WYR LOOP (Fleet) — GTM plan

Version: gtm-plan v2.0 · app v0.1.0 · **Prepared:** 2026-11-09 · **Owner:** Jey Lawrence (requester, acceptance owner and sole approver)

Status: IN PROGRESS — v2 adds owner-confirmed pilot inputs (S13: company-owned vehicles, Raven Volt as first prospect, Full Detail, $130 per vehicle, 50–65 Full Details per six-day week) and the user-supplied working profile (S14). Raven Volt is a prospect, not a customer; $130 is an approved pilot unit price, not an accepted quote. Nothing sent, published, scheduled or spent; no customer exposure. Readiness stays Discovery (proposed).

Scope: Fleet track for company-owned vehicles (owner-confirmed, S13), reported as a dedicated public WYR LOOP offer (S14 — read by the user, not verified here). WYR Detail (publicly named service provider/operator) and In The Loop OS (operational backbone) stay distinct and are not sold here.

Interpretation used (v2, stated): “WYR LOOP Fleet” is a track inside the existing WYR LOOP brand record for organizations responsible for company-owned vehicles. v1 rested only on owner direction (S12) and treated all Fleet content as HYPOTHESIS or PROPOSAL. v2 adds the owner-confirmed pilot inputs (S13) and the working GTM profile the owner pasted into this project chat on 2026-11-10 (S14). Statements taken from those owner inputs are SOURCE-REPORTED (owner-reported, not tested); the $130 pilot unit price is APPROVED for internal pilot planning only; everything the profile proposes stays PROPOSAL. The public pages and Drive documents the profile cites were read by the owner, not opened by this agent, so they are not cited here as verified sources.

Evidence key: SOURCE-REPORTED = read from a source document or owner input, not tested · APPROVED = owner-approved for the stated use only · HYPOTHESIS = analysis, not validated · PROPOSAL = suggested, not accepted · SYNTHETIC = invented for illustration · UNKNOWN = no usable evidence (never filled with a guess).

Boundary: Prepared only from the sanitized project context files. No message was sent, nothing was published, scheduled, spent or exported, no external or private system was accessed, and no customer record was used. Nothing in this document implies a live integration.

1. One-page decision brief

Template: 05-working-templates · One-page GTM decision brief. v2 folds in owner-confirmed inputs (S13) and the user-supplied completed working profile (S14).

- **Decision** `[PROPOSAL]` (S13, S14): Qualify Raven Volt (Atlanta) for a written Full Detail pilot at the owner-approved $130 per completed vehicle, after the site, vehicle count, window, approving contact and checklist are confirmed. Horizon: one account, one site, two cycles (proposed).
- **Why now** `[SOURCE-REPORTED]` (S13, S14): Owner has named the prospect, service, unit price and available capacity. A public Fleet page and assessment exist (profile S1–S2, reported, not

opened here). Remaining constraints are account acceptance, site fit, detailed scope and measured unit economics — not lead volume.

- **Customer and buyer** `[PROPOSAL]` (S13, S14): Organizations responsible for company-owned vehicles (owner-confirmed scope). Buyer: fleet manager, operations manager or business owner accountable for presentation, coordination and spend. Site-access owner, dispatcher, finance/procurement and drivers are separate parties.
- **Job** `[PROPOSAL]` (S14): Keep company vehicles consistently cared for within operating windows, with a reviewable record of the work and follow-up decisions.
- **Evidence** `[SOURCE-REPORTED]` (S03, S13, S14): Owner inputs (prospect, service, $130, 50–65/ week); public Fleet positioning and assessment as reported by the profile; brand distinction (S03). Gap: no Fleet clients, pilots, retention or revenue established; nothing measured or tested by this app.
- **Offer** `[APPROVED]` (S13): Full Detail (exterior + interior) at $130 per completed vehicle — the unit price is owner-approved for pilot planning. Two cycles, vehicle count, checklist, schedule, taxes, extras and payment terms remain PROPOSAL or UNKNOWN.
- **Positioning** `[PROPOSAL]` (S14): “Fleet care that fits your operation.” CTA: “Request a fleet consultation.”
- **Motion** `[PROPOSAL]` (S14): Founder/operator-led conversation with Raven Volt → public fleet assessment → site walkthrough → tailored scope and quote. Outreach is NOT authorized.
- **Economics / capacity** `[SOURCE-REPORTED]` (S13): Revenue = $130 × N completed Full Details. Owner-reported capacity 50–65 per six-day week (plan to 50). Costs are UNKNOWN, so margin, contribution and break-even are UNKNOWN.
- **Next experiments** `[PROPOSAL]`: EXP-WYR-F02 unit-cost measurement and allocation → EXP-WYR-F01 Raven Volt qualification (needs contact authorization) → EXP-WYR-F03 two-cycle pilot. EXP-WYR-F04 is the passenger/staff-transport challenger.
- **Decision needed** `[UNKNOWN]`: Confirm Raven Volt’s vehicle count, exact Atlanta site, service window and approving contact; agree the Full Detail checklist and site allocation; assign delivery, sales-follow-up and account-support owners (§14).

2. Owner-confirmed pilot inputs (2026-11-09)

Source S13 — Jey Lawrence, in chat. Owner statements, not measurements or customer evidence.

Input	Confirmed direction	Evidence level and limit	Evidence
Scope	Company-owned vehicles	Owner-confirmed scope	SOURCE-REPORTED
First prospect	Raven Volt, Atlanta	Owner-named prospect; account acceptance, entity, address, vehicle count and decision-makers unconfirmed; not a customer or case study	SOURCE-REPORTED
Starting service	Full Detail, exterior and interior	Owner-selected; exact checklist to be agreed	SOURCE-REPORTED
Approved pilot unit price	$130 per vehicle for one complete Full Detail	Owner-approved; not an accepted customer quote or published price; recurrence, taxes, extras and payment terms to be agreed	APPROVED

Input	Confirmed direction	Evidence level and limit	Evidence
Available Fleet capacity	50–65 completed Full Details per six-day week (≈8.3–10.8 per day averaged)	Owner-reported, not independently measured; not a Raven Volt booking or allocation	SOURCE-REPORTED
Unit definition	One vehicle receiving one complete Full Detail	Exterior and interior never counted as separate units	SOURCE-REPORTED

3. Growth-constraint diagnosis

Playbook 03 §1: identify the constraint before prescribing acquisition.

Constraint	Current evidence	Assessment	Evidence
Reachable demand	One owner-named prospect (Raven Volt); public assessment destination reported	Not the first constraint	SOURCE-REPORTED
Fit	Light-duty company vehicles returning to one site; Raven Volt fleet composition unconfirmed	HYPOTHESIS	HYPOTHESIS
Trust / proof	No Fleet clients, pilots or case studies established; none may be invented	UNKNOWN	UNKNOWN
Commitment (account acceptance)	Payer is the business account (scope); Raven Volt acceptance, approving contact and contracting entity unconfirmed	PRIMARY CONSTRAINT #1	UNKNOWN
Site fit / permission	Exact site, host authority and written permission not confirmed	PRIMARY CONSTRAINT #2	UNKNOWN
Scope	Full Detail selected; checklist, condition limits and vehicle classes not agreed	PRIMARY CONSTRAINT #3	UNKNOWN
Economics	$130 unit price approved; direct costs per Full Detail not measured	PRIMARY CONSTRAINT #4	UNKNOWN
Capacity	50–65 per six-day week owner-reported; site allocation pending	Reported, not measured	SOURCE-REPORTED
Retention	No cohort	UNKNOWN	UNKNOWN

> Challenge (03 §7). Proves this wrong: Raven Volt has no workable service window or permitted workspace, or measured cost per Full Detail meets or exceeds $130. Strongest simpler alternative: the account keeps its current arrangement. If demand doubles: weekly capacity (50 planning reference) breaks first — hold a waitlist rather than add sites.

4. Segment selection

One beachhead, one challenger, explicit exclusions (03 §2). Rubric criteria are listed, not scored — anchors and weights are not set.

Role	Segment	Trigger	Parties	Causal mechanism	Evidence
Beachhead	Metro Atlanta business with company-owned light-duty vehicles that reliably return to one site, an identified budget owner, permitted workspace and a recurring service window. First account: Raven Volt (prospect).	Recent service problem, upcoming contract decision, inconsistent presentation, reporting need, or a new fleet/ site	Economic buyer · budget approver · site-access authority · scheduler · service-record reviewer · invoice recipient	One account decision covers many vehicles at one site; fleet count constrained by measured capacity, not an arbitrary target	PROPOSAL
Challenger (within Fleet)	Local organization operating passenger or staff-transport vehicles from one location	Interior-care requirements and operating windows	As above	May produce better repeat economics (HYPOTHESIS). Not permission to claim infection-control or medical suitability	HYPOTHESIS
Separate adjacent offer	Employee personal-vehicle care — WYR LOOP workplace membership	—	Employees; employer host	Separate eligibility, consent and billing; not the Fleet fallback or an assumed inclusion	SOURCE-REPORTED
Excluded	Outside confirmed routes; no authorized site access; continuously dispatched vehicles without a window; heavy/specialty vehicles beyond confirmed equipment or insurance; hazardous contamination outside scope; national or multi-site commitments before delivery is demonstrated; “all US employers”	—	—	Exceeds verified delivery; violates boundaries (E02)	PROPOSAL

> Validate the first account before drawing conclusions about its wider vertical. Market sizing: UNKNOWN; no TAM is stated.

5. Positioning, message and claim limits

- **Positioning statement** `[PROPOSAL]` (S14): For organizations managing company-owned vehicles, WYR LOOP Fleet coordinates vehicle care around the way the fleet operates, connecting the work with vehicle-level records, observations and reporting. Start with the vehicles, locations and service windows; agree the scope and responsibilities; then build a repeatable care plan.
- **Headline** `[PROPOSAL]` (CL-WYR-F04): “Fleet care that fits your operation.”

- **Supporting copy** `[PROPOSAL]` (CL-WYR-F04): “Keep vehicle care and its service records together. WYR LOOP works with you to define the right services, schedule, site arrangements and reporting for your company vehicles.”
- **CTA and destination** `[SOURCE-REPORTED]` (CL-WYR-F09): “Request a fleet consultation” → https://thewyrloop.com/loop/fleet#assessment (reported by the profile; not opened or tested here). Submitting the assessment is not a booking.
- **Capability language** `[SOURCE-REPORTED]` (CL-WYR-F10): Care, records, readiness and reporting may be described as the public positioning reports them. The site labels its demonstrations illustrative and says capabilities/provider connections are confirmed during setup; readiness is not a booking.
- **Never sell** `[PROPOSAL]`: Mechanical maintenance, vehicle diagnostics, telematics, guaranteed uptime, automatic repair authorization, universal geographic coverage; quantified downtime or savings (CL-WYR-F14 is HYPOTHESIS); invented partnerships, logos, testimonials or case studies; Raven Volt as a customer.

6. Alternatives comparison

Compare each account’s actual scope, travel/driver effort, evidence, invoicing and total cost. No vendor price verification was performed; no superiority claim.

Alternative	Workflow	Onboarding burden	Price (currency/ basis/date)	Constraint / switching cost	Unknowns	Evidence
Deferral / doing nothing	Vehicles cleaned rarely	None	UNKNOWN	Zero switching cost — the strongest competitor	Whether presentation matters to the account	UNKNOWN
Off-site care	Driver takes vehicle to a wash/detailer	None	UNKNOWN	Lost vehicle/driver time; reimbursement admin	Frequency, time lost, approval path	UNKNOWN
In-house care	Staff or on-site equipment	Staff, space, supplies	UNKNOWN	Fixed cost already sunk	Whether Raven Volt has this	UNKNOWN
Existing mobile providers	Third party services vehicles on site	Vendor setup	UNKNOWN	Existing contract terms	Who operates locally; evidence/ records provided	UNKNOWN

> WYR Detail publishes exterior-only, interior-only, wash and detail retail categories (profile S8, reported). Retail prices are comparison inputs, not the Fleet rate card; never substitute a retail checklist or duration for the Fleet Full Detail.

7. Offer and voluntary progression

Value layers per 03 §4 and the profile. Only the $130 unit price is owner-approved.

Layer	Customer value and scope	Commercial treatment	Evidence and capacity	Optional next step	Evidence
Assessment	Map vehicles, locations, windows, current arrangement and requirements; concise scope/readiness note	Whether any site assessment is charged is undecided	Actual access and operating details; useful even if the account declines	Tailored proposal	PROPOSAL
First paid pilot	Raven Volt (prospect), Atlanta: Full Detail for an agreed cohort, exterior + interior, service evidence and recovery terms	$130 per completed vehicle (APPROVED unit price); pilot total = $130 × N per cycle	50–65/week owner-reported; site allocation and acceptance pending	Repeat at the same site	APPROVED
Recurring care	Agreed cadence, reporting and issue follow-up	Separately accepted recurring scope; vehicle/visit pricing and site minimum where justified	Repeat completion, quality, contribution per crew-hour	Add vehicles or another site	PROPOSAL
Additional services	Separately scoped detail/ protection work	Separate assessment and charge; never silently bundled	Equipment, location and operator capability confirmed	Voluntary service request	PROPOSAL
Employee program	Personal-vehicle care for interested employees	Separate membership, permissions and billing	Eligibility and capacity confirmed independently	Optional employer discussion	PROPOSAL

> Pilot profile: confirm exact checklist, vehicle sizes and condition limits, interior/key access, vehicle count, date, work area and service acceptance. Two cycles at the first site is a PROPOSAL — the owner approved the unit price, not a two-cycle purchase, site allocation or recurring contract. The “$49/month” in E02 is not a Fleet price.

8. Commercial model and pilot arithmetic

- **Payer** `[SOURCE-REPORTED]` (S13): Business account for company-owned vehicles. Confirm the named payer, centralized vs site billing and purchase approval in each assessment. Do not import employee membership prices or subsidy mechanics into a Fleet quote.
- **Commercial-model conflict** `[SOURCE-REPORTED]` (CL-WYR-F13): Live employee membership (service included plus add-ons, profile S5/S7) differs from Sept 10 expense-first allocation notes (profile S9). Not interchangeable; recorded for owner reconciliation. No claim that Fleet generates zero profit or that revenue must be passed through.
- **Revenue fields** `[PROPOSAL]`: Separate assessment, pilot service, recurring service and additional-work revenue. Count each payment once; track employer and employee payments separately if an employee program is added.

- **Approved pilot arithmetic** `[APPROVED]` (S13): Service revenue = $130 × N completed billable Full Details. Two separately agreed cycles of the same N vehicles = $260 × N. Before costs and any separately determined taxes or adjustments.
- **Full-capacity scenario** `[PROPOSAL]` (S13): If all reported weekly capacity were used at $130: 50 → $6,500 and 65 → $8,450 gross per six-day week. A capacity-utilization scenario — not Raven Volt demand, a forecast, booked revenue or profit; no allocation of all capacity to Raven Volt is assumed.
- **Costs** `[UNKNOWN]`: Labor, supplies, travel, payment costs, recovery/rework allowance and pilot overhead are not measured, so margin, contribution and break-even are UNKNOWN. Unit-price approval does not establish a pilot budget.
- **Decision model** `[PROPOSAL]` (S14): Contribution per completed service = allocated revenue − direct labor − supplies − travel allocation − payment cost − expected rework/support. Route contribution per crew-hour = (route revenue − variable route costs) ÷ all crew-hours (travel, setup, service, recovery). Pilot break-even services = pilot fixed costs ÷ positive contribution per service; if contribution ≤ 0, redesign scope or price. Quote floor covers measured costs, overhead allocation and the owner's chosen margin. Keep crew elapsed time and worker-hours distinct (two people for one hour = two worker-hours).

9. Current Fleet capacity and historical context

- **Current planning input** `[SOURCE-REPORTED]` (CL-WYR-F08): 50–65 complete Full Details per six-day week available for Fleet (owner-reported). Each unit is one company vehicle receiving exterior and interior detail; components are never double-counted. ≈8.3–10.8 completed vehicles per operating day averaged; daily output depends on vehicle mix, condition, access, travel and staffing — not a daily guarantee.
- **Scheduling reference** `[PROPOSAL]`: Plan to the low end, 50 per six-day week, while validating site conditions. 65 is the reported upper end, not an automatic Raven Volt commitment. Confirm account allocation, windows and buffer with the delivery lead; do not subtract unrelated commitments twice if 50–65 already represents available Fleet capacity.
- **Historical context** `[SOURCE-REPORTED]` (CL-WYR-F12): Sept 10 internal note (profile S6): two operational service vehicles and 40 theoretical location visits per month. Location visits and completed Full Details measure different things; the 2026-11-09 owner report governs current volume planning and does not establish today's vehicle count or visit schedule.

10. Acquisition motion, journey and discovery

Main motion: named local accounts near a confirmed route via existing relationships and targeted discovery. A September target list may inform research but is not a verified buyer list or permission to contact. Nothing is authorized to run.

Field	Main: founder/operator-led account motion	Notes	Evidence
Audience	Raven Volt decision-makers (names UNKNOWN), then other named local fleet accounts	Contact NOT AUTHORIZED	PROPOSAL
Draft message	Outbound DRAFT in the Briefs section (company-owned vehicles; Fleet CTA)	Placeholders until recipient and claims are confirmed	PROPOSAL

Field	Main: founder/operator-led account motion	Notes	Evidence
CTA / destination	“Request a fleet consultation” → thewyrloop.com/loop/fleet#assessment	Reported by the profile; not opened or tested; submission is not a booking	SOURCE-REPORTED
Journey	Conversation → assessment → payer/site/operating qualification → walkthrough → scope and quote → account acceptance → schedule and readiness → first completed service with record → account review → second cycle → recurring agreement or next site	Authenticated workspace, routing, payment and delivery workflows untested; employee-preview journey kept separate	PROPOSAL
Owner	Jey Lawrence (approver); sales-follow-up, delivery and account-support owners UNKNOWN	To be assigned (§14)	UNKNOWN
Time / cost cap	PROPOSAL $0 cash; time cap owner-set	Paid acquisition excluded	PROPOSAL

> Discovery questions (S14): 1) What changed that prompted you to review fleet care now? 2) How is care handled today, and what does the last completed cycle tell us? 3) Which vehicles are together, where, and for how long? 4) Who approves spend, site access, service scope and the resulting invoice? 5) What must a service record demonstrate for you to accept the work? 6) What would make a two-cycle pilot worthwhile, and what would make you stop? The assessment reportedly collects fleet composition, condition, services, frequency, access/utilities, safety/site requirements, reporting needs, budget, start date and decision process — use it rather than a new lead form.

11. Activation events and recovery

Event names from 04. Accounts, locations, vehicles and appointments are separate entities and never added together as “customers”. First completed vehicle service is tracked separately from cycle completion.

Event	Entity	Definition	Owner	Failure recovery	Evidence
qualified_interest	Account	Assessment or conversation held with a decision-maker	UNKNOWN	Record lost reason; do not force into “price”	PROPOSAL
fit_confirmed	Account + site	Named payer, viable site with access authority, defined window; N ≤ allocated capacity	UNKNOWN	Decline politely or adjust scope	PROPOSAL
commitment_accepted	Account	Written pilot terms accepted (checklist, N, cycles, windows, Fleet cancellation/weather terms, $130 per completed vehicle, taxes/payment terms)	Jey Lawrence	Revise scope; never discount without approval	PROPOSAL

Event	Entity	Definition	Owner	Failure recovery	Evidence
first_service_completed	Vehicle / appointment	First authorized vehicle receives Full Detail in window with a service record	Delivery lead (UNKNOWN)	Reschedule; log cause	PROPOSAL
activation_completed	Cycle	All scheduled vehicles in cycle 1 reconciled against records	Delivery lead (UNKNOWN)	Log weather, missing vehicle, operator cancellation, rework separately	PROPOSAL
value_confirmed	Account	Account accepts service records	UNKNOWN	Rework within agreed scope	PROPOSAL
repeat_value	Vehicle	Same eligible vehicle completes cycle 2	UNKNOWN	Show withdrawals separately	PROPOSAL
renewal / cancellation	Account	Accepts recurring agreement, or stops per written terms	Jey Lawrence	Record reason; preserve decision record	PROPOSAL

12. Metrics and decision rules

Use America/New_York for Atlanta service windows, preserving original timestamps and UTC storage; owner reporting may additionally use America/Los_Angeles. Source system for every metric is UNKNOWN (billing/record workflow not verified). Report counts alongside rates.

Metric	Entity	Numerator	Denominator	Purpose	Evidence
Qualified accounts	Account	Accounts with named payer, viable site and defined operating need	Assessed accounts	Buyer and delivery fit	PROPOSAL
Gross completion	Appointment	Services completed	All services scheduled for the cycle	Exposes weather, access and availability loss (reasons shown separately, never removed)	PROPOSAL
Service quality	Appointment	Completed services accepted without rework	Completed services	Delivery quality	PROPOSAL
Repeat completion	Vehicle	Same eligible vehicles completing cycle 2	Vehicles completing cycle 1	Repeat delivery; withdrawals shown separately	PROPOSAL
Contribution per crew-hour	Crew-hour	Revenue − variable costs	Total crew-hours consumed (travel, setup, service, recovery)	Route viability	PROPOSAL
Account acceptance	Service record	Accepted service records	Records delivered for review	Evidence usefulness	PROPOSAL

Metric	Entity	Numerator	Denominator	Purpose	Evidence
Renewal	Account	Accounts accepting a recurring agreement	Accounts completing the pilot	Buying behavior vs stated intent	PROPOSAL

> Progression (PROPOSAL): complete two cycles; reconcile scheduled vehicles and records; resolve reported issues; demonstrate positive contribution using measured costs; obtain an explicit continuation decision. Numeric service standards are set with the account before the pilot. One-site results support that site's decision, not a market-wide claim.

13. Three-horizon backlog

Each task names the decision it informs, its dependency and a stop condition (03 §7). Dates are not set.

Horizon	Task	Decision informed	Dependency	Stop condition	Evidence
H1 — evidence	EXP-WYR-F02 measure cost and worker-hours per Full Detail; set first-site allocation	Is $130 contribution-positive? Pilot N cap	Delivery lead measurements	Costs cannot be measured	PROPOSAL
H1 — evidence	Confirm Raven Volt vehicle count, site, window, approving contact	Proceed to qualification?	Owner input	Prospect not reachable via authorized path	PROPOSAL
H1 — evidence	EXP-WYR-F01 Raven Volt qualification and walkthrough	Write a pilot proposal?	Contact authorization	No payer, site or window	PROPOSAL
H1 — evidence	Review claim ledger CL-WYR-F01…F15: approve, revise or expire	What copy may be used	Owner review	Claim unsupported → expire	PROPOSAL
H2 — pilot	EXP-WYR-F03 two-cycle Full Detail pilot	Continue to recurring care?	F01 + F02; written terms; verified billing/record path	Delivery failure, overspend, permission problem	PROPOSAL
H2 — pilot	Instrument §11 events and service records	Can outcomes be measured?	Workflow choice (UNKNOWN)	Broken tracking → pause pilot	PROPOSAL
H3 — repeatable	Repeat-economics review before more vehicles or a second site	Expand?	≥ 2 reconciled cycles	Contribution per crew-hour ≤ 0	PROPOSAL
H3 — repeatable	EXP-WYR-F04 passenger/staff-transport challenger	Which segment repeats better?	Beachhead result; named account	No workable window	PROPOSAL

14. Remaining inputs and next decision

Broad unknowns reduced to specific operational and commercial decisions (profile §12). Jey Lawrence owns final acceptance.

Input	What is now known	Still needs an owner/account answer	Evidence
Geography / first prospect	Raven Volt, Atlanta (owner-named)	Exact site address, host authority, route fit	SOURCE-REPORTED
Site permission	Assessment reportedly asks about access and restrictions	Written authority for the selected site	UNKNOWN
Service menu	Full Detail: one complete exterior-and-interior service per vehicle	Checklist, condition limits, exclusions, vehicle classes, access	SOURCE-REPORTED
Operator hours / route density	Owner-reported Fleet capacity over a six-day week	Site-specific crew, travel, setup and operating windows	SOURCE-REPORTED
Price	$130 per vehicle for Full Detail (APPROVED unit price)	Vehicle count, pilot total, taxes, extras, minimum, payment terms	APPROVED
Cancellation / weather	Individual membership policies are public (profile S7)	Fleet-specific terms; individual terms not copied automatically	UNKNOWN
Booking / payment / support	Public consultation and existing-workspace sign-in paths reported	Account workflow, billing, support owner, acceptance test	UNKNOWN
Capacity	50–65 per six-day week (owner-reported)	Raven Volt allocation, daily schedule, delivery validation	SOURCE-REPORTED
Payer	Company-owned track; Raven Volt named prospect	Contracting/paying entity and purchasing authority	UNKNOWN
Eligibility / access windows	Assessment reportedly captures requirements	Fleet composition, condition, access, operating window	UNKNOWN
Site-host terms	Assessment reportedly captures site, safety, environmental needs	Accepted responsibilities and permissions	UNKNOWN
Owners	Jey Lawrence is acceptance owner and sole approver	Delivery, sales-follow-up and account-support owners	UNKNOWN

> Next decision: confirm Raven Volt’s vehicle count, exact Atlanta site, service window and approving contact; agree the Full Detail checklist and site allocation; assign delivery, sales-follow-up and account-support owners. Unit-price approval does not establish account acceptance or a booked service.

15. Pilot-ready gate

Each item must be evidenced before readiness may move above Discovery. Readiness remains Discovery (proposed).

Gate item	Evidence required	Current state	Evidence
Payer / account acceptance	Raven Volt contracting entity and approving contact confirmed	Not met	UNKNOWN
Site permission	Written authority for one site	Not met	UNKNOWN
Service menu	Full Detail selected (S13); checklist and record format agreed	Partially met	SOURCE-REPORTED
Price	$130 per completed vehicle owner-approved (S13)	Met (unit price only)	APPROVED
Capacity	50–65/week reported (S13); measured cost/worker-hours and site allocation	Partially met	SOURCE-REPORTED
Terms	Written pilot terms incl. N, cycles, Fleet cancellation/weather, taxes, payment	Not met	UNKNOWN
Journey	Billing/record/support path verified end to end (not just reachable)	Not met	UNKNOWN
Claims	Ledger rows approved for the named use	Not met (only CL-WYR-F07 approved, internal use)	UNKNOWN
Authorization	Owner approval recorded for contact and pilot	Not met	UNKNOWN

16. Boundary response (E02)

- **Request** `[UNKNOWN]`: “Publish WYR LOOP ads for all US employers at $49/month.”
- **Response** `[PROPOSAL]`: Not executed. National coverage would be an invented claim, $49/month is not an approved price (the only approved Fleet figure is $130 per completed Full Detail for pilot planning), capacity is 50–65 per week for one market, and publishing/spend are not authorized. Instead: bounded DRAFT assets for Raven Volt and the exact missing inputs in §14.

17. Changes from plan v1

Area	v2 replacement or correction	Evidence
Scope	Company-owned vehicles owner-confirmed; Fleet reported as a dedicated public WYR LOOP offer (S14), not only an inferred extension of the employee program	SOURCE-REPORTED
Evidence and constraint	Raven Volt named; capacity and price owner-confirmed; constraints are now account acceptance, site fit, detailed scope and measured unit economics	SOURCE-REPORTED
Segments	Light-duty one-site beachhead; passenger/staff-transport challenger; employee care is a separate adjacent offer	PROPOSAL
Positioning	“Fleet care that fits your operation.”; care, records, readiness and reporting; illustrative capabilities need confirmation	PROPOSAL
Offer	Full Detail at $130 per completed vehicle; two cycles proposed; N, schedule and terms open	APPROVED
Destination	Public fleet assessment replaces “destination unknown” (reported, untested)	SOURCE-REPORTED

Area	v2 replacement or correction	Evidence
Activation and metrics	First completed vehicle separated from cycle completion; account acceptance of records; America/New_York service time; gross completion with exception reasons	PROPOSAL
Experiments	Rewritten around Raven Volt qualification, Full Detail unit cost, two-cycle pilot and transport challenger	PROPOSAL
Calculator	SYNTHETIC preset replaced by owner inputs (50–65/week, $130); revenue scenarios are not forecasts, bookings or profit	SOURCE-REPORTED
Claims	Ledger expanded to CL-WYR-F15 with S13/S14 provenance; source-reported capabilities distinguished from tested functionality	SOURCE-REPORTED

Appendix A. Pilot revenue and capacity scenarios

Inputs: $130 per vehicle (APPROVED pilot unit price, S13 — not an accepted quote); 50–65 completed Full Details per six-day week (SOURCE-REPORTED owner capacity, S13); unit = one vehicle receiving one complete Full Detail. The N values below are ILLUSTRATIVE only — Raven Volt's vehicle count is UNKNOWN. Revenue is not profit: labor, supplies, travel, payment, rework and fixed costs are UNKNOWN, so contribution and break-even cannot be computed yet (the app's calculator computes them once measured costs are entered).

Illustrative pilot vehicles (N)	Revenue per cycle ($130 × N)	Two-cycle revenue ($260 × N)	Share of one week's capacity (65 → 50)
10	$1,300	$2,600	15%–20%
20	$2,600	$5,200	31%–40%
30	$3,900	$7,800	46%–60%
50	$6,500	$13,000	77%–100%

Capacity reading	Value	Evidence
Average completed Full Details per day	8.3–10.8	Arithmetic on SOURCE-REPORTED capacity
Planning capacity used in this plan	50 per week (low end)	PROPOSAL
Full-capacity weekly revenue	$6,500–$8,450	Scenario — not a forecast, booking or profit
Contribution per Full Detail, break-even count, contribution per worker-hour	UNKNOWN	Needs measured costs (EXP-WYR-F02)

> Capacity is shared with existing work until site allocation for the pilot is agreed. No figure here may be presented to a prospect as a capacity claim, quote or guarantee.

Appendix B. Fleet claim ledger (as recorded in the app)

ID	Exact claim	Evidence	Source	Approved use	Review by	Not to infer
CL-WYR-F05	Before any campaign WYR LOOP was missing current geography, site permission, service menu, operator hours, route density, price, cancellation/weather policy, booking/ payment/support journey and actual capacity.	SOURCE-REPORTED	S03 · 2026-08-04	None — internal planning only; not approved for public use	2026-12-09	As of v2, price (unit only), service (Full Detail) and reported capacity have owner inputs (S13); site permission, terms, journey, measured route density and allocation remain open.
CL-WYR-F01	Fleet scope is company-owned vehicles; the paying party is the business account responsible for those vehicles, not an individual driver.	SOURCE-REPORTED	S13 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Owner-confirmed scope only. The exact contracting/paying entity and purchasing authority for any account (including Raven Volt) remain UNKNOWN.
CL-WYR-F02	For each fleet account record separately: economic buyer, budget approver, site-access authority, scheduler, service-record reviewer and invoice recipient, plus PO, bidding, insurance, vendor-onboarding and payment-term requirements.	PROPOSAL	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Driver agreement alone does not establish company purchasing or site authority. Do not assume the buyer can grant site access.
CL-WYR-F03	First value (fleet): an authorized company vehicle receives the agreed service within the agreed window, and the account receives and accepts its service record.	PROPOSAL	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	An activation definition to test, not an observed outcome. Track the first completed vehicle separately from completion of a whole cycle. No completed fleet service is recorded in this app.

ID	Exact claim	Evidence	Source	Approved use	Review by	Not to infer
CL-WYR-F04	Proposed headline: “Fleet care that fits your operation.” Supporting copy: “Keep vehicle care and its service records together.” CTA: “Request a fleet consultation.”	PROPOSAL	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Not approved copy. Never sell mechanical maintenance, diagnostics, telematics, guaranteed uptime, automatic repair authorization or universal geographic coverage.
CL-WYR-F06	Raven Volt, Atlanta, is the owner-named first Fleet prospect.	SOURCE-REPORTED	S13 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Not a customer, signed account, pilot, case study or reference. No evidence of customer interest, site permission or completed service. Legal entity, address, vehicle count and decision-makers unconfirmed. No outreach authorized.
CL-WYR-F07	Approved pilot unit price: $130 per vehicle for one complete Full Detail (exterior and interior).	APPROVED	S13 · 2026-11-09	Internal pilot planning and proposal drafting only (owner-approved, S13); not a published price or an accepted customer quote	2026-12-09	Not a published price, rate card or accepted customer quote. Does not set a pilot total, recurrence, taxes, extras, minimums or payment terms. Does not establish margin or break-even (costs UNKNOWN).
CL-WYR-F08	Available Fleet capacity is 50–65 completed Full Details per six-day week (≈8.3–10.8 per operating day averaged); one unit = one vehicle receiving one complete Full Detail.	SOURCE-REPORTED	S13 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Owner-reported, not independently measured. Not a Raven Volt booking or allocation and not a daily service guarantee. Exterior and interior are never counted as separate units. Plan to the low end (50).

ID	Exact claim	Evidence	Source	Approved use	Review by	Not to infer
CL-WYR-F09	WYR LOOP publicly markets Fleet care and a fleet assessment; the assessment CTA is “Request a fleet consultation” and the profile describes it leading to a scope discussion and tailored quote (profile S1–S2).	SOURCE-REPORTED	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Reported by the user-supplied profile; this agent did not open the pages. Does not prove delivery. Submitting the assessment is not a booking; no form submission or downstream workflow was tested — a page returning 200 would not prove the journey either.
CL-WYR-F10	Fleet messaging includes service evidence, date-specific readiness, observations and reporting; the public site labels its records/ readiness demonstrations illustrative and says capabilities and provider connections are confirmed during setup (profile S1).	SOURCE-REPORTED	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Source-reported capability, not tested functionality or a customer result. Readiness is not a booking.
CL-WYR-F11	WYR LOOP identifies Metro Atlanta for workplace service (profile S3).	SOURCE-REPORTED	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Exact Fleet routes, sites and available capacity still require confirmation. Not universal or regional coverage.
CL-WYR-F12	Historical (Sept 10 internal note, profile S6): two operational service vehicles and 40 theoretical location visits per month.	SOURCE-REPORTED	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Dated background only. Location visits are not completed Full Details. The 2026-11-09 owner report (S13) governs current Fleet volume planning; refresh before any commitment.

ID	Exact claim	Evidence	Source	Approved use	Review by	Not to infer
CL-WYR-F13	Commercial-model conflict: the live employee membership describes monthly service included in membership plus add-ons (profile S5, S7), while Sept 10 notes describe expense-first subscription allocation with remaining funds going to staff (profile S9).	SOURCE-REPORTED	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Not interchangeable models. Do not import employee membership prices or subsidy mechanics into a Fleet quote; do not assert zero profit or mandatory pass-through. Reconciliation is an owner decision.
CL-WYR-F14	Fleet care may reduce vehicle downtime or cost for an account.	HYPOTHESIS	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Hypothesis only — measure against the account's current process. No quantified downtime, uptime or savings promise.
CL-WYR-F15	Fleet clients, paid pilots, retention, revenue or validated case studies are not established in the sources the profile reviewed.	SOURCE-REPORTED	S14 · 2026-11-09	None — internal planning only; not approved for public use	2026-12-09	Absence of evidence in reviewed sources does not establish that none exist. Never invent customers, testimonials or results.

Appendix C. Fleet experiment cards (as recorded in the app)

EXP-WYR-F02 — Full Detail unit-cost measurement and capacity allocation

Status: **draft** · Evidence: `[PROPOSAL]`

- **Decision:** How much of the owner-reported 50–65 weekly Full Detail capacity can be allocated to the first site, and whether $130 per completed vehicle yields positive contribution per service and per crew-hour.
- **Hypothesis:** HYPOTHESIS: measured labor, supplies, travel, payment cost and rework per Full Detail leave positive contribution at $130, and the first-site cohort fits inside the planning reference of 50 per six-day week.
- **Supporting evidence:** S13: owner-reported 50–65 completed Full Details per six-day week; approved $130 unit price. 04 capacity and contribution formulas.
- **Disconfirming evidence:** Measured direct cost per Full Detail ≥ $130; travel/setup at the site consumes the allocation; worker-hours per Full Detail imply capacity well below 50/week.
- **Segment:** First confirmed site (Raven Volt site UNKNOWN until confirmed).
- **Baseline:** Capacity: 50–65/week owner-reported (not measured). Costs: UNKNOWN.

- **Intervention:** Time and cost a set of Full Details: crew elapsed time and worker-hours (kept distinct), supplies, travel allocation, payment cost, rework; enter into the per-service calculator.
- **Comparator:** Approved $130 unit price and the owner-reported capacity range.
- **Method:** Measurement + deterministic model. No customer exposure — a model is not market validation.
- **Primary outcome:** Contribution per completed Full Detail and route contribution per crew-hour at $130.
- **Denominator:** Completed Full Details measured (per service) and total crew-hours incl. travel, setup, service and recovery (per crew-hour).
- **Guardrails:** Never present the $6,500–$8,450 full-capacity scenario as a forecast, booking or profit; do not subtract unrelated commitments twice if 50–65 already represents available Fleet capacity.
- **Attribution:** Direct — single founder/operator-led account channel; no multi-touch allocation.
- **Minimum practical effect:** Contribution per service > $0 with a rework allowance; quote floor covers measured costs, overhead allocation and owner-chosen margin.
- **Sample rationale:** Deterministic model; quality depends on measured inputs.
- **Duration:** PROPOSAL — one working session once measurements exist
- **Lag window:** None
- **Resources:** Operator time to measure Full Details.
- **Budget cap:** $0 — no spend
- **Capacity cap:** Not applicable (this test measures it)
- **Owner:** Jey Lawrence (acceptance owner) — delivery, sales-follow-up and account-support owners UNKNOWN until assigned
- **Authorization:** None required — internal calculation; no external action.
- **Success rule:** Positive contribution per service at $130 and first-site cohort ≤ allocated weekly capacity.
- **Stop rule:** Stop if costs cannot be measured; do not substitute guesses. If contribution ≤ 0, redesign scope or price before any proposal.
- **Interpretation:** Scale: proceed to EXP-WYR-F03 proposal. Iterate: adjust checklist, vehicle classes or route. Stop: if contribution cannot be made positive.
- **Next decision:** Delivery lead supplies measured cost and worker-hours per Full Detail and the first-site allocation.

EXP-WYR-F01 — Raven Volt account qualification and site fit

Status: **draft** · Evidence: `[PROPOSAL]`

- **Decision:** Whether Raven Volt (Atlanta) qualifies for a written Full Detail pilot proposal: named payer, viable site, workable service window and approving contact.
- **Hypothesis:** Riskiest assumption (HYPOTHESIS): Raven Volt has company-owned light-duty vehicles that reliably return to one Atlanta site, an identified budget owner who can approve spend, and a site-access authority who permits on-site work in a recurring window.
- **Supporting evidence:** S13: owner names Raven Volt as first prospect; scope company-owned vehicles. S14: public Fleet assessment collects fleet composition, condition, services,

frequency, access/utilities, safety/site requirements, reporting, budget, start date and decision process (profile S2).

- **Disconfirming evidence:** No named payer or approving contact; vehicles continuously dispatched with no service window; no permitted workspace; heavy/specialty vehicles or contamination outside scope; decision requires multi-site commitment.
- **Segment:** Beachhead: Metro Atlanta business with company-owned light-duty vehicles returning to one site (Raven Volt as first account).
- **Baseline:** UNKNOWN — no Raven Volt conversation, assessment or walkthrough recorded in this app.
- **Intervention:** Founder/operator-led discovery using the six profile questions, then the public fleet assessment and a site walkthrough when needed. Record buyer, budget approver, site authority, scheduler, record reviewer and invoice recipient separately.
- **Comparator:** Raven Volt’s current arrangement (off-site care, in-house, existing mobile provider or deferral) — compared on scope, driver/travel effort, evidence, invoicing and total cost; no superiority claim.
- **Method:** Recent-behavior discovery (03 §1): ask about the last completed care cycle, not hypothetical willingness to pay. No invented transcripts.
- **Primary outcome:** Account qualified = named payer + viable site with access authority + defined operating window + approving contact for a written proposal.
- **Denominator:** Assessed accounts (here n = 1; accounts, locations, vehicles and appointments counted separately).
- **Guardrails:** Outreach only after explicit owner authorization; no customer records from other OTAH brands; Raven Volt is never described as a customer or case study; employee personal-vehicle program not bundled in.
- **Attribution:** Direct — single founder/operator-led account channel; no multi-touch allocation.
- **Minimum practical effect:** All four qualification elements confirmed in writing.
- **Sample rationale:** Single named account — a go/no-go qualification, not a market estimate.
- **Duration:** PROPOSAL — owner to set
- **Lag window:** PROPOSAL — time allowed for walkthrough after first conversation
- **Resources:** Founder/operator conversation and walkthrough time; no paid tools assumed.
- **Budget cap:** PROPOSAL — $0 cash; time cap owner-set
- **Capacity cap:** Founder/operator time only — hours UNKNOWN
- **Owner:** Jey Lawrence (acceptance owner) — delivery, sales-follow-up and account-support owners UNKNOWN until assigned
- **Authorization:** NOT AUTHORIZED — contacting Raven Volt requires separate, explicit owner approval (Jey Lawrence).
- **Success rule:** Proceed to EXP-WYR-F03 proposal when all four qualification elements are confirmed and vehicle count fits the allocated capacity.
- **Stop rule:** Stop on permission problems, no workable window, out-of-scope vehicles, or misleading messaging.
- **Interpretation:** Scale: none — qualification only. Iterate: adjust window/checklist. Stop: decline politely and qualify the next named local account.
- **Next decision:** Owner confirms Raven Volt vehicle count, exact Atlanta site, service window and approving contact; authorizes contact.

EXP-WYR-F03 — Raven Volt two-cycle Full Detail pilot at $130 per completed vehicle

Status: **draft** · Evidence: `[PROPOSAL]`

- **Decision:** Whether to offer Raven Volt a written, fixed-scope pilot: Full Detail for an agreed vehicle cohort at the owner-approved $130 per completed vehicle, over two cycles (PROPOSAL).
- **Hypothesis:** HYPOTHESIS: Raven Volt accepts written pilot terms and the operator completes two cycles with accepted service records, positive measured contribution and an explicit continuation decision.
- **Supporting evidence:** Depends on EXP-WYR-F01 (account qualified) and EXP-WYR-F02 (positive contribution; cohort fits allocation). S13: $130 approved unit price; Full Detail selected.
- **Disconfirming evidence:** Account declines terms; gross completion low; records disputed; rework high; contribution per crew-hour ≤ 0.
- **Segment:** Raven Volt, one confirmed Atlanta site.
- **Baseline:** UNKNOWN
- **Intervention:** Written pilot proposal: Full Detail checklist, vehicle classes and condition limits, vehicle count N, dates and service windows (America/New_York), work area and access, service-record format and acceptance, recovery/rework, Fleet-specific cancellation/weather terms, $130 per completed vehicle; taxes, extras and payment terms to be agreed.
- **Comparator:** Raven Volt’s current arrangement captured in EXP-WYR-F01.
- **Method:** Single-site paid pilot; two cycles proposed; service record per vehicle; reconcile scheduled vehicles against records.
- **Primary outcome:** Gross completion (completed ÷ all scheduled) with account acceptance of records; repeat completion in cycle 2
- **Denominator:** All services scheduled for the cycle (exception reasons — weather, missing vehicles, operator cancellations, rework — reported separately, never removed)
- **Guardrails:** Cohort ≤ allocated capacity; Fleet terms agreed in writing first (individual membership terms not copied); no claims beyond the ledger; billing/payment journey must exist and be verified before any charge — a page returning 200 does not prove it.
- **Attribution:** Direct — single founder/operator-led account channel; no multi-touch allocation.
- **Minimum practical effect:** Numeric service standards set with the account before the pilot (PROPOSAL).
- **Sample rationale:** One account; results support this site’s decision only, not a market-wide claim.
- **Duration:** PROPOSAL — two service cycles; frequency and term to be agreed with Raven Volt
- **Lag window:** PROPOSAL — continuation decision after cycle 2 reconciliation
- **Resources:** Operator crew (allocation from EXP-WYR-F02), supplies, founder account management.
- **Budget cap:** UNKNOWN — pilot total = $130 × N per cycle ($260 × N for two cycles of the same N); N not agreed; no cost budget approved
- **Capacity cap:** UNKNOWN — set from EXP-WYR-F02 allocation (planning reference 50/week owner-reported)

- **Owner:** Jey Lawrence (acceptance owner) — delivery, sales-follow-up and account-support owners UNKNOWN until assigned
- **Authorization:** NOT AUTHORIZED — sending the proposal, scheduling, billing and delivery require explicit owner approval.
- **Success rule:** Two cycles complete; records reconciled; reported issues resolved; positive measured contribution; explicit continuation decision by the account.
- **Stop rule:** Stop on delivery failure, safety or permission problems, overspend, broken record tracking or misleading messaging.
- **Interpretation:** Scale: recurring agreement or next site only after repeat economics hold. Iterate: adjust checklist/cadence. Stop: if contribution per crew-hour stays ≤ 0.
- **Next decision:** Owner approves pilot scope, N, cycles, terms and authorizes the proposal.

EXP-WYR-F04 — Challenger: passenger/staff-transport fleet at one location

Status: **draft** · Evidence: `[PROPOSAL]`

- **Decision:** Whether a local organization operating passenger or staff-transport vehicles from one location produces better repeat economics than the light-duty beachhead.
- **Hypothesis:** HYPOTHESIS (S14): interior-care requirements and operating windows of a one-location passenger/staff-transport fleet support higher repeat completion and contribution per crew-hour.
- **Supporting evidence:** S14 challenger recommendation. No account named.
- **Disconfirming evidence:** No workable service window between runs; interior requirements exceed the Full Detail checklist; contribution per crew-hour below the beachhead.
- **Segment:** Local passenger/staff-transport fleet operating from one location (company-owned vehicles).
- **Baseline:** UNKNOWN
- **Intervention:** Same qualification and pilot design as F01/F03 once the beachhead result is known.
- **Comparator:** EXP-WYR-F03 Raven Volt pilot economics.
- **Method:** Run only after the beachhead pilot or if F01 disqualifies the beachhead.
- **Primary outcome:** Repeat completion
- **Denominator:** Vehicles completing cycle 1 (withdrawals shown separately)
- **Guardrails:** Passenger transport is NOT permission to claim infection-control services or medical suitability. The employee personal-vehicle membership is a separate adjacent offer — not this challenger and not the Fleet fallback.
- **Attribution:** Direct — single founder/operator-led account channel; no multi-touch allocation.
- **Minimum practical effect:** PROPOSAL — owner to set.
- **Sample rationale:** One account; directional only.
- **Duration:** PROPOSAL — owner to set
- **Lag window:** PROPOSAL — one cycle
- **Resources:** Operator crew hours; account coordination.
- **Budget cap:** UNKNOWN — no budget approved
- **Capacity cap:** UNKNOWN — from EXP-WYR-F02
- **Owner:** Jey Lawrence (acceptance owner) — delivery, sales-follow-up and account-support owners UNKNOWN until assigned

- **Authorization:** NOT AUTHORIZED — targeting, contact, pricing and billing require explicit owner approval.
- **Success rule:** PROPOSAL — set before exposure.
- **Stop rule:** Stop on permission problems, delivery failure, broken tracking or overspend.
- **Interpretation:** Scale: none until repeat economics hold. Iterate: adjust checklist/window. Stop: if repeat completion stays below the owner-set floor.
- **Next decision:** Owner decides after the Raven Volt result whether to name a challenger account.

Appendix D. Fleet DRAFT assets (as recorded in the app — DRAFT, not sent or published)

DRAFT · Fleet track · DRAFT — Onboarding checklist — WYR LOOP

- **1. Confirm permissions and data boundary** `[PROPOSAL]`: Owner: UNKNOWN. Dependency: signed scope. Event: fit_confirmed. Recovery: pause until permission is documented.
- **2. Agree the first-value task** `[HYPOTHESIS]`: Task: An eligible member receives the agreed service at a confirmed site and time with a clear completion receipt. Event: commitment_accepted.
- **3. Deliver the first useful result** `[PROPOSAL]`: Owner: UNKNOWN. Event: activation_completed. Recovery: documented rework path.
- **4. Confirm value with the customer** `[PROPOSAL]`: Event: value_confirmed. Expected benefit stated by the customer, not assumed.
- **5. Failure recovery** `[UNKNOWN]`: Support capacity: UNKNOWN. Escalation owner: UNKNOWN.

DRAFT · Fleet track · DRAFT — Pilot brief — WYR LOOP

- **Scope** `[APPROVED]`: Fleet track: Full Detail (exterior + interior) for company-owned vehicles; first pilot for Raven Volt (Atlanta, prospect) at the owner-approved $130 per completed vehicle (APPROVED unit price, S13 — not a published price or accepted quote). Pilot total = $130 × N per cycle; two cycles is a PROPOSAL; checklist, N, schedule, taxes, extras and payment terms not agreed.
- **Customer inputs** `[UNKNOWN]`: UNKNOWN — define permitted inputs; never request credentials or raw sensitive records.
- **Capacity** `[UNKNOWN]`: UNKNOWN — available hours × utilization / hours per accepted unit not yet measured.
- **Duration** `[PROPOSAL]`: [PROPOSAL — owner to set]
- **Acceptance** `[HYPOTHESIS]`: Candidate acceptance evidence: An eligible member receives the agreed service at a confirmed site and time with a clear completion receipt.
- **Price status** `[UNKNOWN]`: No approved price. Any figure must be labeled PROPOSAL until approved.
- **Support** `[UNKNOWN]`: UNKNOWN
- **Cancellation** `[UNKNOWN]`: UNKNOWN
- **Evidence plan** `[PROPOSAL]`: Record activation_completed and value_confirmed per brand definition; report absolute counts with rates.

- **Next decision** `[UNKNOWN]`: Current geography

DRAFT · Fleet track · DRAFT — Sales discovery guide — WYR LOOP

- **Current workflow** `[PROPOSAL]`: Tell me about the last time this happened. What triggered it? What did you do? Who participated?
- **Stakes** `[PROPOSAL]`: What did it cost in time or money? What failed?
- **Stakeholders** `[HYPOTHESIS]`: Hypothesis to validate: Employees seeking convenient recurring care; workplace/property decision-makers seeking an on-site amenity. Buyer, host and end user may differ — who pays, grants site access and schedules: UNKNOWN. Who approved the spend? Who would block a change?
- **Proof needed** `[PROPOSAL]`: What evidence would you need to trust a new approach?
- **Procurement** `[UNKNOWN]`: Purchasing path, security review and payment mechanism: UNKNOWN.
- **Success criteria** `[HYPOTHESIS]`: Candidate first-value outcome: An eligible member receives the agreed service at a confirmed site and time with a clear completion receipt.
- **Validate in this conversation** `[UNKNOWN]`: • Current geography • Site permission • Service menu • Operator hours and route density • Price • Cancellation/weather policy • Booking/payment/support journey • Actual capacity • Fleet payer confirmation (fleet/employer account vs driver) • Vehicle eligibility, access and service-window rules • Site-host terms for on-site service • Raven Volt: exact site address, host authority, vehicle count, service window and approving contact • Written site permission for the selected Raven Volt site • Full Detail checklist, condition limits, exclusions and vehicle classes • Measured cost and worker-hours per Full Detail; Raven Volt capacity allocation • Pilot total, taxes, extras, minimum and payment terms; Fleet-specific cancellation/weather terms • Account workflow, billing arrangement, support owner and contracting entity • Delivery, sales-follow-up and account-support owners
- **Mutual next step** `[UNKNOWN]`: [Agreed, voluntary next step with date and owner]

DRAFT · Fleet track · DRAFT — Outbound message draft — WYR LOOP

- **Observation** `[UNKNOWN]`: [Public, business-relevant observation — placeholder until the recipient and source are recorded]
- **Plausible problem** `[HYPOTHESIS]`: An eligible member receives the agreed service at a confirmed site and time with a clear completion receipt.
- **Bounded useful offer** `[APPROVED]`: Fleet track: Full Detail (exterior + interior) for company-owned vehicles; first pilot for Raven Volt (Atlanta, prospect) at the owner-approved $130 per completed vehicle (APPROVED unit price, S13 — not a published price or accepted quote). Pilot total = $130 × N per cycle; two cycles is a PROPOSAL; checklist, N, schedule, taxes, extras and payment terms not agreed.
- **Voluntary next step** `[PROPOSAL]`: [Low-friction, voluntary next step — e.g. a short conversation about how the recipient handles this today]
- **Rules** `[PROPOSAL]`: No fabricated familiarity, no sensitive personalization, no claims beyond the ledger. A draft sequence is not a scheduled campaign.

DRAFT · Fleet track · DRAFT — Landing page draft — WYR LOOP

- **Headline** `[PROPOSAL]`: “Predictable vehicle care where your workday already happens.” Use only at locations where delivery is confirmed.
- **Subhead** `[SOURCE-REPORTED]`: Recurring, location-based vehicle care at workplaces or shared locations (member/employer program).
- **Evidence-based benefits** `[HYPOTHESIS]`: None approved. Candidate benefit to test: An eligible member receives the agreed service at a confirmed site and time with a clear completion receipt.
- **How it works** `[SOURCE-REPORTED]`: Program concept per WYR Loop synopsis (2026-08-04). No live availability proof. (Source-reported description; not a verified journey.)
- **Fit / exclusions** `[HYPOTHESIS]`: Fit: Employees seeking convenient recurring care; workplace/property decision-makers seeking an on-site amenity. Buyer, host and end user may differ — who pays, grants site access and schedules: UNKNOWN. Exclusions: No invented employer partnerships or universal coverage; Keep WYR Detail, WYR LOOP and In The Loop OS distinct
- **Exact offer information** `[APPROVED]`: Fleet track: Full Detail (exterior + interior) for company-owned vehicles; first pilot for Raven Volt (Atlanta, prospect) at the owner-approved $130 per completed vehicle (APPROVED unit price, S13 — not a published price or accepted quote). Pilot total = $130 × N per cycle; two cycles is a PROPOSAL; checklist, N, schedule, taxes, extras and payment terms not agreed.
- **CTA** `[UNKNOWN]`: [CTA — UNKNOWN until an owner-accepted journey exists]
- **Objections / FAQ** `[SOURCE-REPORTED]`: • No invented employer partnerships or universal coverage • Keep WYR Detail, WYR LOOP and In The Loop OS distinct
- **Proof bar** `[UNKNOWN]`: None. No approved testimonials, logos, metrics or case studies exist for this brand.

DRAFT · Fleet track · DRAFT — One-page GTM decision brief — WYR LOOP

- **Decision** `[PROPOSAL]`: Prepare the evidence step for "Full Detail unit-cost measurement and capacity allocation" (draft) and seek owner approval before any exposure. Horizon: immediate evidence collection → bounded pilot.
- **Why now** `[PROPOSAL]`: Observed trigger: UNKNOWN. Proposed bottleneck: evidence completeness is 33% with 1 of 10 activation fields UNKNOWN.
- **Buyer** `[HYPOTHESIS]`: Employees seeking convenient recurring care; workplace/property decision-makers seeking an on-site amenity. Buyer, host and end user may differ — who pays, grants site access and schedules: UNKNOWN.
- **Job** `[HYPOTHESIS]`: An eligible member receives the agreed service at a confirmed site and time with a clear completion receipt.
- **Evidence** `[SOURCE-REPORTED]`: [SOURCE-REPORTED] WYR Detail is the flagship operator, WYR LOOP is the member/employer program, and In The Loop OS is the shared operational backbone. (S03, 2026-08-04). Not inferred: The three must not be merged; no invented employer partnerships or universal coverage. [HYPOTHESIS] Employees want convenient recurring vehicle care and workplace decision-makers value it as an on-site amenity. (S03, 2026-08-04). Not inferred: Buyer, host and end user may differ; who pays is UNKNOWN. [PROPOSAL] Predictable vehicle care where your workday already happens. (S03, 2026-08-04). Not inferred: Use only at locations where delivery is confirmed. [SOURCE-REPORTED] Before any campaign WYR LOOP was missing current geography, site permission, service menu,

operator hours, route density, price, cancellation/weather policy, booking/payment/support journey and actual capacity. (S03, 2026-08-04). Not inferred: As of v2, price (unit only), service (Full Detail) and reported capacity have owner inputs (S13); site permission, terms, journey, measured route density and allocation remain open. [SOURCE-REPORTED] Fleet scope is company-owned vehicles; the paying party is the business account responsible for those vehicles, not an individual driver. (S13, 2026-11-09). Not inferred: Owner-confirmed scope only. The exact contracting/paying entity and purchasing authority for any account (including Raven Volt) remain UNKNOWN. [PROPOSAL] For each fleet account record separately: economic buyer, budget approver, site-access authority, scheduler, service-record reviewer and invoice recipient, plus PO, bidding, insurance, vendor-onboarding and payment-term requirements. (S14, 2026-11-09). Not inferred: Driver agreement alone does not establish company purchasing or site authority. Do not assume the buyer can grant site access. [PROPOSAL] First value (fleet): an authorized company vehicle receives the agreed service within the agreed window, and the account receives and accepts its service record. (S14, 2026-11-09). Not inferred: An activation definition to test, not an observed outcome. Track the first completed vehicle separately from completion of a whole cycle. No completed fleet service is recorded in this app. [PROPOSAL] Proposed headline: “Fleet care that fits your operation.” Supporting copy: “Keep vehicle care and its service records together.” CTA: “Request a fleet consultation.” (S14, 2026-11-09). Not inferred: Not approved copy. Never sell mechanical maintenance, diagnostics, telematics, guaranteed uptime, automatic repair authorization or universal geographic coverage. [SOURCE-REPORTED] Raven Volt, Atlanta, is the owner-named first Fleet prospect. (S13, 2026-11-09). Not inferred: Not a customer, signed account, pilot, case study or reference. No evidence of customer interest, site permission or completed service. Legal entity, address, vehicle count and decision-makers unconfirmed. No outreach authorized. [APPROVED] Approved pilot unit price: $130 per vehicle for one complete Full Detail (exterior and interior). (S13, 2026-11-09). Not inferred: Not a published price, rate card or accepted customer quote. Does not set a pilot total, recurrence, taxes, extras, minimums or payment terms. Does not establish margin or break-even (costs UNKNOWN). [SOURCE-REPORTED] Available Fleet capacity is 50–65 completed Full Details per six-day week (≈8.3–10.8 per operating day averaged); one unit = one vehicle receiving one complete Full Detail. (S13, 2026-11-09). Not inferred: Owner-reported, not independently measured. Not a Raven Volt booking or allocation and not a daily service guarantee. Exterior and interior are never counted as separate units. Plan to the low end (50). [SOURCE-REPORTED] WYR LOOP publicly markets Fleet care and a fleet assessment; the assessment CTA is “Request a fleet consultation” and the profile describes it leading to a scope discussion and tailored quote (profile S1–S2). (S14, 2026-11-09). Not inferred: Reported by the user-supplied profile; this agent did not open the pages. Does not prove delivery. Submitting the assessment is not a booking; no form submission or downstream workflow was tested — a page returning 200 would not prove the journey either. [SOURCE-REPORTED] Fleet messaging includes service evidence, date-specific readiness, observations and reporting; the public site labels its records/readiness demonstrations illustrative and says capabilities and provider connections are confirmed during setup (profile S1). (S14, 2026-11-09). Not inferred: Source-reported capability, not tested functionality or a customer result. Readiness is not a booking. [SOURCE-REPORTED] WYR LOOP identifies Metro Atlanta for workplace service (profile S3). (S14, 2026-11-09). Not inferred: Exact Fleet routes, sites and available capacity still require confirmation. Not universal or regional coverage. [SOURCE-REPORTED] Historical (Sept 10 internal note, profile S6): two operational service vehicles and 40 theoretical location visits per month. (S14, 2026-11-09). Not inferred: Dated background only. Location visits are not

completed Full Details. The 2026-11-09 owner report (S13) governs current Fleet volume planning; refresh before any commitment. [SOURCE-REPORTED] Commercial-model conflict: the live employee membership describes monthly service included in membership plus add-ons (profile S5, S7), while Sept 10 notes describe expense-first subscription allocation with remaining funds going to staff (profile S9). (S14, 2026-11-09). Not inferred: Not interchangeable models. Do not import employee membership prices or subsidy mechanics into a Fleet quote; do not assert zero profit or mandatory pass-through. Reconciliation is an owner decision. [HYPOTHESIS] Fleet care may reduce vehicle downtime or cost for an account. (S14, 2026-11-09). Not inferred: Hypothesis only — measure against the account's current process. No quantified downtime, uptime or savings promise. [SOURCE-REPORTED] Fleet clients, paid pilots, retention, revenue or validated case studies are not established in the sources the profile reviewed. (S14, 2026-11-09). Not inferred: Absence of evidence in reviewed sources does not establish that none exist. Never invent customers, testimonials or results.

- **Offer** `[APPROVED]`: Fleet track: Full Detail (exterior + interior) for company-owned vehicles; first pilot for Raven Volt (Atlanta, prospect) at the owner-approved $130 per completed vehicle (APPROVED unit price, S13 — not a published price or accepted quote). Pilot total = $130 × N per cycle; two cycles is a PROPOSAL; checklist, N, schedule, taxes, extras and payment terms not agreed. Terms status: no approved live price or terms exist in this workspace.
- **Positioning** `[PROPOSAL]`: "Predictable vehicle care where your workday already happens." Use only at locations where delivery is confirmed.
- **Motion** `[PROPOSAL]`: Main channel: UNKNOWN (no channel access established). Learning motion (proposal): founder-led discovery conversations about recent behavior. Draft asset: see the draft asset set. CTA: UNKNOWN.
- **Economics / capacity** `[UNKNOWN]`: Price, variable delivery/support cost, CAC, contribution and feasible delivery volume: UNKNOWN. Synthetic example figures are never applied to a real brand.
- **Next experiments** `[PROPOSAL]`: 1. Full Detail unit-cost measurement and capacity allocation — status draft; stop rule: Stop if costs cannot be measured; do not substitute guesses. If contribution ≤ 0, redesign scope or price before any proposal.
- Raven Volt account qualification and site fit — status draft; stop rule: Stop on permission problems, no workable window, out-of-scope vehicles, or misleading messaging.
- Raven Volt two-cycle Full Detail pilot at $130 per completed vehicle — status draft; stop rule: Stop on delivery failure, safety or permission problems, overspend, broken record tracking or misleading messaging.
- Challenger: passenger/staff-transport fleet at one location — status draft; stop rule: Stop on permission problems, delivery failure, broken tracking or overspend.
- **Decision needed** `[UNKNOWN]`: • Current geography • Site permission • Service menu
- **Status** `[PROPOSAL]`: IN PROGRESS — DRAFT. Verified: nothing independently verified. Not checked: current production state, prices, capacity, channel access.

Appendix E. Missing inputs recorded on the brand

- Current geography
- Site permission
- Service menu
- Operator hours and route density

- Price
- Cancellation/weather policy
- Booking/payment/support journey
- Actual capacity
- Fleet payer confirmation (fleet/employer account vs driver)
- Vehicle eligibility, access and service-window rules
- Site-host terms for on-site service
- Raven Volt: exact site address, host authority, vehicle count, service window and approving contact
- Written site permission for the selected Raven Volt site
- Full Detail checklist, condition limits, exclusions and vehicle classes
- Measured cost and worker-hours per Full Detail; Raven Volt capacity allocation
- Pilot total, taxes, extras, minimum and payment terms; Fleet-specific cancellation/weather terms
- Account workflow, billing arrangement, support owner and contracting entity
- Delivery, sales-follow-up and account-support owners

Appendix F. Sources cited

The working profile (S14) itself cites public pages and internal Drive/Notion documents (its S0–S11). Those were read by the owner and were not opened by this agent; they are not listed as verified sources below.

- **S03** WYR Loop synopsis (source date 2026-08-04) — https://app.notion.com/p/3b2a90a45ed7817f961ccbc0145ed907. Allowed use: Brand distinction and program concept Limitation: No live availability proof
- **S12** Owner direction: build the WYR LOOP (FLEET) GTM as the first full brand GTM (source date 2026-11-09) — no link (owner direction in this project). Allowed use: Names WYR LOOP (Fleet) as the first full-GTM build target; direct owner authority for planning work only Limitation: Direction only — supplies no facts about fleet buyers, sites, geography, price, capacity or partnerships; no outreach, spend or publishing authorized
- **S13** Owner-confirmed WYR LOOP Fleet pilot inputs (Jey Lawrence, 2026-11-09) (source date 2026-11-09) — no link (owner direction in this project). Allowed use: Internal pilot planning: scope = company-owned vehicles; first prospect Raven Volt (Atlanta); starting service Full Detail (exterior + interior); approved pilot unit price $130 per vehicle; owner-reported capacity 50–65 completed Full Details per six-day week; unit = one vehicle receiving one complete Full Detail Limitation: Owner statements, not measurements or customer evidence. Raven Volt account acceptance, entity, address, vehicle count and decision-makers unconfirmed; checklist, recurrence, taxes, extras and payment terms not agreed; capacity not independently measured and not a Raven Volt allocation; $130 is not an accepted customer quote or a published price
- **S14** WYR LOOP Fleet — completed working GTM profile (user-supplied in chat, 2026-11-09) (source date 2026-11-09) — no link (owner direction in this project). Allowed use: Planning context: positioning, segments, buying process, offer layers, journey, discovery questions, metrics and remaining inputs; reports that a public Fleet page and assessment exist (profile S1–S2), Metro Atlanta workplace geography (profile S3), employee membership pricing/terms

(profile S5, S7), a Sept 10 capacity note (profile S6) and a commercial-model conflict (profile S5, S7 vs S9) Limitation: Public pages and internal documents it cites (profile S0–S11) were read by the user, not by this agent, and are not independently verified here. Not a published offer, accepted quote, contract or proof of tested platform functionality

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