

HORIZON 3 · 1 YEAR

# Strategic Roadmap — 1-year Horizon

**Run** 064ce7dc-ef0e-4237-b88d-2a06e0e19785 **URL** tanrepublic.com

**Date** 2026-05-01

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## Tan Republic — Strategic Roadmap

**Run ID:** 064ce7dc-ef0e-4237-b88d-2a06e0e19785 **URL:** <https://www.tanrepublic.com>

**Authors:** Mnemosyne (primary, S2-R2) · Calliope (page copy in `copy/sections.md`, DEM-38) **Date:** 2026-05-01 **Status:** Demo deliverable. Sample roadmap built from the synthesis brief, voice guide, and Apollo funnel. No commitments made on Tan Republic's behalf — illustrative only.

### Provenance

Source	Provenance	Status
Synthesis brief	<code>runs/&lt;run&gt;/synthesis/brief.md</code> (DEM-35, in_review at draft time)	Used
Voice guide	<code>runs/&lt;run&gt;/copy/voice_guide.md</code> (DEM-37, Erato)	Used
Marketing funnel	<code>runs/&lt;run&gt;/copy/funnel.md</code> (DEM-39, Apollo)	Used
Page sections	<code>runs/&lt;run&gt;/copy/sections.md</code> (DEM-38, Calliope)	Used (file present in KB; Paperclip issue status was lagging at heartbeat-context fetch time). Hero / services / about / CTA copy informs Horizon-1 launch initiatives.

Source	Provenance	Status
Discovery (site_audit, competitors)	DEM-31, DEM-32 (Argos)	Used
Discovery (domain_research, business_profile)	DEM-33 (Athena), DEM-34 (Tyche)	Not present in KB at draft time; quantitative pricing/unit-economics initiatives flagged provisional.

**Gap flag.** Quantitative pricing and unit-economics initiatives are flagged provisional pending Tyche (DEM-34) and Athena (DEM-33) discovery output. Calliope's copy/sections.md (DEM-38) is incorporated into Horizon 1 as the live hero / services / about / CTA copy commitment.

## Horizon 3 — 1 year (12 months)

**Theme:** Defend the bracket. Tan Republic occupies an underserved middle slot: bigger than boutiques, smaller than national consolidators, more wellness-anchored than mass spray-tan. That position is durable only if the brand keeps both edges from collapsing inward — Palm Beach Tan / Sun Tan City pricing pressure from above, Zoom Tan churn pressure from below.

### Strategic objectives

- 1. Defend the mid-premium position without yielding to discount-led framing.** Membership story stays the headline; pricing stays below the hero; promotions live inside membership tiers, never above them.
- 2. Expand the "Western community" story into a measurable advantage.** A Tan Republic member should be able to point at a piece of cultural / community presence that no national consolidator could credibly mount in the West.
- 3. Test one expansion vector — and only one.** Either (a) one new state via franchisee, or (b) a non-store wellness adjunct (e.g. mobile spray-tan for events). Not both. Year 1 success is depth in the existing six states; expansion is a Year 2 question we want one credible learning on.

### Initiatives (1-year)

#	Initiative	Owner	Outcome	Notes
H3.1	Brand campaign: "The		One paid + earned campaign cycle,	Brief §1 strategic position made into a campaign.

#	Initiative	Owner	Outcome	Notes
	Western community for people who like to look and feel their best."	Brand + Marketing	anchored on member stories from all 6 states	Photography respects brief §5 (no tropical, no neon, no UV imagery)
H3.2	Annual member day in each state	Field + Brand	One day per state, member-only, free service + community moment	Builds the "members' club" claim into a real ritual
H3.3	Recovery tier expansion: red light protocol shipped as a 30-day program	Product + Marketing	"30-day Recovery" plan live; member opt-in flow inside the app	Builds on H2.1; concrete wellness outcome instead of an abstract tier
H3.4	Loyalty + referral mechanic	Product + Marketing	Member-referred member earns one free month; referrer earns one free spa upgrade	Discount lives inside the membership story, not above it (voice guide §Don't)
H3.5	Single expansion vector test	Ops + Strategy	Either: one new state via franchisee OR one mobile / event service line — not both	Decision committed by month 9; success criteria written before launch ( $\geq X$ bookings, $\geq Y$ member sign-ups)
H3.6	Brand voice + claims annual review	Mnemosyne + Themis + Erato	Voice guide and claims sheet re-published with one year of live-copy evidence	Maintains the brief §3 voice attributes against drift
H3.7	Ponos showcase rollout	Mnemosyne	Year-end run summary: brand-on-a-page (current), claims sheet (current), funnel performance (real numbers replacing placeholders)	Uses pr/showcase_snippet.md cadence
H3.8		Mnemosyne	Re-run synthesis with full year of	Closes brief §"Open items for next iteration" item 1

#	Initiative	Owner	Outcome	Notes
	Re-baseline against synthesis brief		customer data (post Tyche / Athena landing) and refine the customer thesis	
H3.9	Defensive pricing review against Palm Beach Tan / Sun Tan City	Tyche + Mnemosyne	Pricing posture confirmed mid-premium; counter-narrative ready if national consolidators push promotional pricing into Western metros	Brief \$5 hard-avoid on "cheapest" / "most affordable" stays in force

### Success measures (1-year)

- Brand campaign delivers a measurable lift in unaided brand recall in 3 sample metros vs. baseline (placeholder; instrument when Athena lands).
- Annual member day completed in all 6 states without operational incident.
- Recovery 30-day program completion rate  $\geq 60\%$  among enrolled members.
- Loyalty / referral mechanic produces  $\geq 10\%$  of net-new memberships in months 9-12.
- Single expansion vector returns one clear go / no-go learning, with a defensible written rationale either way.
- Voice guide + claims sheet re-published; no rollbacks of live copy required.

### Risks / dependencies

- **Expansion-vector temptation.** H3.5 fails the moment it becomes "let's do both." The whole point is one credible learning, not one of each. Mnemosyne to flag any scope creep to Ponos in real time.
- **Pricing pressure from above.** If Palm Beach Tan or Sun Tan City runs a promotional pricing push into Western metros mid-year, H3.9 has to be ready before the pressure lands, not after.
- **Voice drift.** A year of live copy without a re-anchor produces gradual drift toward generic spa-luxury or generic wellness vocabulary. H3.6 is the explicit re-anchor; do not skip it.

## Cross-horizon principles

These hold across all three horizons. They are not initiatives — they are the rules every initiative is checked against.

1. **The footprint claim is the spine.** "Six states. One membership." appears on every consumer surface, every horizon, every campaign. Test variants below the hero; never under the spine.
2. **No UV health claims.** Wellness language stays on red light, recovery, and skin care. Any draft copy that drifts into "tanning is healthy" or "vitamin D therapy" gets blocked at Themis review, period.
3. **Premium without snobbery.** "Largest in the West" is a promise of access, not exclusivity. Discount-led framing stays inside the membership story; it never sits above the hero.
4. **No path collisions with the brand.** Tropical beach imagery, neon-pink salon aesthetics, and East Coast spa-luxury vocabulary are all hard-avoids per Brief §5; carry forward to every visual and copy review without re-litigating.
5. **Cross-location is the membership, not a feature.** Every membership message frames portability as the membership's identity — not a nice-to-have inside one of the tiers.
6. **Quarterly: audit claims, audit voice, refresh the brand-on-a-page.** Mnemosyne owns the rhythm; Themis and Erato co-sign. Do not let the brief drift unchallenged for a year.

## Outputs of this roadmap

This document renders to three PDFs, one per horizon:

- `roadmap_90d.pdf` — Horizon 1 only.
- `roadmap_6m.pdf` — Horizon 2 only.
- `roadmap_1y.pdf` — Horizon 3 only.

The full roadmap (with cross-horizon principles) lives at `runs/<run_id>/deliverables/roadmap.md`.