PRODUCT, ARCHITECTURE, AND IMPLEMENTATION DISCOVERY

From first dollar to the operating system behind it.

A focused engagement to define how Commas can guide a new creator to revenue, support an existing business as it grows, and coordinate dependable agent work without turning the product into a collection of disconnected tools.

> **The Phase 1 decision:** identify the right first customer journey, prove the technical boundary against the actual Commas codebase, and leave the team with a buildable implementation plan.

PREPARED FOR
FanBasis, Inc. d/b/a Commas
Yash Daftary, Alisha Mody, Bhavin Asher, and the implementation team

PREPARED BY
MIOSA LLC
Product architecture, agent orchestration, and implementation planning

PROPOSAL DATE
August 6, 2026
Valid for 15 calendar days

THE MANDATE

Commas can become the operating surface for online business, not only the place where a transaction happens.

The opportunity begins with one urgent result - helping a person make a first dollar online - and expands only when the product can carry context, decisions, policy, execution, review, and outcomes from one module to the next.

01 / ACTIVATE

Get to a real outcome

Turn an idea into a clear offer, a publishable customer journey, a working checkout, and a measurable first transaction.

02 / OPERATE

Keep the business coherent

Preserve identity, context, approvals, evidence, and operating state as the customer adopts more Commas capabilities.

03 / EXPAND

Serve larger organizations

Model teams, roles, workspaces, policies, and data boundaries without forcing enterprise users into a flat sandbox list.

Recommended starting point: select one first-dollar journey, inspect how it is implemented today, and design the operating loop around it before committing to a broad platform rebuild.

What Phase 1 changes

BEFORE	AFTER PHASE 1
A strong product vision supported by a beta implementation and several unresolved architectural choices.	A selected first journey, validated integration boundary, target architecture, acceptance model, implementation sequence, and priced Phase 2 options.
Execution technology discussed independently from product state, business hierarchy, and customer outcomes.	One closed operating loop connecting intent, context, agent work, review, publishing, evidence, and the next decision.

WHAT WE HEARD

The strategy is aligned. The unanswered questions are product and implementation questions.

YASH / EXECUTIVE

Build the broader business OS

Connect a credible first use case to the larger platform vision, establish the partnership boundary, and create a path that can serve both emerging sellers and established companies.

ALISHA / PRODUCT

Fix the journey, not only the engine

Reduce ambiguity in the current funnel experience, guide the user into the agent at the right moment, reveal controls progressively, and make review, cancellation, publishing, and discovery understandable.

BHAVIN / TECHNICAL

Reuse before rebuilding

Understand the end-to-end agent flow, identify what the existing engineering and product agents can reuse, and define how MIOSA integrates with Commas' backend, tenancy, security, and AWS environment.

Current constraints observed in the working session

- ✓ The current funnel builder uses a shared execution environment and returns static HTML, CSS, and JavaScript.
- ✓ The interface exposes controls before the user has enough context to understand them.
- ✓ Some product states and actions are incomplete or inconsistent across the beta.
- ✓ Custom-domain, merchant-of-record, checkout, and publishing behavior affect the architecture.
- ✓ Commas already has agents, APIs, tenancy, billing, and infrastructure that must be mapped before any replacement decision.
- ✓ Isolation alone does not define durable business context, permissions, review, or learning.
- ✓ Enterprise behavior requires an explicit hierarchy and policy model.
- ✓ The first pilot needs a measurable customer outcome, not a technology demonstration.

Phase 1 is not a generic audit. It is the work required to convert these observations into a buildable product and architecture decision.

TWO CUSTOMER STARTING STATES

The same platform must guide a new creator and respect the operating reality of an established business.

JOURNEY 01 / NEW CREATOR

From a blank page to a first dollar

1. Clarify the audience, problem, and intended result.
2. Shape a sellable offer and select the required Commas modules.
3. Generate a funnel or sales surface in an isolated preview.
4. Review, edit, approve, and publish through Commas.
5. Connect checkout and fulfillment.
6. Return conversion and friction as evidence for the next action.

Successful outcome: a real, reviewable, live offer capable of producing revenue.

JOURNEY 02 / EXISTING BUSINESS

Add an operating layer without adding another silo

1. Map the company, teams, roles, systems, and source-of-truth boundaries.
2. Choose one high-value workflow and its required data.
3. Configure agents, tools, permissions, and review rules.
4. Execute under the company's security and hosting boundary.
5. Return approved results to the existing operating systems.
6. Expand to adjacent modules only after measured proof.

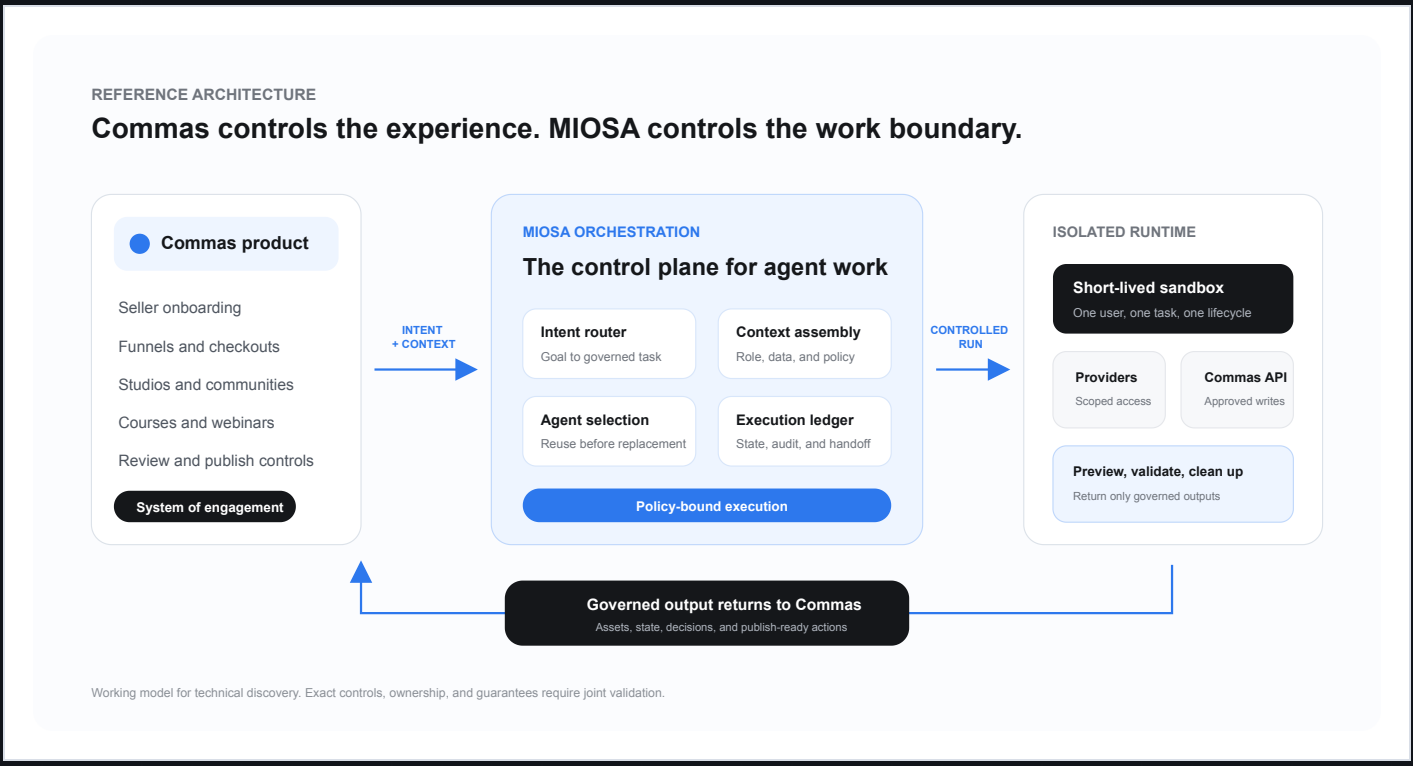
Successful outcome: governed agent work that fits the company rather than replacing its reality with a generic template.

Product decisions Phase 1 must produce

DECISION	NEW CREATOR	EXISTING BUSINESS
Starting signal	Idea, audience, skill, or existing offer	Business objective, operating gap, or workflow
Guidance model	Constrained, progressive, and outcome-led	Human discovery plus governed configuration
Review boundary	Preview before publication or spend	Role and policy-based approval before system mutation
Proof	Published offer and first revenue event	Accepted workflow result, evidence, cost, and operating improvement

A BOUNDARY THE TEAMS CAN VALIDATE

Commas controls the customer experience. MIOSA supplies governed context and agent orchestration. Commas controls its production environment and data.



COMMAS

System of engagement

Customer journey, user interface, official product state, tenancy, billing, checkout, publishing, analytics, and customer relationship.

MIOSA

System of context and control

Agent configuration, organizational hierarchy, scoped context, memory, tools, policy, secrets, execution lifecycle, evidence, and decision records.

COMMAS ENVIRONMENT

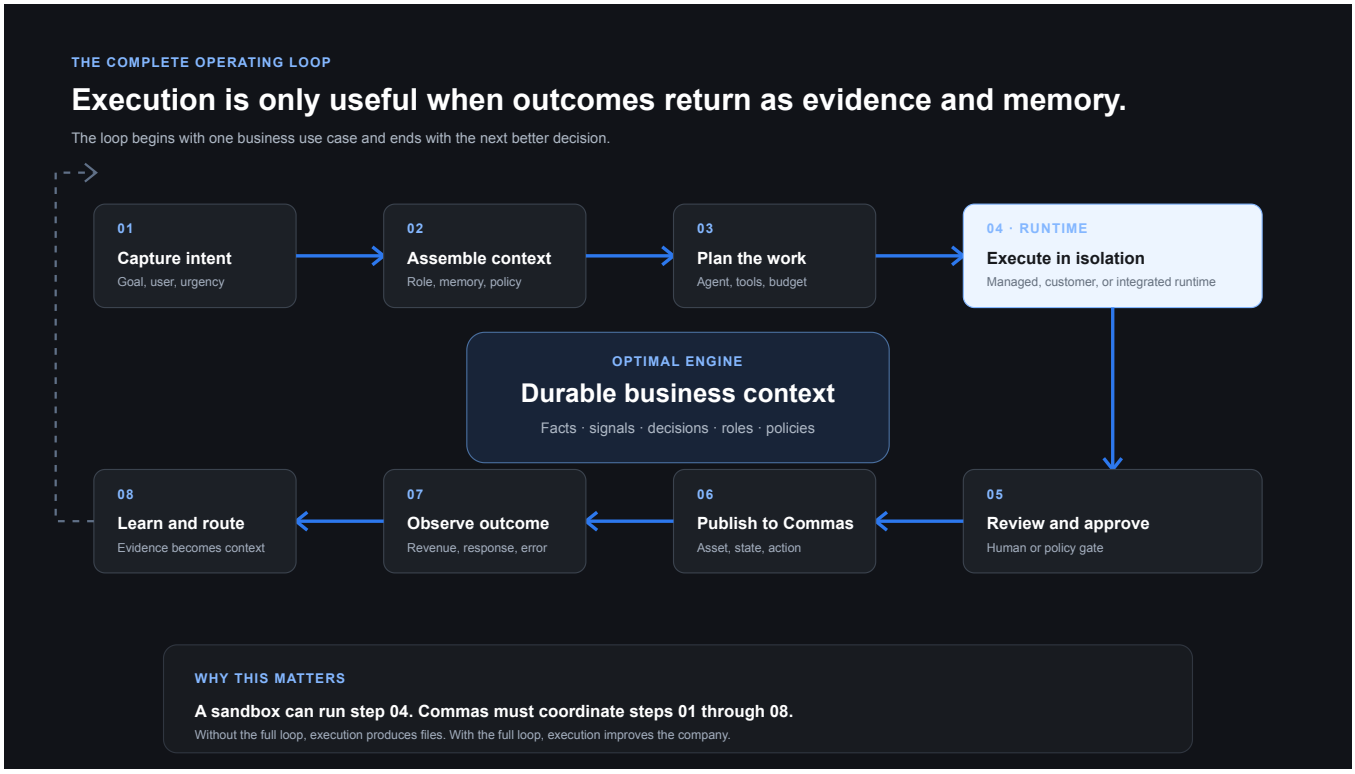
Production boundary

Approved cloud resources, data stores, network controls, logs, internal services, model providers, and integrations under Commas' authority.

This is a reference boundary, not an assumption about the final implementation. Phase 1 confirms what stays in the current Commas stack, what uses MIOSA interfaces, and what requires a Commas-specific adapter.

EXECUTION IS ONE STEP

The product becomes dependable when every run returns through review, publishing, outcomes, and learning.



IDENTITY

Who is acting?

User, organization, workspace, agent, owner, and delegated authority.

CONTEXT

What may it know?

Approved facts, sources, memory, business rules, and customer state.

POLICY

What may it do?

Tools, budget, credentials, network, review gates, and prohibited actions.

EVIDENCE

What happened?

Artifacts, decisions, costs, errors, approvals, outcomes, and the next signal.

The technical objective: let Commas reuse its existing product and agents where appropriate while adding the missing contract around each run. Phase 1 identifies the minimum integration required to close that loop.

QUESTIONS THAT DETERMINE THE BUILD

Phase 1 resolves the decisions that cannot be answered responsibly from a product demo.

PRODUCT

Journey and module boundary

- Which first-dollar journey has the strongest urgency and baseline?
- Where should the agent enter the current experience?
- Which controls remain hidden until needed?
- What event counts as completion, publication, and first proof?
- Which adjacent module should context power next?

APPLICATION

Code and agent boundary

- Where do the current funnel agent and static output live?
- Which existing product and engineering agents should be reused?
- Which Commas APIs and SDKs are authoritative?
- What adapter, if any, is required for MIOSA?
- How does the result return to Commas state?

TENANCY AND DATA

Scope and source of truth

- How are customers, teams, products, projects, and permissions modeled?
- Which system owns each record?
- What context persists between runs?
- What may be reused across journeys or organizations?
- What data must remain isolated?

SECURITY AND OPERATIONS

Control and production readiness

- How are credentials, tools, network access, and spend governed?
- Which actions require human approval?
- Where do execution, logs, and artifacts run and persist?
- What are the rollback and incident boundaries?
- Which compliance constraints apply to the selected journey?

Output: a signed decision register that removes ambiguity before implementation begins.

EIGHT DECISION-GRADE DELIVERABLES

Commas receives the material required to approve, reject, or reshape implementation.

01

Current-state assessment

Relevant code, services, agents, tenancy, APIs, data flows, AWS boundaries, deployment, constraints, and observed failure points.

02

Selected journey specification

User profile, starting state, agent interaction, review states, publication event, first proof, baseline, and acceptance criteria.

03

Target architecture

Application, orchestration, runtime, data, identity, secrets, network, publishing, evidence, and operational boundaries.

04

Organization and context model

Tenant, organization, workspace, user, role, project, agent, policy, memory, and industry-template relationships.

05

Agent and security contract

Instructions, models, tools, sources, schemas, credentials, budgets, review gates, prohibited actions, audit, and retention.

06

Build, reuse, and integration register

Existing Commas capability, MIOSA capability, required adapters, third-party dependencies, owners, and rationale.

07

Pilot and acceptance plan

Representative scenarios, synthetic evaluation, policy tests, reliability targets, product metrics, operating metrics, and go/no-go gates.

08

Phase 2 execution options

Recommended workstreams, sequence, staffing, dependencies, risks, timing, usage assumptions, and budget ranges.

Deliverables are provided in editable and presentation-ready formats, supported by a final executive, product, and technical readout.

TEN BUSINESS DAYS AFTER READINESS

A short engagement with explicit decisions, owners, and gates.

DAYS 1–2

Orient

Kickoff, access, product demo, current architecture, goals, constraints, and readiness.

DAYS 3–4

Trace

Selected journey, agent code, APIs, tenancy, data, publishing, checkout, and failure modes.

DAYS 5–6

Model

Architecture, hierarchy, context, agent contract, security, runtime, and ownership.

DAYS 7–8

Validate

Team review, threat and failure review, build-vs-integrate decisions, pilot and acceptance.

DAYS 9–10

Decide

Final package, implementation options, budget ranges, readout, and next-step decision.

Working cadence

- ✓ One kickoff and access-readiness session
- ✓ Two technical architecture sessions
- ✓ Two product and operating-model sessions
- ✓ One midpoint decision checkpoint
- ✓ One final executive, product, and technical readout
- ✓ Asynchronous question and evidence channel

Named decision roles

- ✓ Yash - executive sponsor and partnership decisions
- ✓ Alisha - product journey and customer experience
- ✓ Bhavin or delegate - architecture and security
- ✓ Named backend and current-agent owner
- ✓ Named checkout SDK and publishing owner
- ✓ Named AWS and security owner

Schedule begins when readiness is confirmed. The clock does not begin while material access, owners, or source information required for the selected journey remain unavailable.

MINIMUM ACCESS, NAMED OWNERS

Start narrow. Expand access only when a specific decision requires it.

AREA	REQUIRED INPUT	EXPECTED OWNER
Executive	Phase 1 objective, decision authority, product priorities, commercial constraints	Yash
Product	Current and intended first-dollar journey, existing-business path, beta constraints, success measures	Alisha
Application	Relevant repository access, local setup, architecture, current agent implementation, API and SDK references	Bhavin and engineering owner
Tenancy	User, team, customer, product, workspace, role, and permission model	Architecture owner
Publishing	Current funnel output, domains, deployment, templates, preview, approval, and rollback	Funnel and platform owner
Commerce	Checkout SDK, merchant-of-record boundary, billing, cancellation, fulfillment, and event model	Checkout owner
Cloud and security	AWS topology, data stores, secrets, network, observability, test tenant, compliance constraints	Cloud and security owner
Evidence	Known failures, user feedback, product analytics, representative conversations, current performance	Product and support owners

Preferred working environment

A non-production tenant, least-privilege named access, sanitized or representative records, documented approval owners, and a shared decision log.

Information boundary

The mutual NDA governs disclosure. Production credentials, regulated data, or broad repository access are not assumed and require a specific approved method.

A DECISION ASSET, NOT AN AUTOMATIC BUILD COMMITMENT

Phase 1 is complete when Commas can make an informed implementation decision.

DELIVERY ACCEPTANCE

Complete and internally consistent

- ✓ All eight deliverables are provided.
- ✓ Material claims link to reviewed evidence or are identified as assumptions.
- ✓ Major architectural choices include rationale and alternatives.
- ✓ Open risks, dependencies, and unresolved decisions are explicit.
- ✓ The recommended pilot has measurable acceptance criteria.
- ✓ The implementation options include responsible owners and budget ranges.

CORRECTION PROCESS

One consolidated review

Commas receives five business days to identify material omissions against the agreed deliverables. MIOSA corrects verified omissions without additional professional fees.

New use cases, changed assumptions, implementation requests, or new production requirements are handled through written change control or a later phase.

Implementation paths available after Phase 1

OPTION A

Joint implementation

Commas and MIOSA approve a Phase 2 statement of work for the selected pilot.

OPTION B

Commas-led build

Commas uses the decision package and engages MIOSA only where desired.

OPTION C

Pause or redirect

Commas retains the paid Phase 1 deliverables and may decide not to proceed.

No Phase 2 obligation. The purpose of Phase 1 is to replace assumptions with a decision both teams can defend.

PHASE 1 INVESTMENT

A fixed fee for the product, architecture, and implementation decisions required before a responsible build.

PROFESSIONAL FEE

USD 25,000

50% due at signature. 50% due upon delivery of the final Phase 1 package.

Approved travel and third-party usage are excluded unless stated in writing.

DELIVERY WINDOW

10 business days

Begins after signature, initial payment, named owners, and access readiness.

The parties may adjust session dates in writing without changing the scope.

Included

- ✓ Eight Phase 1 deliverables
- ✓ Working sessions and decision facilitation
- ✓ Final executive, product, and technical readout
- ✓ Editable and presentation-ready final materials
- ✓ One consolidated correction pass for material omissions

Excluded from Phase 1

- Production implementation or migration
- Ongoing software development or staff augmentation
- Production hosting, support, or incident response
- Third-party licenses, cloud, model, or usage fees
- Legal, regulatory, or compliance certification

> **Start sequence:** execute the mutual NDA and Professional Services Agreement with Exhibit A, pay the initial invoice, name the decision owners, confirm the selected working environment, and schedule kickoff.

This proposal is a commercial summary. The Professional Services Agreement and its Phase 1 Statement of Work control the engagement if signed.