

# The 80/20 Program scope

One audience. One priority outcome. Nine focused weeks.

# Four routes. One fixed method.

WEEKS 1–3

## Decide

Agree the audience, evidence, priority outcome and route.

WEEKS 4–7

## Make

Build, test and refine the agreed commercial proof.

WEEKS 8–9

## Release

Prepare the work for use, launch and confident ownership.

Week 3: approve the brief. Week 7: approve release. Week 9: accept handover.

# Agree what deserves to be built.

| WEEK / MILESTONE          | CLIENT INPUTS                                        | SQUAIRCLE ACTIVITY                                             | DELIVERABLE                                      |
|---------------------------|------------------------------------------------------|----------------------------------------------------------------|--------------------------------------------------|
| 01 · Knowledge download   | Existing evidence, materials and commercial context. | AI-guided intake and senior evidence review.                   | Evidence map and open questions.                 |
| 02 · Leadership alignment | Decision-makers join one focused masterclass.        | Align the opportunity, priority audience and desired outcome.  | Shared opportunity and audience brief.           |
| 03 · Direction agreed     | Leadership makes the first decision gate.            | A 90-minute strategy session resolves the narrative and route. | Approved positioning, narrative and build brief. |

# Build the agreed commercial proof.

| WEEK / MILESTONE      | CLIENT INPUTS                                    | SQUAIRCLE ACTIVITY                                                    | DELIVERABLE                                   |
|-----------------------|--------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------------|
| 04 · System direction | Fast feedback on the first working direction.    | Translate the brief into the selected route's structure and language. | Route concept and content architecture.       |
| 05 · First build      | Working materials, access and subject expertise. | Create the first complete expression of the agreed route.             | Working draft across the priority touchpoint. |
| 06 · Test and refine  | Consolidated review against the agreed brief.    | Test clarity, usability and commercial coherence.                     | Refined route and decisions log.              |
| 07 · Release decision | Leadership approves the work for release.        | Resolve agreed revisions and complete the production system.          | Release candidate and approved asset list.    |

# Launch. Enable. Hand over.

| WEEK / MILESTONE       | CLIENT INPUTS                                                 | SQUAIRCLE ACTIVITY                                             | DELIVERABLE                                        |
|------------------------|---------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------|
| 08 · Launch and enable | Final access, owners and launch coordination.                 | Prepare assets, templates and the agreed AI workspace for use. | Launch-ready assets, templates and workspace.      |
| 09 · Handoff           | The team joins recorded enablement and accepts ownership.     | Handover, guidance and next-step planning.                     | Recorded handover, usage guidance and 30-day plan. |
| 30-day check-in        | Confirm adoption and resolve blockers within the agreed work. |                                                                |                                                    |

# Choose the priority outcome.

| ROUTE   | DECIDE · WEEKS 1–3                        | MAKE · WEEKS 4–7                            | RELEASE · WEEKS 8–9                                |
|---------|-------------------------------------------|---------------------------------------------|----------------------------------------------------|
| Brand   | Audience, positioning and narrative       | Messaging and usable identity system        | Guidelines, templates and approved company context |
| Website | Conversion journey and agreed page scope  | Page copy, design and build                 | Launch, measurement and handover                   |
| Product | Priority user journey and success measure | Concept, interaction and testing            | Tested prototype, findings and roadmap             |
| Market  | Buyer, proposition and launch focus       | Sales materials and initial campaign assets | Activation plan, templates and handover            |

# Clear inputs. Clear boundaries.

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## Client responsibilities

Supply evidence, access and subject expertise. Nominate empowered owners, consolidate feedback and approve decisions at weeks 3 and 7.

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## Squaircle responsibilities

Senior direction, agreed production, refinement against the approved brief, decision records, handover and enablement.

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## Outside the scope

Open-ended production, retainers, media spend, third-party software and unplanned routes. Any change to the audience, outcome, route or output is agreed and priced before work continues.

# A system your team can keep using.

## Ownership

Completed paid-for assets and guidance transfer to you. Third-party licences, platforms and pre-existing materials retain their original terms.

## Agreed AI workspace

Approved company context, templates and practical guidance for the agreed work. Platform, permissions and subscriptions are confirmed before kickoff.

## Handover

Recorded enablement, usable templates, leadership summary and a 30-day plan. The check-in confirms adoption within the agreed scope.

The written proposal confirms final outputs, responsibilities, start date, payment terms and fixed fee.

START WITH THE OUTCOME

# What needs to move in nine weeks?

A 25-minute scoping call with Saravanan Vijayakumar (SVK).

Book a scoping call →

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SCAN TO BOOK