues

Q3 (Months 7-9): Vertical Templates 5. WhatsApp-to-CRM template → productized Works offering (target: trading/wholesale) 6. Customer Support AI template → productized Works offering (target: D2C) 7. Document Extraction template → productized Works offering (target: CAs)

Q4 (Months 10-12): Scale Assets 8. Partner playbook → systematized quarterly reviews, monitoring, monthly strategy calls 9. Case-study-as-a-service → every engagement generates a publishable case study 10. Onboarding automation → Clarity booking → engagement kickoff fully automated

5.5.3 The "Turn Every Engagement Into Assets" Rule

Every engagement must produce:

1. **A reusable skill/template** (Chatur skill, prompt template, code module)
2. **A case study** (written + ideally video)
3. **A LinkedIn post** (minimum 1)
4. **A client testimonial** (text + ideally video)
5. **A retrospective lesson** (what we'd do differently)

If an engagement doesn't produce these, it's an incomplete engagement.

5.6 The Build Score (Deep Dive)

Given it's the primary lead magnet, spec'd separately:

5.6.1 Two Flavors

Build Score — Technical (for wall-hitter / solo founder)

- 10-12 questions
- Assesses: auth, payments, data, deployment, security, scale
- Output: Named blind spots with specific risk levels
- Example: "Your authentication has 4/10 critical gaps" → "Missing rate limiting," "Password reset not implemented," etc.

Build Score — Business (for SMB owner)

- 12-15 questions
- Assesses: manual workload, AI readiness, data quality, staff capability, growth constraints
- Output: Top 3 AI opportunities + rough ROI estimate
- Example: "You could save ~₹3L/month automating invoice extraction"

5.6.2 Mechanics

- Hosted at mvp.cafe/build-score or [/assessment](https://mvp.cafe/assessment)

- Astro/React frontend + lightweight backend
- Email required before full detailed report (freemium pattern)
- Instant score + blind spots visible; full detailed report emailed
- 3-email nurture sequence over 7 days → Clarity booking CTA

5.6.3 Expected Conversion

- Landing → Build Score started: 25-40%
- Start → Complete: 60-75%
- Complete → Email entered: 50-65%
- Email → Clarity booking: 5-8%
- **Net: Landing → Clarity = 0.4-1.6%**

Not high. But at scale (500 landings/month), that's 2-8 Clarity bookings/month from Build Score alone.

5.7 Summary

The Menu: Free Build Score → ₹5K Espresso → ₹16-25K Clarity → ₹25-80K Rescue OR ₹1.5-3L Works → ₹50K-3L/mo Partner.

The Delivery: AJ + Gouresh + Chatur + contractors, with OpenClaw skill stack as structural advantage.

The Pricing: Published, prepay-on-booking, intro discounts for first 10, INR + USD.

The Capacity: 1,250-1,750 founder hours/year. Year-1 revenue ₹50-70L realistic.

The Productization: Every engagement generates reusable assets. Month 6-12 = vertical templates emerge.

The Moat: Chatur. Not a marketing claim. Real working AI partner integrated into every engagement.

D6: COMPETITIVE MOAT

mvp.cafe — Why We Win and Stay Winning

6.1 The Moat Question

A service business doesn't have traditional moats (network effects, patents, switching costs of SaaS). Its moat is a layered combination of:

1. **Proof** (track record you can't fake)
2. **Method** (named, teachable, defensible)
3. **Infrastructure** (tools/systems competitors can't replicate cheaply)
4. **Relationships** (buyers and referrers who trust you)
5. **Positioning** (owning a category in buyers' minds)

Let's score each for mvp.cafe and identify where to invest.

6.2 Layer 1: PROOF (Moderate Moat, Growing)

6.2.1 What We Have Today

ASSET	STRENGTH	GAP
UTMStamp (shipped in 13 days)	✅ Strong — real, live, AJ's personal product	Needs more users for traction proof
ZYOD \$15M revenue impact	✅ Strong — enterprise cred	Can't use while at BSL (use carefully)
Gouresh's Pratilipi Voice AI	✅ Strong — 10M records, on-prem	Not yet case-studied
45+ products combined claim	⚠️ Needs substantiation	Need portfolio page with screenshots/details
Chatur running AJ's life	✅ Unique — living AI infra	Need public case study / video
Custom ₹700 GPS hardware (2015)	⚠️ Good story but old	Contextual credibility only
IIT Delhi IoT partnership	✅ Authority borrow	Can't use freely (ZYOD context)

6.2.2 What We Need (Priority Order)

1. **First 3 Rescue case studies** — same-theme wall-hitter rescues with before/after, quotes, outcomes (6-8 weeks)
2. **First 2 Works case studies** — SMB AI implementations with ROI in rupees (4-6 months)
3. **Video testimonials** — 60-90 second client clips (each engagement produces one)
4. **Proof portfolio page** — `/proof` with filterable case studies
5. **Build Score usage data** — "X founders scored their app this month. Average score: Y/10."

6.2.3 Proof Moat Score: 5/10 (need to build to 8/10 by M6)

6.3 Layer 2: METHOD (Strong Moat Potential)

6.3.1 The 3D Protocol as Moat

A named, trademarked methodology:

- **Unownable by imitators** — "Diagnose → Design → Deploy" looks generic, but once trademarked + documented + case-studied, it becomes our IP.
- **Teachable** — we can publish parts as thought leadership (books, courses eventually) without giving away delivery advantage.
- **Compounds with usage** — every engagement refines the protocol.

6.3.2 What Dhaval Does Well (Model Behavior)

- "HRA Synthesis Protocol" — coined a branded framework
- Repeated in every sales call, PR piece, landing page
- Becomes shorthand ("If you do HRA...") — cultural anchor

6.3.3 Our Methodology Assets to Build

1. **The 3D Protocol white paper** (8-12 pages, downloadable lead magnet, month 3-4)
2. **3D Protocol book/e-book** (₹299-999 paid digital product, year 2)
3. **3D Protocol internal playbook** (doc for team + contractors)
4. **3D Protocol certification?** (year 2-3 — train other agencies, license the method)

6.3.4 Method Moat Score: 3/10 today → 8/10 possible by M12 with focused effort

6.4 Layer 3: INFRASTRUCTURE (Strongest Moat — UNIQUE)

6.4.1 Chatur/OpenClaw as Structural Advantage

This is the single biggest differentiator. Let's be precise about why:

Other agencies have:

- Humans (junior devs, PMs)
- Generic AI tools (GitHub Copilot, ChatGPT)
- Project management software (Jira, Linear)

mvp.cafe has:

- Humans (2 senior founders + contractors)
- **Custom AI partner with memory, skills, and context across every engagement**
- OpenClaw skill stack (22+ production skills)
- Workflow automation integrated at project level

6.4.2 What This Enables

TASK	WITHOUT CHATUR	WITH CHATUR
Proposal drafting	2-4 hrs	30-60 min
Client meeting notes	30 min	Instant
Code review pre-pass	2-3 hrs	30 min
Research/benchmarking	4-8 hrs	1-2 hrs
Status updates to clients	30 min/week	Auto-generated
Case study generation	4-6 hrs	1-2 hrs
Multi-channel coordination	Manual	Automated via skills

Rough math: Chatur saves 15-20 hours per engagement. At ₹3000/hr founder time value, that's ₹45-60K saved per engagement = ~20% margin improvement.

6.4.3 Why Competitors Can't Easily Copy

- **Takes 6-12 months to build equivalent skill stack** (OpenClaw's infrastructure is not a weekend project)
- **Requires founder-level AI fluency** to customize skills effectively
- **Context/memory** builds over time — our Chatur knows our projects, our style, our clients. A fresh install wouldn't.
- **Commercial OpenClaw** — if competitors try to use the public tool, they'd need to build their own skill library AND their own memory context. Not impossible, but ~6 months behind.

6.4.4 Infrastructure Moat Actions

1. **Publish "Chatur at work" content** (video showing Chatur handling real engagement tasks) — M3
2. **Client-facing Chatur integration** (clients can ping Chatur for updates via WhatsApp) — M6

3. **Custom skills per vertical** (e.g., a "CA workflow skill" for accounting firm engagements) — M6-9

4. **Chatur-as-perk pricing** — explicit line item in proposals: "Chatur AI Partner included"

6.4.5 Infrastructure Moat Score: 8/10 today, can maintain 8/10 with investment

6.5 Layer 4: RELATIONSHIPS (Weak Today, Buildable)

6.5.1 Current Relationship Assets

- AJ's LinkedIn network (established PM/product community)
- Ex-colleague network (ZYOD, GoMechanic, ZeoAuto, Ezobooks, Pratilipi)
- UTMStamp users (small but growing)
- Chatur-users / OpenClaw community (tiny but engaged)

6.5.2 Gaps

- No CA referral network (critical for SMB family-biz channel)
- No existing client base (everything from cold)
- No strong India startup founder community presence
- No paid PR relationships yet

6.5.3 Relationship-Building Priorities

Month 1-3: Warm network activation

- 50 personal outreach to existing network
- 20 Coffee Chats booked via direct ask
- Goal: 3-5 first clients from network

Month 4-6: CA / advisor channel

- Identify 20 CAs, family lawyers, trusted advisors in target verticals
- Offer: "Refer a client, get ₹25K back + free Clarity for your own firm"
- Goal: 2-3 active referral partners

Month 7-12: Industry authority

- Speaking at 1-2 events per quarter (startup, SMB, AI-implementation)
- LinkedIn posts → comments → DMs pipeline
- Paid PR (Entrepreneur India, YourStory, Inc42)
- Goal: 5K LinkedIn followers, 10% inbound from non-cold sources

6.5.4 Relationship Moat Score: 3/10 today → 6/10 by M12

6.6 Layer 5: POSITIONING (Strong Moat Potential)

6.6.1 The Category We Own

"Diagnose-first product partner for the AI era."

Nobody else owns this exact phrase/positioning yet. First-mover advantage is available IF we claim it in content.

6.6.2 How to Claim It

1. **SEO:** Own these keywords before competitors arrive:

- "vibe coding rescue"
- "AI app fix"
- "fix broken Lovable app"
- "AI implementation for Indian SMB"
- "AI agency India"
- "product partner India"
- "Cursor app production ready"

2. **LinkedIn:** Post weekly about the "diagnose before build" idea. Own the meme.

3. **Content anchor pages:** Dedicated pages for each phrase (SEO pillar pages).

4. **PR mentions:** Every paid PR piece must include the phrase.

5. **3D Protocol™ trademark registration** (positional anchor).

6.6.3 Positioning Defense

If a competitor tries to copy "diagnose-first":

- They can copy the phrase — they can't copy the proof (case studies)
- They can copy the method name — they can't copy the trademark
- They can copy the pricing — they can't copy the Chatur infrastructure
- They can copy the content — they'll look like followers

The key is **speed of claim + consistency of message**. We must publish, repeat, defend.

6.6.4 Positioning Moat Score: 3/10 today → 8/10 possible by M12

6.7 Competitive Threat Analysis

6.7.1 Threat: Dhaval Expands to India

Likelihood: HIGH (50-70%) within 18 months. He's Indian-origin.

Impact if he does:

- His price (\$1,500/₹1.25L) is close to our Clarity-to-Works range
- He'd likely target Indian professionals similarly
- His PR machine is better funded than ours initially

Mitigation:

- Establish India brand FIRST (before M18)
- Own "implementation, not teaching" differentiation
- Build 5-10 same-industry case studies before he arrives
- Lock in CA/advisor referral partners

6.7.2 Threat: AI Tools Add "Pro Build" Services

Likelihood: MEDIUM (30-40%) within 24 months. Lovable or Cursor could offer paid "we'll fix it" add-on.

Impact if they do:

- Takes top of wall-hitter funnel (they reach users inside the broken tool)
- Could commoditize rescue pricing

Mitigation:

- Position upstream of tools ("works with any AI tool")
- Partner/affiliate relationships (be THEIR recommended rescue partner)
- Move revenue mix toward SMB Works/Partner (less tool-dependent)

6.7.3 Threat: Big Indian Dev Shops Copy Positioning

Likelihood: MEDIUM (40-60%) within 12 months once we're visible.

Impact: Less differentiated pricing, copycat messaging.

Mitigation:

- Trademark methodology
- Out-execute on content (they can copy words, not cadence)
- Continuously publish new case studies, new frameworks
- Chatur infrastructure is actually hard to copy

6.7.4 Threat: AJ Hired Full-Time (Head of Product Role)

Likelihood: HIGH (60-80%) in 3-9 months.

Impact: AJ's time commitment drops. Delivery slower. Content cadence risk.

Mitigation:

- Build systematic processes that work WITHOUT AJ doing every call
- First hire (delivery PM) by M6-9 to absorb Rescue work
- Content: batched creation, Chatur-assisted drafts
- Accept lower growth rate, maintain quality

- Potentially: pause new Rescue sales, focus on Partner retainer growth (lower time-to-revenue)

6.7.5 Threat: Chatur/OpenClaw Breaks or Changes

Likelihood: LOW-MEDIUM (15-30%).

Impact: Primary infrastructure moat eroded.

Mitigation:

- Document every workflow so it's reproducible without Chatur
- Don't over-index on ONE specific tool — positioning is "AI-integrated delivery," not "we use Tool X"
- Contribute to OpenClaw project for sustainability
- Keep contingency plans (Claude Projects, custom Python, etc.)

6.8 The Moat Investment Plan

6.8.1 Year 1 Priorities

LAYER	INVESTMENT	TARGET OUTCOME
Proof	Document every engagement as case study	5+ Rescues + 2-3 Works case studies by M12
Method	Write 3D Protocol white paper, trademark	Trademarked + 10K+ downloads by M12
Infrastructure	Build client-facing Chatur integration	Differentiator live by M6
Relationships	Activate warm network + build CA channel	2-3 referral partners, 10+ repeat clients
Positioning	Own SEO keywords + paid PR	Top-3 ranking for 5 target keywords; 3 PR placements

6.8.2 Explicit Investment Budget (Year 1)

ITEM	COST
3D Protocol trademark filing	₹15-30K
Domain <code>3dprotocol.com</code>	₹1K
Paid PR (3 placements)	₹1.5-3L
Speaking event travel	₹50K-1L
CA referral incentives (first 3 referrals × ₹25K)	₹75K
Build Score development (contractor)	₹40-80K
Website design/dev finish	₹50K-1L
Video production (5 testimonials)	₹30-50K
Copywriting (case studies)	₹20-50K
Total Year 1 moat investment	₹5-9L

Payback: At ~₹50L Year 1 revenue, moat spend is ~10-18% of revenue. Aggressive but warranted at this stage.

6.9 The "Unfair Advantage" Statement

If asked "why should I pick you over anyone else?" — our compact answer:

"We're two senior builders with 45+ products shipped, a trademarked methodology that starts with understanding your problem, and an AI partner that gives us 2x delivery speed. We diagnose before we build. No agency does that. No coach can ship. No AI tool can think. We're the only option that combines all three."

Why this holds up:

- "Two senior builders" — not claimable by bootcamps, marketplaces, or single freelancers
- "45+ products shipped" — real, verifiable, unique to our specific duo
- "Trademarked methodology" — ownable IP once filed
- "AI partner giving 2x delivery" — structurally unique (Chatur/OpenClaw)
- "Diagnose before build" — Dhaval doesn't, dev shops don't, freelancers don't

Why it's vulnerable:

- Cred claims need constant re-substantiation
- "2x delivery" is a marketing claim we need to prove
- "AI partner" is abstract to non-technical buyers

Mitigation: Back every claim with a case study. Ship proof, don't tell.

6.10 Summary

Moat score today: ~4.5/10 (still very early) **Achievable moat score by M12:** 7.5/10 if execution is focused

Strongest moat (already): Infrastructure (Chatur/OpenClaw) — 8/10 **Strongest moat (buildable):** Method (3D Protocol) + Positioning — 8/10 achievable **Weakest moat (work needed):** Relationships + Proof — 3-5/10 today

Priority investments (in order):

1. Build 5+ proof assets (case studies) — M1-M6
2. Trademark + document 3D Protocol — M1-M3
3. Activate CA referral channel — M4-M6
4. Own SEO + run PR blitz — M3-M9
5. Harden Chatur as client-facing differentiator — M6-M12

Biggest threat: Dhaval expanding to India. Build first-mover India presence before M18.

Plan B if AJ takes full-time role: Pivot to Partner-heavy retainer model, slower growth but sustainable.

D7: 12-MONTH ROADMAP

mvp.cafe — Quarter-by-Quarter Execution Plan

7.1 Overall Year-1 Arc

Q1 (May–Jul 2026)	LAUNCH + PROVE → First 3–5 paid clients, revenue ₹3–5L total
Q2 (Aug–Oct 2026)	REFINE + COMPOUND → 10+ clients cumulative, ₹10–15L total, first case studies live
Q3 (Nov–Jan 2027)	SCALE + SYSTEMIZE → First hire, Partner retainers starting, ₹25–35L total
Q4 (Feb–Apr 2027)	HARDEN + DEFEND → Paid PR, trademark, referral channel, ₹50–70L total by M12

7.2 Q1: LAUNCH + PROVE (May–July 2026)

7.2.1 North Star Metric

First 3 paying clients + ₹3–5L revenue

7.2.2 Month 1 (May 2026): Go Live

Week 1: Infrastructure

- Deploy mvp.cafe site to production
- Wire Calendly (3 booking types: Espresso, Clarity, Coffee Chat)
- Wire Razorpay (Espresso + Clarity prepay flows)
- Install Plausible analytics
- Create OG image, favicon
- DNS verification, SSL
- Test full funnel end-to-end

Week 2: Content Launch

- Publish LinkedIn Post #1 (launch announcement)
- WhatsApp personal outreach to 50 closest contacts
- Email outreach to 20 ex-colleagues
- Publish LinkedIn Post #2 (portfolio proof)
- Set up blog with 2 launch posts

Week 3: First Calls

- Target: 5 Coffee Chats booked
- Target: 2 Espresso/Clarity bookings
- Target: 1 proposal sent
- Publish LinkedIn Post #3 (AI angle)
- Publish LinkedIn Post #4 (speed proof)

Week 4: First Revenue

- Target: 1 client engaged (Espresso or Clarity minimum)
- Start Build Score build (background task, Gouresh lead)
- Publish Post #5 (Gouresh Voice AI)
- Publish Post #6 (The Menu + urgency)

Revenue target: ₹16-30K **Lead target:** 5 bookings **Content output:** 6 LinkedIn posts, 2 blog posts

7.2.3 Month 2 (June 2026): Build Momentum

Priorities:

- Deliver first 1-2 engagements with full quality
- Document the delivery as case study material
- Start Build Score beta testing
- Continue content machine (3 posts/week)

Targets:

- 2 new paying clients (1 Rescue + 1 Clarity minimum)
- 10+ new Coffee Chats
- 1 case study published
- Build Score MVP live by end of month
- **Cumulative revenue: ₹80K-1.2L**

7.2.4 Month 3 (July 2026): First Proof Assets

Priorities:

- Complete first Rescue engagements
- Publish first 2 case studies
- First video testimonial captured

- Start outreach to CAs/advisors for referral channel
- First attempt at The Works (SMB AI Implementation)

Targets:

- 3-4 total paying clients cumulative
- First case study driving inbound
- Build Score: 100+ completions, 5-8% converting to Clarity
- **Cumulative revenue: ₹2-4L**

7.2.5 Q1 Deliverables Checklist

- Site deployed, full funnel live
- 3-5 paying engagements completed
- 2 case studies published
- Build Score MVP live
- 20+ LinkedIn posts published
- 3+ blog posts published
- First video testimonial
- CA referral outreach started (5-10 contacts)
- First time-tracking data on delivery (know real hours-per-engagement)

7.3 Q2: REFINE + COMPOUND (August–October 2026)

7.3.1 North Star Metric

10 cumulative clients + first Partner retainer + ₹10-15L cumulative revenue

7.3.2 Priorities

1. **Systematize Rescue delivery** — turn first 3 engagements into repeatable playbook
2. **Close first Works engagement** — SMB AI implementation, high-ticket proof
3. **Land first Partner retainer** — recurring revenue starts
4. **Content cadence** — shift from launch posts to systematic weekly rhythm
5. **Trademark 3D Protocol** — file application
6. **CA referral channel live** — first 2 active referral partners

7.3.3 Monthly Breakdown

Month 4 (August):

- 2 Rescues + 1 Works starting
- First CA referral partner signed
- Publish 3D Protocol white paper

- Trademark application filed
- Revenue: ₹3-4L

Month 5 (September):

- 2-3 engagements completing
- First Partner retainer signed
- Paid PR: first placement (Entrepreneur India or Inc42)
- Revenue: ₹4-5L

Month 6 (October):

- 3-4 active engagements
- Second Partner retainer
- Hire decision made (trigger: 90%+ capacity x3 months)
- Revenue: ₹5-6L

7.3.4 Q2 Deliverables Checklist

- 10+ cumulative paid clients
- 2 Partner retainers active
- 4-5 case studies live
- 3D Protocol white paper published
- Trademark filed
- First CA referral partner producing leads
- First paid PR placement
- 35-50 LinkedIn posts cumulative
- Build Score: 300+ completions
- Delivery playbook documented (internal)

7.4 Q3: SCALE + SYSTEMIZE (November 2026 - January 2027)

7.4.1 North Star Metric

First hire + 3-4 Partner retainers + ₹25-35L cumulative revenue

7.4.2 Priorities

1. **Hire first delivery person** — absorb Rescue work from AJ/Gouresh
2. **Productize vertical templates** — CA, D2C, trading/wholesale specific Works offerings
3. **Scale Partner retainers** — target 3-4 active by M9
4. **Second paid PR placement** — YourStory or Business Standard
5. **Speaking/event presence** — 1 event per quarter

7.4.3 Monthly Breakdown

Month 7 (November):

- First hire (delivery PM/engineer) starts
- AJ/Gouresh shift 20% time to sales + content
- Revenue: ₹6-8L

Month 8 (December):

- Hire fully onboarded, taking Rescues independently
- Third Partner retainer
- Vertical template (e.g., CA workflow AI) productized
- Revenue: ₹7-9L

Month 9 (January):

- First speaking gig (startup/AI event)
- Second paid PR placement
- Build Score v2 live
- Revenue: ₹8-10L

7.4.4 Q3 Deliverables Checklist

- 1 full-time hire onboarded
- 3-4 Partner retainers active
- Productized vertical templates: 2-3 live
- Build Score v2 (Technical + Business) live
- 2nd paid PR placement
- First public speaking gig
- 80-100 LinkedIn posts cumulative
- 6-8 case studies live

7.5 Q4: HARDEN + DEFEND (February-April 2027)

7.5.1 North Star Metric

₹50-70L Year-1 total revenue + defensible brand + pipeline for Year 2

7.5.2 Priorities

1. **Defense against Dhaval India expansion** — lock in Indian SMB case studies before he arrives
2. **Second hire** — content/growth lead if inbound is strong

3. **Expand Partner retainer base** — target 5-7 active by M12
4. **Year 2 planning** — product roadmap, hiring plan, revenue targets
5. **Community/ecosystem play** — Telegram/WhatsApp group for "founders who ship"

7.5.3 Monthly Breakdown

Month 10 (February):

- Trademark registration progressing
- Community platform launched
- Third paid PR placement
- Revenue: ₹9-11L

Month 11 (March):

- 5 active Partner retainers
- Second hire decision
- Year 2 strategy drafted
- Revenue: ₹10-12L

Month 12 (April 2027):

- Year 1 retrospective
- Year 2 launch plan complete
- 6-7 active Partner retainers
- **Year 1 cumulative: ₹50-70L**

7.5.4 Q4 Deliverables Checklist

- Year 1 revenue: ₹50-70L
 - 5-7 Partner retainers active
 - 3rd paid PR placement
 - Community launched (100+ members)
 - Second hire decision made
 - 10+ case studies live
 - 3D Protocol trademark registered
 - Year 2 strategy document finalized
-

7.6 Revenue Projection (Month-by-Month)

MONTH	NEW CLIENTS	ACTIVE RETAINERS	MONTHLY REVENUE	CUMULATIVE
M1 (May)	1-2	0	₹30K-50K	₹30-50K
M2 (Jun)	2-3	0	₹80K-1.2L	₹1.1-1.7L
M3 (Jul)	2-3	0	₹1.5-2L	₹2.6-3.7L
M4 (Aug)	3	0	₹3-4L	₹5.6-7.7L
M5 (Sep)	3-4	1	₹4-5L	₹9.6-12.7L
M6 (Oct)	3-4	2	₹5-6L	₹14.6-18.7L
M7 (Nov)	3-4	2	₹6-8L	₹20.6-26.7L
M8 (Dec)	3-4	3	₹7-9L	₹27.6-35.7L
M9 (Jan)	3-4	3-4	₹8-10L	₹35.6-45.7L
M10 (Feb)	4	4	₹9-11L	₹44.6-56.7L
M11 (Mar)	4-5	5	₹10-12L	₹54.6-68.7L
M12 (Apr)	4-5	5-7	₹10-12L	₹64.6-80.7L

Year 1 range: ₹50-80L depending on execution quality and market response. **Most likely:** ₹55-65L assuming reasonable execution. **Optimistic:** ₹80L if PR hits + 2+ retainers lock in by M9. **Conservative:** ₹35-40L if execution slips or AJ takes FT role at M6.

7.7 Critical Path Dependencies

7.7.1 Things That MUST Happen Month 1

- Site deployed
- Payment flow live
- First 5 LinkedIn posts published
- First 5 Coffee Chats booked

If any of these slip >2 weeks, Q1 targets are at risk.

7.7.2 Critical Dependencies Chain

Site deployed (M1)

- Content cadence starts (M1)
- First leads (M1-M2)
- First Clarity sales (M2)
- First Rescue/Works deliveries (M2-M3)
- First case studies (M3)
- Inbound accelerates (M4+)
- Partner retainers start (M5+)
- Hire decision (M6-M7)
- Scale beyond founders' capacity (M7+)

Break any link and downstream delays cascade.

7.7.3 Milestone Gates (Go/No-Go Decisions)

M1 End: Are we live? If NO → stop, fix, don't move forward.

M3 End: Do we have 2+ paying clients? If NO → re-examine positioning/pricing/channel; consider pause to iterate.

M6 End: Are we at 90%+ capacity consistently? If YES → hire. If NO → adjust sales velocity before scaling.

M9 End: Are retainers renewing past month 3? If YES → double down on Partner sales. If NO → investigate churn reasons.

M12 End: Year 1 revenue ≥ ₹40L? If YES → scale Year 2. If NO → consider significant pivot or pause.

7.8 Resource Allocation by Quarter

7.8.1 AJ's Time Allocation

ACTIVITY	Q1	Q2	Q3	Q4
Sales (Coffee Chats, proposals)	35%	30%	30%	35%
Delivery (leading engagements)	40%	40%	25%	20%
Content (LinkedIn, blog)	15%	20%	20%	20%
Strategy/ops (planning, reviews)	10%	10%	15%	15%
Hiring/mgmt	0%	0%	10%	10%

7.8.2 Gouresh's Time Allocation

ACTIVITY	Q1	Q2	Q3	Q4
Delivery (primary builder)	70%	70%	50%	45%
Tech product (Build Score, Chatur)	20%	15%	20%	20%
Content (AI/tech posts)	5%	10%	15%	15%
Strategy/hiring	5%	5%	15%	20%

7.8.3 Budget Allocation by Quarter

CATEGORY	Q1 (MAY-JUL)	Q2 (AUG-OCT)	Q3 (NOV-JAN)	Q4 (FEB-APR)
Infrastructure (hosting, tools)	₹15K	₹20K	₹30K	₹40K
Website dev/design	₹50K	₹30K	₹30K	₹20K
Contractors	₹50K	₹1L	₹1.5L	₹2L
Content/design assets	₹20K	₹30K	₹50K	₹50K
Paid PR	₹0	₹50K	₹50K	₹1L
Trademark filing	₹0	₹20K	₹10K	₹0
Event/travel	₹0	₹30K	₹50K	₹50K
CA referral incentives	₹0	₹50K	₹75K	₹75K
Hire (from M7)	₹0	₹0	₹2.4L (3 mo)	₹2.4L (3 mo)
Quarterly total	₹1.35L	₹3.3L	₹6.45L	₹7.35L
Cumulative spend	₹1.35L	₹4.65L	₹11.1L	₹18.45L

Year 1 total spend: ~₹18-22L against ₹50-70L revenue. Net margin: 60-70% before taxes. Take-home: ₹30-50L split between AJ+Gouresh.

7.9 Risk-Adjusted Plan

If things go wrong, here are the adjustments:

7.9.1 Slow Start Scenario (M1-M3 misses targets)

Trigger: <2 paying clients by end of M3.

Response:

- Pause content diversification, double down on 1 persona (wall-hitter)

- Offer more aggressive "first 10 founder's rate" (up to 50% off)
- Personal WhatsApp outreach x 2 frequency
- Reduce Clarity price to ₹10K for first 5 if needed
- Push timeline by 1 quarter

7.9.2 AJ Takes Full-Time Role (any month)

Trigger: AJ accepts Head of Product offer.

Response:

- Pause new Rescue sales (capacity drops)
- Focus on closing 2-3 more Partner retainers (recurring, less AJ-heavy)
- Gouresh becomes primary delivery
- Hire delivery PM faster (bring forward by 2-3 months)
- Revenue trajectory: ₹50-70L becomes ₹35-45L
- Business continues but slower

7.9.3 Market Saturation / Competitor Entry

Trigger: Dhaval or similar enters India heavily.

Response:

- Sharpen differentiation ("we ship; they teach")
- Accelerate case study production
- Lock in existing clients on longer retainers (6-month commitments)
- Pivot pricing down 10-15% if needed to compete
- Emphasize Chatur as moat

7.9.4 Chatur Infrastructure Failure

Trigger: OpenClaw major outage or product change that disrupts workflows.

Response:

- Contingency: Claude Projects + custom Python scripts
- Document workflows to be Chatur-independent
- Affects velocity ~20%, not fatal

7.10 The Must-Dos List (Non-Negotiable)

These cannot be skipped or delayed without killing the plan:

1. **Deploy site in Week 1** — non-negotiable
2. **First LinkedIn post within 48 hours of deploy**
3. **50 personal outreach messages in Week 1-2**

4. First paying client by end of M2
5. First case study published by end of M3
6. Trademark filed by M4
7. First PR placement by M6
8. First hire by M9
9. 5+ Partner retainers by M12

If any of these slip by more than 30%, pause and reassess.

7.11 Summary

Year 1 shape: Launch (Q1) → Refine (Q2) → Scale (Q3) → Defend (Q4).

Revenue target: ₹50-70L (realistic) / ₹80L (optimistic) / ₹35-40L (conservative).

Team evolution: 2 founders → 2 founders + 1 hire (M6-9) → 2 founders + 2 hires (M11-12).

Critical path: Site live → first content → first leads → first clients → first case studies → inbound accelerates.

Biggest risks: Slow start (content), AJ full-time hire, Dhaval expansion, Chatur failure.

Biggest opportunity: First-mover India positioning in "diagnose-first AI implementation" before competition arrives.

D8: PRIORITIZATION FRAMEWORK

mvp.cafe — What We Do First, What We Kill, How We Decide

8.1 The Core Prioritization Problem

Too many good ideas. Not enough time. AJ has 10-15 hrs/week max. Gouresh has 15-20 hrs/week.

If we try to do everything, we deliver nothing well. This framework makes the cuts explicit.

8.2 The Decision Lens (3 Filters)

Every decision must pass ALL THREE filters:

Filter 1: Does it drive revenue in the next 90 days?

If NO → defer to Year 2 or kill entirely.

Filter 2: Does it compound?

Does this work create reusable assets (case study, skill, content, relationship) that pay off multiple times?

If NO → deprioritize; only do if it directly addresses Filter 1.

Filter 3: Is it BSL/FleetRobo safe?

Zero COI tolerance. If it's ambiguous → kill it. Risk not worth it.

If any filter fails → kill or defer. No exceptions.

8.3 The P0/P1/P2/P3 Framework

P0: DO FIRST (this month)

Must-dos. Everything downstream depends on these. Non-negotiable.

P1: DO NEXT (next 2-3 months)

Important, but can wait until P0 done. Scheduled by M3.

P2: DO WHEN READY (M4-M9)

Valuable but not urgent. Do when capacity frees up.

P3: DEFER OR KILL (Year 2+)

Nice-to-haves, experimental, or better suited for later.

8.4 Full Priority Map

8.4.1 P0 – Must Do This Month (May 2026)

ITEM	WHY	OWNER	TIME
Deploy mvp.cafe site to prod	Nothing else happens without this	AJ + Gouresh	8-12 hrs
Wire Calendly + Razorpay	Can't transact without	AJ	3-4 hrs
Write + post LinkedIn Post #1 (launch)	Trigger first leads	AJ	2 hrs
WhatsApp outreach to 50 warm contacts	Fastest first-client path	AJ	3-4 hrs
Email outreach to 20 ex-colleagues	Second fastest path	AJ	2 hrs
Take first 3 Coffee Chats (aim for 5)	Pipeline starts	AJ	5 hrs
Close first Espresso OR Clarity	Revenue validation	AJ	2-3 hrs
Set up time tracking	Know real costs	AJ	1 hr
Document delivery process v0	Foundation for Chatur handoff	AJ	2-3 hrs

Total P0 time: ~30-40 hours (spread across May)

8.4.2 P1 – Do Next 2-3 Months (June–July 2026)

ITEM	WHY	OWNER	TIME ESTIMATE
Complete first Rescue engagement	Hero case study fuel	Gouresh	20-40 hrs
Publish first case study	Social proof starts	AJ + Chatur	5-8 hrs
Build Score MVP	Lead magnet critical	Gouresh	40-80 hrs
Weekly LinkedIn cadence (12 posts)	Compounding content	AJ + Gouresh	24 hrs
Publish 2-3 blog posts	SEO groundwork	AJ + Chatur	15-20 hrs
Complete 2-3 total engagements	Proof + revenue	Gouresh	60-100 hrs
First CA outreach (5-10 contacts)	Referral channel seeding	AJ	4-6 hrs
Install Plausible + OG image	Measurement + sharing	AJ	2 hrs
Create first video testimonial	High-conversion asset	AJ	2-3 hrs

8.4.3 P2 – Do When Ready (M4–M9, Aug 2026–Jan 2027)

ITEM	WHY	WHEN
3D Protocol white paper	Authority asset	M4-M5
Trademark filing	IP protection	M4
First paid PR placement	Broader awareness	M5-M6
Productize 1-2 vertical templates	Faster delivery	M5-M7
First Partner retainer close	Recurring revenue	M5-M6
Hire first delivery person	Capacity expansion	M7-M8
Speaking engagement (first)	Industry cred	M7-M9
Build Score v2 (Technical + Business splits)	Persona-specific conversion	M6-M8
Client-facing Chatur integration	Unique differentiator	M6-M8

8.4.4 P3 – Defer or Kill (Year 2+ or Never)

Defer:

- Community platform (Telegram/WhatsApp group) → Year 2
- Course/e-book monetization of 3D Protocol → Year 2
- Certification program for other agencies → Year 3
- Second hire (content/growth lead) → M12+
- International PR (US, SEA) → Year 2

- Mobile app for Build Score → Year 2+

Kill or never do:

- ❌ Competing with Dhaval in W2-dreamer market (different buyer)
- ❌ Agency white-label services (dilutes brand)
- ❌ Hourly consulting (productized only)
- ❌ Equity-for-build (no speculative work)
- ❌ Fleet/logistics/transport (BSL COI)
- ❌ Crypto/Web3 projects
- ❌ Dev bootcamps or courses teaching building (not our game)
- ❌ SaaS product of our own (this is the service biz)
- ❌ Venture funding raise (bootstrapped, service margins fund growth)

8.5 Content Prioritization

8.5.1 Content Formats Ranked

FORMAT	EFFORT	IMPACT	PRIORITY
LinkedIn post (story)	Low (30-60 min)	High (immediate reach)	P0
Case study (written)	Medium (5-8 hrs)	Very High (trust builder)	P0 after first engagement
Blog post (pillar SEO)	High (8-15 hrs)	Very High (long-term)	P1
Video testimonial	Low (2-3 hrs to produce)	Very High (conversion)	P1 after each engagement
LinkedIn comment (genuine)	Low (5 min each)	Medium-High (network)	P0 — daily
Twitter thread	Low (30 min)	Low (India audience)	P2
YouTube video	Very High (15-20 hrs)	Medium	P3
Podcast appearance	Medium (2-3 hrs per)	Medium-High	P2
Webinar	Very High (10-15 hrs)	Medium	P3
Paid ads	Low setup, ongoing	Unknown for our ICP	P3 — test late Year 1

8.5.2 Content Topics Ranked







TOPIC CATEGORY	PRIORITY	WHY
Rescue case studies	P0	Direct conversion driver
AI implementation case studies	P0	SMB conversion driver
"Diagnose before build" methodology explainers	P0	Positioning
Wall-hitter pain content ("fix broken Lovable")	P0	SEO + pain trigger
Speed stories (13-day UTMStamp etc.)	P1	Credibility
3D Protocol deep-dives	P1	Method moat
Dhaval/competitor deconstructions	P2	Thought leadership
Industry trend pieces	P2	Authority
Personal/founder journey	P2	Humanization
Generic "startup advice"	P3 — KILL	Commoditized, doesn't differentiate

8.6 Engagement Prioritization (Which Clients to Take)








8.6.1 The GO/NO-GO Screen

Before accepting any engagement, check:

GO signals:

-  Clear budget stated (min ₹16K for Clarity, min ₹25K for Rescue)
-  Non-logistics/fleet vertical
-  Specific, articulable problem
-  Owner/decision-maker available for first call
-  Timeline reasonable (not <5 days)
-  Will consent to anonymized case study

NO-GO signals:

-  "Tell me what you charge first" (no budget awareness)
-  Fleet/logistics vertical (BSL conflict)
-  Crypto/NFT/Web3
-  Equity-only or "pay when we raise"
-  <5-day timeline
-  Won't do Clarity first (wants to skip diagnosis)
-  Evasive about business/problem

- **✗** NDA before discovery call (red flag)

If 2+ NO-GO signals → politely decline and refer elsewhere.

8.6.2 Engagement Scoring (for Quality Check)

Every accepted engagement scored on:

DIMENSION	WEIGHT	SCORING
Revenue	30%	Actual fee
Case study potential	25%	Will generate strong narrative?
Margin (hours vs fee)	20%	Estimated hours < 70% of fee value
Strategic vertical fit	15%	Target vertical for compounding?
Client quality (paying on time, etc.)	10%	Red flags in kickoff?

Engagements scoring <6/10 total → rescope or decline.

8.7 Time Budget Rules

8.7.1 AJ's Weekly Time

Target: 12-15 hours/week on mvp.cafe. Allocation:

ACTIVITY	HOURS/WEEK
Sales (Coffee Chats, proposals, follow-ups)	4-5
Delivery leadership (reviews, client comms)	3-4
Content (1 post/week + comments)	2-3
Strategic planning (weekly review)	1
Network building (WhatsApp, LinkedIn outreach)	2
Buffer (inevitable overruns)	1-2

If AJ regularly exceeds 15 hrs → signal to hire faster.

8.7.2 Gouresh's Weekly Time

Target: 15-20 hours/week. Allocation:

ACTIVITY	HOURS/WEEK
Delivery (primary builder on engagements)	10-14
Build Score + Chatur dev	2-3
Content (1 post/week)	1-2
Code reviews + architecture decisions	2-3

If Gouresh regularly exceeds 20 hrs → urgent hire trigger.

8.7.3 The "One Thing" Discipline

Each week, each founder picks ONE thing that MUST happen. Everything else is support to that.

AJ examples:

- Week 1: "Site goes live."
- Week 5: "First case study published."
- Week 11: "First Partner retainer signed."

Gouresh examples:

- Week 3: "First Rescue engagement delivered."
- Week 8: "Build Score MVP shipped."
- Week 20: "First vertical template productized."

If the "one thing" doesn't happen, the week was a miss — regardless of how many other tasks got done.

8.8 Decision Rules (Fast Rules)

8.8.1 Go/No-Go for New Activities

For any new thing we're considering (feature, content type, channel, hire):

Ask:

1. Does it drive revenue in next 90 days? (Y/N)
2. Does it compound? (Y/N)
3. Is it BSL-safe? (Y/N)
4. Can we do it with existing capacity + ₹0-50K spend? (Y/N)

Rule: 4 YES = Do it. 3 YES = Schedule for P1-P2. 2 or fewer YES = Kill or defer.

8.8.2 Pricing Decisions

Rule: Never negotiate published prices below the intro rate without explicit, documented strategic reason (e.g., "this is the first case study in a vertical we're targeting").

If pressured: refer them to Espresso or Build Score. Let them self-exit.

8.8.3 Scope Decisions

Rule: If a client asks for something outside the published scope of their package, price it as a new engagement. Don't absorb scope creep.

8.8.4 Tech Stack Decisions

Rule: For Rescues, use CLIENT's existing stack even if we'd have chosen differently. Don't rewrite for aesthetic reasons.

For Works, use the stack WE know best (reduces delivery risk). Push back if client insists on exotic stack without reason.

8.8.5 Content Publishing Rule

Rule: Every published piece must answer "who is this for and what should they do after reading?" If unclear, don't publish.

8.8.6 Hire Decisions

Rule: Don't hire until we've been at 90%+ capacity for 3 consecutive months. Until then, contractor-only.

8.8.7 Marketing Spend Rule

Rule: No paid marketing spend before first case study is published. Organic first. Paid PR only after we have ammunition.

8.9 Weekly Review Cadence

Every Sunday, 30-minute review:

1. Did the "one thing" happen? (AJ + Gouresh each)
2. How many Coffee Chats booked this week?
3. How many proposals sent?
4. How many engagements closed?
5. Revenue tracked vs target?
6. Any PO items slipping?
7. What's next week's "one thing"?

Track in a single Google Sheet or Notion table. No tool sprawl.

8.10 Monthly Review Cadence

Every 1st of the month, 60-minute review:

1. Revenue: actual vs target
2. Pipeline: leads in each funnel stage
3. Case studies: published, in-progress, planned
4. Content: posts published, engagement metrics
5. Client satisfaction: NPS or quick survey of active/recent clients
6. P0/P1 progress: what shipped, what slipped
7. P2 promotion: anything ready to move from P2 → P1?
8. Budget: actual spend vs planned

Decisions made in monthly review > weekly review. Strategic pivots happen here if needed.

8.11 Quarterly Review Cadence

Every 3 months, half-day review:

1. Are we hitting quarterly North Star metric?
2. What's working beyond expectation?
3. What's underperforming?
4. Threats: new competitors? Market shifts?
5. Opportunities: new channels? New verticals (BSL-safe only)?
6. Team: capacity, morale, hiring needs?
7. Strategy adjustment: any D1-D9 doc needs update?
8. Next quarter: P0/P1 reset

Outputs: updated roadmap, refreshed P0/P1, any strategy doc revisions.

8.12 The "Stop Doing" List

These things we consciously DON'T do to preserve focus:

1. ❌ Chase every possible lead — qualify ruthlessly
2. ❌ Publish content just to publish — every piece has a purpose
3. ❌ Attend every networking event — 1 per quarter max
4. ❌ Customize for every client's request — productize instead
5. ❌ Hire fast because we're busy — hire when sustained at 90%+
6. ❌ Lower prices because of one lost deal — published prices are sacred
7. ❌ Explore new verticals before mastering first 2 — depth over breadth

8. ❌ Build our own SaaS product — service biz now, SaaS maybe Year 2+
 9. ❌ Do things just because Dhaval does — he's a reference, not a playbook
 10. ❌ Respond to competitors — focus on customers
-

8.13 Time Commitment Decision (Critical)

The single most important decision in this entire strategy pack:

How many hours/week will AJ commit to [mvp.cafe](#)?

COMMITMENT LEVEL	REALISTIC YEAR-1 REVENUE	WHAT BREAKS
5 hrs/week or less	₹10-20L	Everything slips, most P0 misses target
8-10 hrs/week	₹25-40L	Hire early, content suffers
12-15 hrs/week (plan)	₹50-70L	Plan executes as designed
20+ hrs/week	₹80L-1Cr	Accelerated timeline, no job hunt

Ask of AJ: Commit in writing (even just a note to self) to 12-15 hrs/week for the next 6 months. Protect it like a second job.

If this commitment cannot be made → the strategy pack is academic. Revisit after job hunt concludes.

8.14 Summary

Prioritization is the highest-leverage activity in this business right now.

- **P0:** Deploy site, first content, first clients, first case study
- **P1:** Build Score, weekly content cadence, CA outreach, more engagements
- **P2:** Trademark, PR, Partner retainers, hire, productize verticals
- **P3:** Community, courses, certifications, international, SaaS — Year 2+

Every week: One thing per founder, review on Sundays.

Every month: Revenue + pipeline + case studies + priority reset.

Every quarter: North star check + strategy refresh + team reset.

The discipline: Say NO to 90% of opportunities so the 10% we say YES to get done well.

D9: GTM & GROWTH STRATEGY

mvp.cafe — Channels, Content, Conversion, Compounding

9.1 GTM Philosophy

Bootstrap, organic-first, compound-optimized.

- No paid ads until we have case studies as ammunition
- Content machine as primary engine (LinkedIn + blog)
- Direct network activation as fast-start
- Paid PR as authority lever (not acquisition)
- Referral channel as long-term compound

Goal by M12: 50%+ of leads come from inbound (content, SEO, referral) — not from AJ chasing them.

9.2 The Channel Portfolio

9.2.1 Channel Priority Matrix

CHANNEL	PRIORITY	START	EXPECTED SHARE OF LEADS (M12)
LinkedIn organic (AJ + Gouresh)	P0	Week 1	35-40%
Direct network outreach	P0	Week 1	20-25% (declines over time)
SEO (blog + Build Score)	P0	Week 2	15-20%
CA/advisor referrals	P1	M4	10-15%
Paid PR (Entrepreneur India etc.)	P2	M5	5-10%
Speaking/events	P2	M7	3-5%
Community (own)	P2	M9	3-5%
Twitter / X	P3	—	<5%
YouTube	P3	—	—
Paid ads	P3	M9+ test	—

9.2.2 Why This Order

1. **LinkedIn** — India's strongest B2B social channel, AJ already has presence
2. **Direct network** — fastest to first revenue, zero cost
3. **SEO** — long-term compounding, Build Score as entry
4. **CA referral** — SMB-specific high-converting channel
5. **Paid PR** — authority / trust building, not lead volume
6. **Speaking** — authority + network expansion
7. **Community** — retention + referral multiplier
8. **Twitter** — India reach lower than LinkedIn for B2B
9. **YouTube** — too expensive to produce weekly
10. **Paid ads** — without strong case studies, paid ads burn cash

9.3 LinkedIn Strategy (Primary Channel)

9.3.1 Voice Guidelines

From VOICE-GUIDE.md + SOUL.md heritage:

- **Direct, opinionated** — no filler, no corporate-speak
- **Proof-driven** — lead with numbers, screenshots, real examples

- **Controversy-welcoming** — strong takes get engagement
- **Story-structured** — hook → conflict → insight → CTA
- **No hashtag spam** — 2-3 meaningful tags max
- **No emoji overuse** — sparingly, intentionally
- **Swearing allowed** — when it lands

9.3.2 Content Pillars

Distribution: 40% Build-in-public, 30% AI insight, 20% Founder lessons, 10% Client wins.

Pillar 1: Build-in-public (40%)

- Weekly updates on mvp.cafe and UTMStamp
- Specific case studies (anonymized if needed)
- Numbers and screenshots
- "Here's what we shipped this week"

Pillar 2: AI insights (30%) — mostly Gouresh

- What AI can/can't do for startups
- Technical deep-dives simplified
- Dhaval-style deconstructions
- Chatur demos ("here's what my AI partner did today")

Pillar 3: Founder lessons (20%)

- 10 years of shipping products distilled
- Real failures, specific regrets
- Pattern recognition from 45+ products
- Opinions on industry trends

Pillar 4: Client wins (10%)

- Case studies (with permission)
- Before/after visuals
- ROI in rupees
- Client testimonials

9.3.3 Posting Rhythm

```
Monday:    AJ — Build-in-public OR speed story
Wednesday: Gouresh — AI / technical insight
Friday:    AJ — Founder lesson OR client win
Daily:     Both — 5-10 genuine comments on peer content
```

Minimum: 3 posts/week sustained. Missing weeks = momentum lost.

9.3.4 Engagement Strategy

- **Genuine comments** on 5-10 peer posts daily (not sycophantic, add real value)
- **DM strategy** — respond within 4 hours to any mvp.cafe-related DM
- **Reply to every comment** on own posts within 24 hrs
- **Repurpose** — top-performing posts → blog articles → case studies → sales decks

9.3.5 The Dhaval Deconstruction Content Strategy

Using Dhaval as foil = massive content opportunity:

Example posts (LinkedIn):

"An American AI coach just raised \$1.5M selling 90-day 'build an AI product' programs to W2 employees.

Here's what he's actually selling: permission to dream.

What he's NOT selling: a working product in production.

If you want to dream about AI, he's your guy. If you want to ship AI in your actual business, call us."

"Dhaval Bhatt charges Americans \$1,500 to learn to 'build an AI product' in 90 days.

We charge Indian SMBs ₹1.5L to deploy a working AI system in their business in 21 days.

Same price range. Opposite promise.

Guess which one ships."

"I read through every testimonial on an American AI accelerator's website today.

The pattern: 'I learned so much.' 'The community is amazing.' 'Great experience.'

Noticeably absent: 'I shipped a product.' 'I made money.' 'My business improved.'

This is why teaching AI is easier than shipping AI.

We only do the hard one."

These posts work because:

- Named competitor = specificity
- Real data points = credibility
- Clear differentiation = positioning
- Strong takes = engagement

9.4 SEO Strategy

9.4.1 Target Keyword Clusters

Cluster 1: Wall-Hitter Pain (HIGH priority)

- "fix broken Lovable app"
- "Cursor app deployment issues"
- "vibe coding production ready"
- "AI generated app not working"
- "Bolt app authentication broken"
- "fix my AI built app"
- "vibe code rescue"

Cluster 2: Methodology (MEDIUM)

- "diagnose before build"
- "3D Protocol product development"
- "product diagnosis"
- "before you build an MVP"

Cluster 3: SMB AI Implementation (HIGH)

- "AI implementation for Indian SMB"
- "AI for small business India"
- "AI agency India"
- "deploy AI in business"
- "WhatsApp AI automation India"
- "invoice extraction AI India"
- "AI for D2C brands"

Cluster 4: Comparative (MEDIUM)

- "AI Product Accelerator alternative"
- "dev agency vs product partner"
- "hire fractional CTO vs build"
- "MVP agency India pricing"

9.4.2 Pillar Page Plan (First 10 Pages)

1. / Homepage (diagnose-before-build lead)
2. /business SMB AI implementation landing
3. /rescue Wall-hitter landing
4. /build-score Lead magnet assessment
5. /3d-protocol Methodology deep-dive
6. /pricing Full menu
7. /proof Portfolio / case studies
8. /team AJ + Gouresh + Chatur (unique angle)
9. /vs/[competitor] comparison pages (Dhaval, dev shops, fractional CTO)
10. /contact booking + WhatsApp fallback

9.4.3 Blog Publishing Cadence

Target: 1 post/week minimum. Start at 2-4/month, ramp to 1/week by M3.

Blog post types:

- Case studies (35%)
- How-to pieces (25%)
- Methodology pieces (20%)
- Industry commentary (15%)
- Comparison pieces (5%)

Each post minimum:

- 800-1500 words
- 3+ images/screenshots
- Named author (AJ or Gouresh)
- Published date visible
- Single clear CTA at end

9.5 Direct Network Outreach (Q1 Only)

9.5.1 The 80-Person List

AJ compiles list of 80 warm contacts across:

- Ex-ZYOD colleagues (10-15)
- Ex-GoMechanic colleagues (10-15)
- Ex-ZeoAuto/Ezobooks (5-10)
- Ex-Fourzip/Fortunekit network (5-10)
- Product community (PMs, founders) from LinkedIn (20-30)
- CAs / lawyers / advisors in personal network (5-10)
- Current UTMStamp users (5-10)

9.5.2 Outreach Sequence

Message 1 (Day 1):

"Hey [Name], quick one — Gouresh and I just launched [mvp.cafe](#). We help founders ship real products (not 'learn to build' courses — actual shipping). Thought of you because [specific reason]. Not pitching you, just wanted to share. Here's the link: [mvp.cafe](#). Let me know if anything resonates."

Message 2 (Day 7, if no reply):

"Hey [Name], following up. Curious — do you know anyone currently building an MVP, or with a business that needs AI deployed? We'd pay ₹25K for a qualified referral."

Message 3 (Day 14, if no reply):

No further outreach. Add to content audience only.

9.5.3 Outreach Rules

- Personalize first sentence to each recipient
- Never send the SAME message to >2 people in same day
- Track in Google Sheet: name, role, date sent, response
- Respond to every reply within 24 hrs
- Don't pressure — soft ask > hard pitch

9.5.4 Expected Conversion

From 80 contacts:

- 40 responses (50%)
- 15 Coffee Chats booked (19%)
- 3-5 converted to Espresso/Clarity (4-6%)
- 1-2 converted to Rescue/Works (1-2%)

Expected Q1 revenue from network alone: ₹1-3L

9.6 CA / Advisor Referral Channel (M4+)

9.6.1 Why CAs / Advisors Matter

From R8 research: CA is the #1 trusted advisor for Indian SMB owners. When CA says "I know someone," deal closes.

9.6.2 Target CA Profile

- Small-to-mid CA firm (2-15 partners)
- Clients in our target verticals (trading, D2C, manufacturing, professional services)
- Serving ₹5Cr-₹100Cr revenue clients
- Open to technology recommendations (not all are)
- Regional focus (initially: Mumbai, Bangalore, Delhi — AJ's network)

9.6.3 Outreach Approach

Phase 1 (M4): Warm introductions

- Ask AJ's network for CA introductions (5-10 target)
- Offer: "15-min coffee, no pitch — I just want to understand your world"
- First meeting = learning, not selling

Phase 2 (M4-M6): Value-first engagement

- Share "AI for SMB" insights via WhatsApp
- Send them our 3D Protocol white paper (once published)
- Invite to any speaking events

Phase 3 (M5+): Referral setup

- Formalize: "Refer a client who books Clarity. You get ₹5K credit, they get ₹5K discount."
- OR: "Refer a client who does Works. You get ₹25K. Discretionary — your call if you accept."
- Have clear, documented referral agreement (simple, 1-page)

Phase 4 (M6+): Joint pitches

- CA introduces us via 3-way email
- We do Digital Audit (₹25K) → CA sees outcome → refers more

9.6.4 Expected Channel Yield

By M12:

- 3-5 active referral CAs
- 8-12 qualified leads from CAs
- 4-6 closed engagements (avg ₹2-3L each)
- **Revenue from CA channel: ₹10-20L in Year 1**

9.7 Paid PR Strategy

9.7.1 Target Publications (India Priority)

Tier 1 (Most valuable):

- YourStory — startup-focused, high credibility
- Entrepreneur India — business owner audience
- Inc42 — tech/startup depth

Tier 2:

- Economic Times / Business Standard — mainstream business
- BW Businessworld
- Forbes India

Tier 3 (Niche but targeted):

- SMBStory

- The Ken (paid, premium audience)
- Analytics India Magazine (AI angle)

9.7.2 Budget & Timing

PLACEMENT TYPE	COST	TIMING
Inc42 sponsored feature	₹60K-1L	M5-M6
YourStory founder profile	₹50K-80K	M7-M8
Entrepreneur India column	₹40-80K	M9-M10
Business Standard profile	₹75K-1.5L	M11-M12

Total Year 1 PR budget: ~₹2.25-4.1L

9.7.3 Angle for Each PR Piece

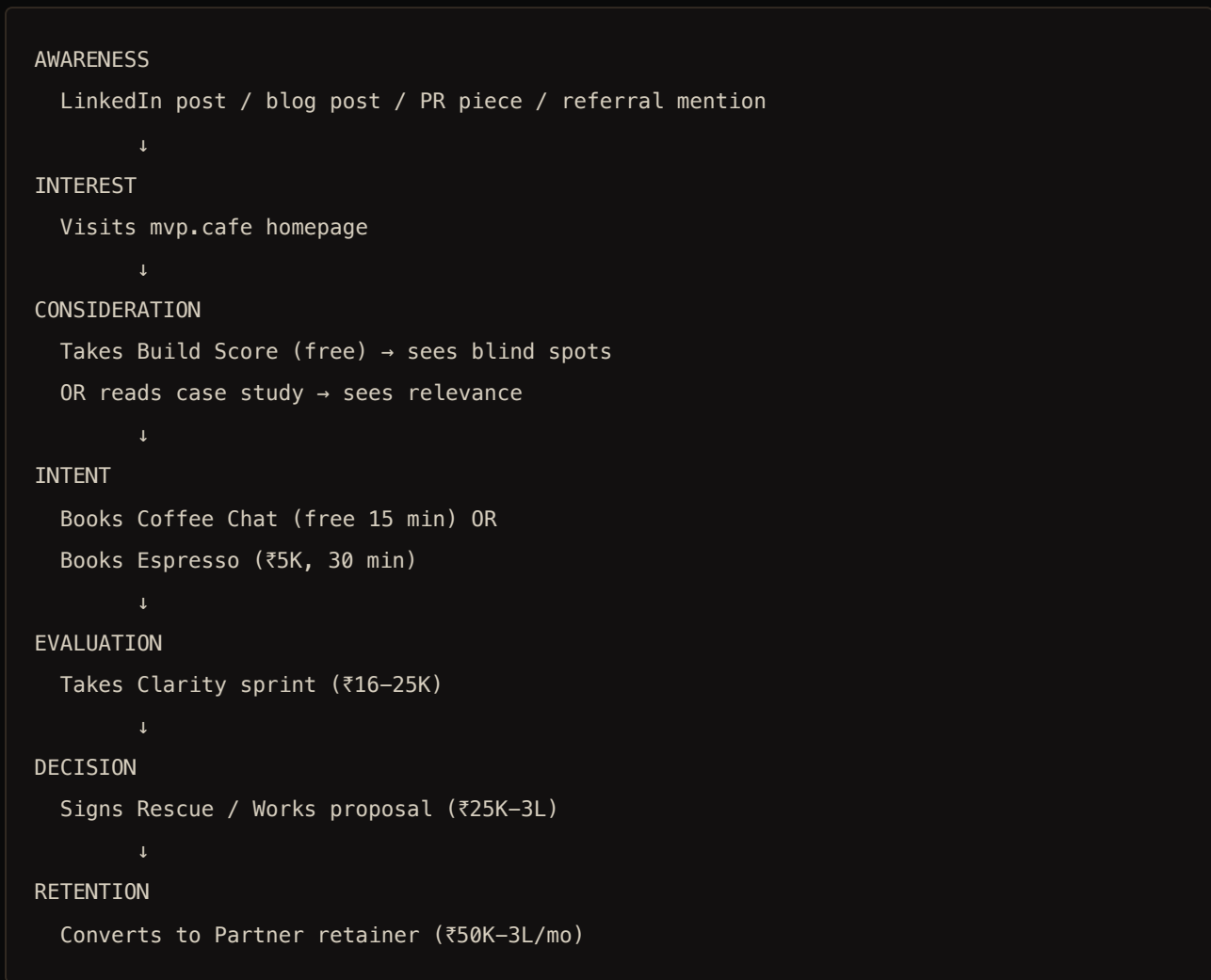
Not "we launched a startup" — specific angles:

1. "The 3D Protocol: A methodology for shipping AI products" — thought leadership
2. "How two founders built an AI partner (Chatur) into their delivery" — innovation
3. "The Indian agency that turns down AI coaching business — here's why" — contrarian
4. "From 13-day SaaS to ₹50L year — what we learned shipping fast" — journey
5. "Why 90% of vibe-coded apps never ship — and what to do about it" — insight
6. "Indian SMBs don't need AI courses. They need AI deployed." — positioning

Each piece ties back to [mvp.cafe](#) with link, CTA, clear positioning anchor.

9.8 Conversion Funnel Design

9.8.1 The Full Funnel



9.8.2 Conversion Rates (Expected)

STEP	CONVERSION RATE	NOTES
Landing → Build Score start	25-40%	Intent-driven traffic
Build Score start → complete	60-75%	Depends on UX
Build Score complete → Coffee Chat	5-10%	Email follow-up key
Coffee Chat → Espresso/Clarity	30-40%	Depends on sales quality
Clarity → Rescue/Works	40-60%	Our core conversion
Works → Partner retainer	25-40%	End-of-engagement pitch

9.8.3 Funnel Investment by Stage

Where to invest per ₹1 of revenue:

STAGE	INVESTMENT PRIORITY	TOOLS / ASSETS
Awareness	HIGH	Content, PR
Interest	MEDIUM	Website, case studies
Consideration	HIGH	Build Score, comparison pages
Intent	MEDIUM	Calendly/Razorpay optimization
Evaluation	HIGH	Clarity deliverable quality
Decision	MEDIUM	Proposal templates
Retention	HIGH	Partner pitch consistency

9.9 Retention & Upsell

9.9.1 Post-Engagement Playbook

Every engagement ends with:

1. Retrospective call (30 min)
2. Written summary of outcomes + ROI
3. "What's next?" options presented:
 - More Rescue (for wall-hitters with multiple projects)
 - Works (for Clarity → Works path)
 - Partner retainer (for Works → Partner path)
4. 30-day check-in auto-scheduled
5. Case study + testimonial request

9.9.2 Partner Retainer Conversion

After Works completion:

- Propose Partner Lite (₹50-80K/mo) for first 3 months
- If continuing projects exist, position as "cheaper than ad-hoc engagements"
- Minimum 3-month commitment → natural 6-month extension

9.9.3 Existing Client Expansion

Annual review for all Partner clients:

- "Here's what we built last year"
- "Here's ROI generated"
- "Here's what we recommend for next year"
- Upsell to higher tier or add-on projects

9.10 Referral Program

9.10.1 For Clients

Rule: ₹25K credit OR ₹25K cashback for any referral that closes a Rescue+ engagement.

Communication: Every engagement wrap-up includes this offer.

Protection: Don't over-promote; let it emerge naturally after great delivery.

9.10.2 For CAs / Advisors

Higher rate, formalized:

- 10% of engagement fee OR ₹25K minimum
- Documented referral agreement
- Quarterly payout

9.10.3 For Existing Network

Launch bonus (Q1): ₹5K Amazon voucher for introductions that lead to Coffee Chat.

9.11 Community Strategy (P2 – M9+)

9.11.1 "Founders Who Ship"

Branded Telegram or WhatsApp community:

- Curated (invite-only initially)
- Topic: shipping products, AI implementation
- Weekly themes: case studies, wins, failures, Q&A
- AJ + Gouresh active presence
- Chatur bot integration (answer common questions, link to resources)

9.11.2 Expected Outcomes

- 100-300 members by M12
 - 10-20% convert to paid engagement within 6 months
 - Source of testimonials, case studies, future hires
 - Defense against Dhaval-style community play in India
-

9.12 Analytics & Attribution

9.12.1 Tools Stack

- **Plausible** — privacy-first site analytics
- **Calendly** — booking source tracking
- **Google Sheets** — CRM lite
- **Notion** — engagement tracking
- **UTM tagging** — all campaigns

9.12.2 Key Metrics (Dashboard)

Weekly:

- Site visitors, unique
- Build Score completions
- Coffee Chats booked
- Proposals sent
- Revenue this week
- Pipeline this week

Monthly:

- Channel-level leads
- Conversion rates at each funnel stage
- CAC (effective) per channel
- LTV estimate per engagement type
- Churn (Partner retainers)

Quarterly:

- Trend in organic vs outbound lead mix
- Channel ROI
- Vertical distribution of clients
- Case study production velocity

9.13 The "Channel Hierarchy" Rule

At any given time, one channel is the PRIMARY. Others support.

PERIOD	PRIMARY CHANNEL	REASON
M1-M3	Direct network + LinkedIn	Fastest to first revenue
M4-M6	LinkedIn + SEO	Content compounding
M7-M9	LinkedIn + SEO + CA referral	Scale inbound
M10-M12	LinkedIn + Referral + PR	Lock in authority

Don't split effort evenly across channels. Pick primary, deep-invest, then expand.

9.14 Summary

Primary channel: LinkedIn organic (both founders).

Fast-start channel: Direct network outreach (Q1 only).

Compounding channels: SEO (blog + Build Score) and CA referrals (M4+).

Authority channels: Paid PR and speaking (M5+).

Retention: Partner retainer conversion is the LTV compounder.

Content engine: 3 LinkedIn posts/week, 1 blog/week, 1 case study/month.

Dhaval as content: Use him as foil in 1-2 posts/month. Free positioning ammunition.

The "one thing" for GTM: Get the first 5 LinkedIn posts out in Week 1. Everything else follows.

9.15 The 10-Day Launch Plan (Specific, Actionable)

Concrete countdown:

Day -3 to 0 (prep):

- Site deployed
- Calendly + Razorpay live
- 80-person outreach list compiled
- 5 LinkedIn posts drafted

Day 1 (Monday):

- LinkedIn Post #1 published at 9:30 AM IST
- 20 personal WhatsApp messages sent
- 5 email outreach
- Track all responses

Day 2 (Tuesday):

- Reply to all Day 1 responses
- 5 LinkedIn comments on peer posts
- 10 more personal WhatsApp messages

Day 3 (Wednesday):

- LinkedIn Post #2 (portfolio proof)
- 10 more WhatsApp messages
- First Coffee Chats (if any booked)

Day 4-5:

- LinkedIn Post #3 (AI angle)
- Continue outreach: target 50 total contacted
- First Coffee Chats continue

Day 6 (weekend):

- LinkedIn Post #4 (speed story)
- Second tier of outreach (less-close network)
- Blog post #1 published

Day 7 (Sunday):

- Week review, metrics check, adjust

Day 8-10:

- LinkedIn Post #5 (Gouresh Voice AI)
- LinkedIn Post #6 (the menu)
- Target: 10 Coffee Chats booked, 2-3 proposals sent, 1 close imminent

End of Day 10: First revenue collected.
