

HORIZON 1 · 90 DAYS

Strategic Roadmap — 90-day 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/<run>/synthesis/brief.md</code> (DEM-35, in_review 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 1 — 90 days (Q3 2026)

Theme: Land the borderless story. Replace the existing site with a unified "Six states. One membership." narrative, ship the wellness-anchored service positioning end-to-end, and stand up the cross-location membership funnel from awareness through first-session booking.

Strategic objectives

- Cement the footprint claim as the brand spine.** "Bronze Without Borders" moves from tagline to load-bearing hero across web, social, and in-studio. Every customer surface answers "where can I tan?" with the six-state map within one scroll.
- Reposition wellness from add-on to co-equal.** Red light therapy and spa services lead the services section alongside UV and spray, not below them. Closes the gap with the industry's UV → wellness migration before competitors do.
- Prove the demo funnel works.** Apollo's three-stage funnel (awareness → consideration → conversion) ships as the primary acquisition path with measurable opt-in, nurture, and conversion benchmarks at each studio.

Initiatives (90-day)

#	Initiative	Owner	Outcome	Notes
H1.1	Replace homepage hero with "Six states. One membership."	Brand + Web		Voice guide §"Hero": six words or fewer, one

#	Initiative	Owner	Outcome	Notes
	Bronze Without Borders." over Western-landscape imagery		Hero published, paid-social variants live	all-caps moment earned
H1.2	Re-section services page: red light + spa + spray + UV as four equal tiles	Brand + Web	Updated services live; service-feeling pairs (per voice guide)	Brief §4 wellness claim verified language
H1.3	Stand up Apollo's three-stage funnel on the demo and on production	Marketing	Lead-capture form live with 5-email nurture sequence + lead magnets	Funnel.md §Stage 1-3; "6-Week Wedding Glow Plan" PDF + "Beginner's Guide" PDF as A/B lead magnets
H1.4	Geo-fenced paid social: 5-mile radius around each studio across CA, ID, NV, OR, UT, WA	Marketing	First 90 days paid spend allocated; baseline CTR + landing-page conversion	Awareness CTA: "See what 15 minutes can do →"
H1.5	Member-portability proof point: ship the "tan in any state" proof video	Brand + Field	One ~30s asset shot in two contrasting markets (e.g. Salem + Las Vegas)	Member-consented; no model release shortcuts
H1.6	Studio-level QR posters that push to social, not booking	Field + Brand	Poster PDF kit shipped to all 6 states	Reuses tools/ branded_qr.py output
H1.7	Voice + persona alignment for Hestia (chat)	Hestia	Chat persona ships with voice-guide rules + "your local Tan Republic" pricing deflection	Pricing claims deferred until Tyche unit economics land
H1.8	Compliance pass on red light therapy claims	Themis	Claims sheet approved; copy uses "recovery / skin barrier /	Brief §5 hard-avoid: no UV health claims

#	Initiative	Owner	Outcome	Notes
			radiance" language only	
H1.9	Internal launch readiness: brief, voice guide, funnel printed and circulated to all 6 state managers	Mnemosyne	One-page brand-on-a-page distributed, Q&A run with managers	Establishes the brand-spine vocabulary before any state-level promo briefs are signed off

Success measures (90-day)

- Hero + services live across primary web property in all 6 states.
- Funnel landing page delivers $\geq 2.0\%$ form-conversion against geo-fenced paid traffic (placeholder; revise once Apollo benchmarks land).
- 5-email nurture sequence achieves $\geq 35\%$ open rate by day 12 (placeholder; revise once Apollo benchmarks land).
- Hestia chat handles $\geq 80\%$ of pricing questions with the deflection script before escalating to a human.
- Themis sign-off on every wellness claim shipped.

Risks / dependencies

- **Calliope page copy (DEM-38).** Hero, services, about, and CTA copy from `copy/sections.md` is the seed for H1.1–H1.2. Production launch must use that copy verbatim (or with explicit voice-guide-checked variants), not paraphrased reinterpretations.
- **Tyche unit economics (DEM-34).** Pricing reveal at funnel email day 5 ($\sim \$3$ a session) is a sample number; replace with the verified membership rate before any production send.
- **Domain research (DEM-33).** Regulatory posture on red light claims drives H1.8 wording; if DEM-33 surfaces stricter limits, reduce wellness claim language before H1.2 ships.

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`.