

002 — Build log

Stacka

Seven phases from runtime to marketplace.

We ship the tenant PWA framework first, then layer multi-tenancy, Studio with AI build mode, CRM and marketing automation on top of a known-good runtime. Public, dated, honest.

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The plan, at a glance.

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Roadmap webpage

Make the plan browsable, branded and shareable.

0.1

Brand tokens

Stacka Ink/Paper/Signal/Rule wired into styles.css. Aptos Display with Inter fallback. Mono for eyebrows and metadata.

0.2

Editorial layout

12-col grid, 1240px max, 64px desktop / 24px mobile gutters, hairline dividers, numbered eyebrows.

0.3

Three routes

/, /roadmap with sticky table of contents, /architecture with the system diagram and the three build modes.

EXIT CRITERIA

Team and investors can open the URL and read the entire plan.

Tenant PWA framework

The real app runtime. Everything downstream renders into this.

1.1

Foundations

Lovable Cloud, schema (tenants, members, roles, audit_log), auth (email + Google + magic link), profiles, RLS, app shell with bottom-tab nav and modal stack.

1.2

Highend interaction layer

Page transitions, shared-element, swipe-to-dismiss sheets, long-press menus, haptics + sound tokens, skeletons, optimistic UI, offline banners, pull-to-refresh, virtualized lists, prefers-reduced-motion.

1.3

Loyalty Engine v1

Append-only points ledger, tier rules, redemptions, member wallet + QR identity, receipt OCR (edge fn + AI vision), referrals (two-way), peer-to-peer transfers.

1.4

PWA + offline

Manifest-only install, IndexedDB cache for wallet/history, iOS/Android install prompts, production-only service worker with iframe/preview guards.

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Sign up → scan receipt → earn/redeem → refer → install to home, all native-feel.

Multi-tenancy + Chameleon

Same engine, infinite brands.

2.1

Data plane

tenant_id everywhere, RLS policies, current_tenant() helper, subdomain + custom-domain resolution (tenant_domains with DNS TXT verification), onboarding seed offers.

2.2

Chameleon theme engine

Per-tenant theme JSON (brand, accent, surface, radius, font, mode). ChameleonProvider injects CSS vars at runtime on /app/*. Theme editor live in admin settings.

2.3

Per-tenant config

Plan tiers (Free/Starter/Growth/Scale) with feature matrix (referrals, OCR, push, gift cards, custom domain, AI build, remove branding). 'Powered by Stacka' gated by remove_branding.

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Three demo tenants, distinct domains/themes/logos, one engine.

Studio

Three paths into the same config: AI, template, drag-drop.

3.1 Studio shell

Three-pane layout (library / device-frame preview / inspector), undo-redo, autosave, draft vs. published, multi-screen canvas.

3.2 Module-level composition

Points, Wallet, Tiers, Referral, Gift Cards, Member Portal, Booking, Reviews, Push Comms, Receipt OCR. Each is a configurable React component with a JSON schema; inspector auto-renders the props form.

3.3 Block-level (advanced)

Granular blocks (hero, list, card, image, button, form, divider) with a constraint system so block edits can't violate engine invariants.

3.4 AI build mode

Chat-style intake (vertical, brand color, name, mechanics, tone, optional logo/URL). Lovable AI Gateway (Gemini Flash) with structured output returns a BuildPlan. Module catalog is passed as a tool definition so the model can only pick real modules. Materialised as a normal Studio draft — operator keeps editing visually. Sidebar refine-by-chat produces approvable diffs.

3.5 Templates

Four launch templates — Hospitality Loyalty, Retail Punch Card, Salon Membership, Generic Loyalty. Fork → customise → publish.

3.6 Publish pipeline

Versioned configs in Postgres → CDN-pushed JSON manifest → tenant PWA reads at boot. Atomic publish, instant rollback.

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An operator who has never seen Stacka ships a real PWA in under 30 minutes.

CRM Console

Know your members. Act on what you know.

4.1

Member 360

Unified profile, activity timeline, notes, custom fields, attachments.

4.2

Segments & lists

Visual segment builder, saved segments, dynamic counts, exports, suppression, RFM scoring + nightly churn signal.

4.3

Lifecycle & pipelines

Lead → Active → At-risk → Churned → Won-back; pipeline kanban for clienteling.

4.4

Attribution & analytics

UTM capture, cohort retention, revenue-per-member, points-cost ratio, role-based dashboards.

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'Find lapsed VIPs who like espresso,' see LTV, act.

Marketing Automation

Journeys that run unattended.

5.1

Channels

Web push + native PWA push, email (Resend), SMS (Twilio), per-tenant sender identity, deliverability, unsubscribe.

5.2

Broadcasts

Drag-drop email/push composer in Stacka editorial style; send to segment, schedule, throttle.

5.3

Journeys

Visual flow builder (trigger → wait → branch → action); triggers for signup, first visit, birthday, points threshold, churn risk, abandoned reward. A/B + holdouts.

5.4

AI journey copilot

Describe a journey in chat; AI proposes the flow as an editable diff on the canvas.

5.5

Integrations

Stripe, Klaviyo/Mailchimp import, Zapier/Make webhooks, POS-agnostic ingest API.

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Birthday journey runs unattended for 30 days.

Verticalisation & Public Launch

Open the doors.

6.1

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Marketing site, pricing (Starter / Growth / Scale / Enterprise), public template gallery, docs, blog.

6.2

Per-vertical landing pages

Hospitality, retail, salons, generic — each with live 'ship in 30 min' demos.

6.3

Self-serve signup

Starter tier, Stripe-billed. AI build mode promoted as the headline path.

6.4

Stacka-internal admin

Tenant ops, billing, abuse, feature flag matrix, AI usage caps.

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Self-serve signup converts and the first paying tenants ship apps.

Scale & Hardening

Investable infrastructure.

7.1

Observability

Sentry, Logflare, per-tenant audit, performance budgets (LCP < 1.8s on tenant PWAs).

7.2

Security & compliance

Pen-test, SOC2-ready, GDPR DSR, rate limiting, soft-delete + tenant export.

7.3

White-label & domains

Custom-domain SSL automation, removable Stacka chrome at Scale tier.

7.4

Module marketplace

Partner SDK so third parties can publish modules the AI builder can select.

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Platform is fundable, brandable and partner-extensible.