

ETUNC.ai CPO 36-Month Gantt Chart

Overall Responsibility: Define and deliver the marketable "Living Intelligence System" MVP for large enterprises, ensuring the VPA's ethical intelligence is intuitively experienced and drives quantifiable value.

Timeline: September 1, 2025 – August 31, 2028 (36 Months)

Phase 1 (Months 1-9): Institutional MVP Definition & Ethical UX Principles

(September 2025 - May 2026)

Goal: Build crystal clarity around ETUNC's purpose as a "living intelligence system" and the fundamental role of agents in achieving this.

Key Tasks

Tracking Criteria

1.1 Institutional MVP Definition (Alpha)
 - Define the 1-2 core pain points for institutions.
 - Develop detailed user stories & feature specifications.

MVP feature list defined; user stories approved; Product Requirements Documents (PRDs) complete.

1.2 User Experience (UX) Strategy
 - Develop overall UX philosophy & design principles for clarity, trust, & contextual depth.
 - Oversee initial UI/UX wireframes & prototypes.

UX strategy document; initial wireframes & clickable prototypes.

1.3 Customer Advisory Board (CAB) Formation
 - Identify & recruit initial institutional CAB members to gather early feedback on MVP concept & features.

CAB members secured; initial CAB meeting feedback report.

1.4 Market Validation & Competitive Analysis
 - Deep dive into specific institutional needs; refine competitive landscape analysis for the "living intelligence system" category.

Market research reports; competitive analysis matrix.

Phase 2 (Months 10-21): Enterprise MVP Pilots & Partner Enablement Development

(June 2026 - February 2028)

Goal: Successfully execute institutional MVP pilots, gather critical feedback, and begin developing the APIs/white-label features for financial/estate planning partners.

Key Tasks

Tracking Criteria

2.1 Institutional MVP Beta & Pilot Program

Management
 - Oversee beta testing; manage pilot client relationships.
 - Gather, synthesize, & prioritize product feedback from pilots.

Pilot client acquisition rate; pilot program completion success; user feedback loop efficiency.

2.2 Partner Program Product Strategy
 - Define value proposition & feature set for financial/estate planning firms.
 - Specify integration requirements & white-label options.

Partner program product spec; integration requirements document (PRD).

2.3 User Experience Refinement (Institutional & Partner)
 - Based on pilot feedback, iterate & refine UI/UX for institutional users & design partner enablement interfaces.

User satisfaction scores; A/B testing results for new features.

2.4 Product Roadmap Refinement (Based on Pilot Learnings)
 - Adjust overall product roadmap based on insights from pilot programs & emerging market needs.

Updated product roadmap document.

Phase 3 (Months 22-36): Enterprise Scale, Market Readiness & Individual Product Launch

(March 2028 - August 2028)

Goal: Achieve a 75% successful MVP launch into the broader institutional market, launch partner enablement programs, and prepare for the individual product offering, positioning for Series A.

Key Tasks

Tracking Criteria

3.1 Enterprise Product Launch Strategy
 - Finalize go-to-market plan for the broader institutional market.
 - Develop product positioning & messaging.

Go-to-market plan complete; product launch readiness score.

3.2 Individual Product MVP Definition
 - Based on learnings from institutional/partner builds, define core features & UX for the individual senior legacy offering.

Individual product MVP feature list; user journey maps.

3.3 Product Roadmap for 3-5 Years
 - Develop a long-term product roadmap for all three market segments, balancing feature development with new market opportunities.

3-5 year product roadmap document.

3.4 VPA System Explainability & Trust UX
 - Collaborate with HoAEG & HoE to design UI/UX elements that transparently surface ethical considerations & the VPA system's operations to users.

Explainability feature specifications; user comprehension studies.