

HORIZON 2 · 6 MONTHS

Strategic Roadmap — 6-month Horizon

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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/<run>/synthesis/brief.md</code> (DEM-35, <code>in_review</code> at draft time)	Used
Voice guide	<code>runs/<run>/copy/voice_guide.md</code> (DEM-37, Erato)	Used
Marketing funnel	<code>runs/<run>/copy/funnel.md</code> (DEM-39, Apollo)	Used
Page sections	<code>runs/<run>/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 2 — 6 months (H2 2026)

Theme: Operationalize the network. The 90-day work proves the story. The next 6 months proves the network: same membership, same service standard, same brand sensation in any of 18 metros across the six states. Membership becomes a portable identity, not a punch card.

Strategic objectives

- 1. Make portability tangible.** Members feel "I can walk in anywhere" because in-studio signage, app, and staff scripts all reinforce it. The cross-location membership stops being a footnote and becomes the membership.
- 2. Open the wellness/recovery membership tier.** Build a non-UV "Recovery" tier (red light + spa) for the wellness-curious adult who wouldn't have bought a tanning membership. Doubles the addressable customer base on the existing footprint.
- 3. Build the Western community story.** Hermes social calendar moves from product cuts to community cuts: members in different states, member-of-the-month from a different metro each month, regional cultural moments (rodeo, ski, summer-festival).

Initiatives (6-month)

#	Initiative	Owner	Outcome	Notes
H2.1		Product + Marketing		Brief §2 wellness-over-UV-as-cosmetic customer; addresses

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	Launch "Recovery" non-UV membership tier (red light + spa)		Tier live in all 6 states; landing page shipped	the wellness-curious traveler segment
H2.2	Cross-location signage refresh: every studio displays the 6-state map at the entry	Field + Brand	Signage installed; in-studio QR points to the map	"Bronze Without Borders" is visible before the customer signs up
H2.3	Member app / web portal: shows "your last 5 visits across the network"	Product	Released to current members	Concrete proof of portability — replaces abstract claim with personal history
H2.4	Hermes social calendar: 26-week regional rotation	Hermes	Weekly post calendar published; member-of-the-month rolls through 6 states	Voice guide §Social: low/tight hashtags, single bold/caps moment per post
H2.5	Bridal / wedding-event partnerships in 3 highest-density metros	Marketing + Field	At least one bridal-show presence per metro; "Wedding Glow Plan" lead magnet as the show takeaway	Lead magnet from H1.3 reused as event collateral
H2.6	Franchisee inquiry funnel	Marketing + Ops	Separate B2B landing page + inquiry form live	Brief §2 secondary customer; addresses underserved Western metros (AZ, CO, MT, NM)
H2.7	Voice (ElevenLabs / Hestia voice agent) live on the demo + production	Hestia + Daedalus	Voice agent answers 5 most common pricing/location/ services questions in brand voice	Soft launch — fail-soft "voice unavailable" still in place
H2.8	Quarterly brand-claim audit	Themis + Mnemosyne	Claims sheet reviewed and re-signed; legal posture refreshed against any new	Triggered by H1.8 cadence

#	Initiative	Owner	Outcome	Notes
			state-level UV regulation	
H2.9	Member retention play: at-risk member → "we miss you" sequence	Marketing	Lapsed-member sequence live (8-week dormancy → first email)	Uses Apollo nurture infrastructure from H1.3

Success measures (6-month)

- $\geq 15\%$ of new sign-ups choose the Recovery (non-UV) tier within 90 days of launch.
- App / portal active among $\geq 40\%$ of monthly-active members.
- Franchisee inquiry funnel produces ≥ 1 qualified lead per month per underserved metro target.
- Member retention cohort: 90-day churn down $\geq 10\%$ on the "we miss you" sequence vs. control.
- Themis quarterly audit closes with no required rollback to live copy.

Risks / dependencies

- **Recovery tier pricing economics.** Cannot ship H2.1 without a verified non-UV membership margin; depends on Tyche unit economics work and follow-on operations costing.
- **App / portal scope creep.** H2.3 succeeds if the only feature shipped is "see your last 5 visits." Adding bookings, pricing, or referrals belongs to Horizon 3, not here.
- **Franchisee funnel cannibalization.** H2.6 must not undercut the consumer membership story on the homepage — keep the franchise inquiry on a separate / franchise route, never mixed into the consumer hero.

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` .