

MiuLabs AI Course — Launch & Go-to-Market Plan

· 上市與市場推廣計劃

Prepared Oct 17, 2026 (America/Los_Angeles) for Afonso Miu / MiuLabs. Covers the course "Practical AI for E-commerce & Business — 實戰商業AI課程" and the hands-on track "AI Infrastructure for Real Business Problems".

How to read the numbers. Tool prices marked (**verified Oct 17, 2026**) were checked on the vendor's pricing page today. Market benchmarks marked (**sourced: ...**) come from the Marketing research report (/workspace/miulabs-course-research/report.md , Oct 17, 2026) and name their source and date. Everything labelled **Example** is an assumption for planning, not a forecast. Anything else says **check current pricing**. This is not legal or tax advice.

Revised Oct 17, 2026 with Marketing's research. The first draft assumed a \$5–\$8 cost per lead. Sourced benchmarks are roughly 4–6× higher: Meta education lead ads average **\$28.22/lead** and LinkedIn B2B **\$202/lead**. The ad plan, kill thresholds, unit economics and 90-day scenario below are rebuilt on those figures. Ads now only feed a free workshop or kit, which leads into the cohort, team training and services. Organic content does most of the work.

0. One-page summary — the decisions

Decision	Recommendation
Positioning	"The practical AI course for people who run online stores, taught by someone who builds the infrastructure." Two doors in: AI for Operators (no-code to light code, 12 modules) and AI Infrastructure Builder (hands-on labs, local + cloud LLMs, RAG, agents, n8n, NAS + Cloudflare Tunnel, observability). Bilingual English / Traditional Chinese is the moat.
First thing to sell	A Founding Cohort (live, 10 weeks, capped at 25), pre-sold before the hands-on labs are finished. Self-paced comes after, recorded from the cohort.
Pricing (Example)	Free starter kit → \$29 kit → Self-paced Core \$249 (founding \$199) → Core + Infra Labs \$449 → Live Cohort \$1,190 (founding \$990) → Team training from \$6,000 → Infra setup service from \$4,500 + optional care plan.
Stack (primary, minimum cost)	Next.js static export (or Astro + React islands) with GSAP, Lenis and React Bits, deployed as Cloudflare Workers Static Assets / Pages (free) · a Worker API + D1 for sign-ups, magic-link auth, enrolments and progress · R2 for downloads and self-encoded HLS video (Cloudflare Stream when you want zero video ops) · Lemon Squeezy or Stripe Payment Links (no monthly fee) · Resend free for transactional email + Brevo / MailerLite free for the newsletter · Cloudflare Web Analytics + GA4 + Meta Pixel/CAPI. Fixed cost: about \$1/month at 0 students, around \$1–\$45 at 100, around \$40–\$375 at 1,000 depending on video choice (table in §5.4).
Build vs buy	Build (you're technical, own a Cloudflare account, and the build itself is course marketing: "this site runs on the stack I teach"). Use a hosted platform only if the LMS build slips more than 2 weeks. Maven is the fallback for the cohort: 10% fee, no monthly charge.

Decision	Recommendation
Ads	Organic first; ads are a small supplement. Realistic costs are about \$28 per lead on Meta (education median \$28.22, sourced: WordStream/LocaliQ, Sept 2025) and about \$200 on LinkedIn (B2B median \$202, sourced: Metadata, 2025 data). At those prices a \$249 course can't be sold from ads. Ads only promote the free workshop or starter kit , which feeds the cohort, team training and infra services. Spend is capped at \$1,000 for the Nov test and at most \$2,500 over 90 days (Example) . Kill rules (Example, set from the benchmarks): Meta CPL > \$45 after \$500, LinkedIn CPL > \$250 after \$750, or under 2% of workshop leads buying within 60 days (Maven's range is 5–10%). See §6.4.
Monetization paths (from Marketing's research, §4.2)	1. Free bilingual starter kit + free live build session → paid live cohort for the infra track (main revenue). 2. B2B team workshops + done-for-you builds for e-commerce SMBs. 3. Low-cost community/template membership + tool affiliates (n8n pays 30% for 12 months), with a Chinese edition on 知识星球 and 小红書專欄. Avoid the generic "start an AI automation agency" pitch, which is crowded at every price.
Timing	E-commerce operators are buried in BFCM (Black Friday is Nov 27, 2026). Build the list in Oct–Dec, run the "Plan your 2027 AI stack" workshop in early January, start Cohort 1 the week of Jan 11, 2027 , and pause one week for Lunar New Year (Feb 6, 2027).
Owners	Product owns offer, curriculum completion, site, LMS, checkout, data. Marketing owns positioning copy, content, email, ads, community, partners. Afonso is the face, approves money and pricing, and teaches.

1. What exists today (inventory)

Asset	Status	Launch implication
README.md , a 12-module syllabus with bilingual headings, 10-week schedule, capstone rubric, 30-60-90 company rollout plan, tool cheat sheet, glossary	Complete as a syllabus. No lesson scripts, videos or slides yet.	Strong enough to sell a cohort from. The "30-60-90 Company Rollout Plan" section is a ready-made B2B team-training offer .
site/index.html + build_site.py , a static syllabus page generated from the README	Works as a plain document page	Reuse it as the /syllabus page, or port the content into the new site.
hands-on/data/products.csv , 30 SKUs for a fictional tea and drinkware store (prefix "KK"): price, cost, stock, materials, care, final-sale flag	Seed data	A good shared case-study store for labs and for ad demos ("watch me build a support bot for this store").
hands-on/data/customers_seed.txt , about 32 fictional customers across HK, TW, US, CA, GB, SG, JP and others	Seed data	Fits the bilingual / APAC angle.
hands-on/labs/ , hands-on/data/docs/ , hands-on/data/eval/	Empty as of today	The roughly 10 infra labs aren't written yet. Pre-sell, then build. Lead magnet = Lab 1, finished first.

Proposed hands-on lab list (Product to confirm; it maps to the brief): L1 Local LLM in 30 minutes (Ollama / LM Studio) · L2 Cloud vs local benchmark on store tasks · L3 Structured outputs: listing generator for products.csv · L4 RAG support bot over store policies + eval set (data/docs , data/eval) · L5 Agents with tool calling / MCP (order lookup) · L6 n8n automations (reviews → sentiment → Slack) · L7 Self-host on a NAS (Docker: Ollama + Open WebUI + n8n) · L8 Expose safely with Cloudflare Tunnel + Access · L9 Observability: logs, traces, cost per run, evals in CI · L10 Capstone: production-ready support stack for the KK store.

2. Positioning and personas

Positioning statement. For e-commerce operators and aspiring AI engineers who are tired of AI demos that don't survive contact with a real store, MiuLabs teaches the AI stack companies actually run, from prompts to a self-hosted RAG bot behind Cloudflare. Unlike generic AI courses, every lesson ships a working deliverable on real store data, in English and 繁體中文.

What we don't sell. Not the generic "start an AI automation agency / get your first AI client" promise. It's crowded at every price, from \$59/month Skool groups to sales-call programs (see §4.3), and it pulls in the wrong buyers. No income claims or income guarantees either. MiuLabs sells working infrastructure for stores and the skills to run it.

Tagline options (Marketing to test):

- "Practical AI that ships. 會落地的AI。"
- "From prompts to production — for people who sell online."
- "Build the AI stack your store actually needs."

Persona	Who	Pain	Wants	Best offer	Where they are
P1 Operator Olivia	DTC / Shopify / Amazon seller, 1–20 staff, US / CA / AU	Drowning in listings, tickets and reports; tried ChatGPT, results inconsistent	Hours saved, fewer support tickets, no big IT project	Self-paced Core, cohort	Meta / IG, YouTube, Shopify communities, podcasts
P2 Builder Ben	Developer, data analyst or IT generalist moving toward AI engineering	Tutorials are toys; wants portfolio-grade projects	RAG, agents, self-hosting, observability; something to show employers	Core + Infra Labs, cohort	YouTube, X, Reddit, GitHub, LinkedIn
P3 Team Lead Tara	Ops / e-com manager at a 20–200-person brand or agency	Boss says "do AI", no plan, data-privacy worries	A safe rollout plan, policy, a trained team	Team training, private cohort	LinkedIn, referrals, webinars
P4 Bilingual seller 陳小姐	Taiwan / HK / Singapore / overseas-Chinese seller, cross-border (Shopee, momo, Shopify)	English-only AI content; wants Traditional Chinese explanations and localisation	Chinese-language course, LINE / IG community	Core (zh-Hant), cohort (bilingual)	Instagram, Facebook groups, YouTube, Threads, LINE, Xiaohongshu (if targeting mainland / overseas-Chinese users)
P5 Privacy-first owner	Business with sensitive customer data (health, kids, B2B)	Can't send PII to cloud AI	A local or NAS deployment someone sets up for them	Infra setup service	Referrals from the course, LinkedIn

Message map: P1 → "save 10 hours/week on listings and support". P2 → "build 10 production-grade AI infra projects". P3 → "a 90-day AI rollout plan your team will actually follow". P4 → "實戰商業AI，中英雙語". P5 → "private AI on your own hardware, set up in a week".

3. Offer ladder and pricing (all prices are Examples)

Tier	What's included	Example price	Purpose
Free lead magnet: "AI Store Ops Starter Kit / AI 電商入門包"	AI opportunity-map template (M1 deliverable), 10 tested prompts (M2), Lab 1 "Local LLM in 30 min" video, 5-day email course; bilingual	\$0 (email)	List building; ad destination
Live workshop (free or \$19)	60–90 min "Build a support bot for a real store in an hour", with replay	\$0–\$19	Conversion event; ad destination
Tripwire kit	n8n workflow pack (5 e-com automations) + prompt library + listing-generator script	\$29–\$49	Identify buyers; small offset to ad spend (at ~\$28 per lead it can't pay for ads on its own)
Self-paced Core	12 modules, videos, templates, deliverables, community access	\$249 (founding \$199)	Scalable product sold to the organic audience and email list , not from cold ads
Core + AI Infrastructure Labs	Core + 10 hands-on labs, starter repo, eval sets, NAS / Cloudflare Tunnel guides	\$449 (Infra Labs alone \$299)	Builder persona; higher AOV
Live Cohort	10 weeks matching the syllabus schedule, 2 live sessions/week, capstone review against the rubric, private community, lifetime self-paced access	\$1,190 (founding \$990, 25 seats)	Highest early revenue, testimonials, content capture
Membership (later, month 4+)	Monthly new lab, office hours, tool-update briefings ("what changed in AI this month")	\$29/mo or \$249/yr	Recurring revenue; counters content rot. This is Path 3 (\$4.2), with a parallel 知识星球 edition for Chinese-speaking buyers
Team training / B2B	Private cohort or 2-day workshop + the 30-60-90 rollout plan + AI policy template; seat licences for self-paced	Workshop from \$6,000 ; 10-seat licence \$1,990	Highest \$ per hour of Afonso's time
Premium infra setup (done-for-you / done-with-you)	Fixed scope: NAS or VPS, Ollama + Open WebUI, n8n, RAG bot on client docs, Cloudflare Tunnel + Access, monitoring, handover docs	From \$4,500 fixed; care plan \$400/mo	Consulting upsell for P5 / P3

Pricing rules.

1. **Founding price** for the first cohort only, with a hard deadline (honest scarcity: 25 seats because Afonso reviews every capstone).
2. Cohort buyers get the self-paced course free; self-paced buyers get their price **credited** if they upgrade to a cohort within 60 days.
3. **Regional pricing (Example)**: consider ~30% lower list prices in TWD / HKD for the zh-Hant edition, using Stripe / Lemon Squeezy local currency. Check purchasing-power fit with 10 real buyers first.
4. Payment plans for the cohort (3 × \$420) through Stripe. Higher completion and conversion; slightly more refund risk.
5. Never discount the Core more than 20% outside launch windows. Use bonuses (office hours, kits) instead.

4. Monetization options compared

Model	Pros	Cons	Fit for MiuLabs	When
One-time self-paced	Scales, simple, MoR-eligible	Needs constant traffic; low price ceiling; content goes stale	High (core product)	Month 3+ (after cohort recording)
Cohort / live	High price, fast feedback, testimonials, no finished videos needed	Capped by your time; scheduling across time zones	Highest now	First (Jan 2027)
Subscription / community	Recurring; keeps buyers current in a fast-moving field	Churn; needs a monthly content engine	Medium, after base exists	Month 4–6
Corporate licences / team training	Big tickets, uses the 30-60-90 plan, invoiceable	Longer sales cycles; procurement	High (P3)	Pipeline from day 1, first deal by day 90
Consulting / infra setup upsell	Very high \$/deal; showcases expertise	Doesn't scale; support liability	High but capped (max 2/month)	From day 30
Affiliate tools	Passive; natural fit (hosting, NAS, AI tools, automation). n8n's affiliate program pays 30% of referrals for 12 months (sourced: n8n.io/affiliates, read Oct 17, 2026) and n8n is taught in L6	Low revenue early; must disclose; can bias recommendations	Medium (n8n), low for the rest	Join n8n's program at launch; add others once traffic exists; check each program's terms
Templates and starter kits	Cheap to make from course material; good tripwire	Low price; piracy	Medium	With lead magnet launch

4.1 Unit economics (Example assumptions, clearly labelled)

Payment fees per sale (fee rates verified Oct 17, 2026; international cards and currency conversion add more, so check current pricing):

Price	Stripe (2.9% + 30¢) net	Lemon Squeezy MoR (5% + 50¢) net	Stripe Managed Payments MoR (2.9% + 30¢ + 3.5%) net
\$29	\$27.86	\$27.05	\$26.84
\$199	\$192.93	\$188.55	\$185.96
\$249	\$241.48	\$236.05	\$232.76
\$449	\$435.68	\$426.05	\$419.96
\$990	\$960.99	\$940.00	\$926.34
\$1,190	\$1,155.19	\$1,130.00	\$1,113.54

Paid-ads funnel, rebuilt on sourced benchmarks. Inputs:

- **Meta cost per lead: \$28.22**, the median for Education & Instruction lead campaigns, with a **10.05%** conversion rate (sourced: WordStream/LocaliQ Facebook Ads Benchmarks 2025, Sept 2025; data Apr 2024–Jun 2025).

- **LinkedIn B2B cost per lead: \$202.** Native lead forms run \$193 and document ads \$142 (sourced: Metadata, Aug 25, 2026; 2025 data).
- **Webinar show-up: 57%** of registrants (sourced: ON24 2025 Webinar Benchmarks, Feb 2025; B2B-heavy data).
- **Free workshop → paid course: 5–10%** on average. One free workshop converted only 2% (1,000 leads, 20 students) (sourced: Maven Insights, Feb 15, 2023).
- **Free community → paid: about 0.4–0.5%** (sourced: Nick Saraev's own figure).
- **Refunds: no reliable independent benchmark exists**, so this plan uses a 5% refund rate as an **Example** only.

Front-end offer bought from a Meta lead at \$28.22	Net per sale	Lead → buyer needed to break even	Ad cost per buyer at 2% / 5% / 10%
\$249 self-paced Core (Lemon Squeezy)	\$236.05	≈ 12%, above Maven's 5–10% range	\$1,411 / \$564 / \$282, so it loses money at every rate
\$990 founding cohort (Stripe)	\$960.99	≈ 2.9%	\$1,411 / \$564 / \$282, so it works at 5–10% and loses at 2%
\$6,000 team workshop (Stripe), from a LinkedIn lead at \$202	\$5,825.70	1 deal per ≈ 29 leads (≈ 41 with \$142 document ads)	—

- **Break-even CPL for the cohort (Example, with 5% refunds):** about **\$18** if 2% of leads buy, **\$46** at 5%, **\$91** at 10%. That's why the Meta kill line is **\$45** (\$6.4). Above it, the cohort only pays back if conversion beats Maven's average.
- Marketing's estimate (an inference, not a benchmark) is **about \$280–\$1,400 in ad spend per paying student**. Cold ads therefore only make sense for offers worth several hundred dollars or more (cohort, team training, services), reached through a free workshop or kit.
- **Lesson:** ads can't sell the \$249 course or a \$29 kit profitably. Point them at the free workshop or kit, judge them on **revenue per lead (RPL) across the cohort, B2B and service offers**, and let organic content carry the self-paced Core.

Cohort economics (Example): 25 seats × \$1,190 = \$29,750 gross – Stripe fees ≈ \$870 – refunds 5% ≈ \$1,488 – TA / guest \$1,500 – tools \$100 = ≈ **\$25,800 net**. That's ≈ **\$215/hour** on about 120 hours (prep + 10 weeks).

Membership (Example): \$29/mo with 8% monthly churn → average lifetime ≈ 12.5 months → **LTV ≈ \$362** (≈ \$348 after Stripe fees). Worth it once 300+ people have bought the Core. A free community converts to paid at only **about 0.5%** (sourced: Saraev's figure), so a 1,000-member free Discord would yield about 5 paid members (Example). Treat the membership as a catch-net for people who won't buy the cohort, not as the main earner.

n8n affiliate (Example): 30% of referrals for 12 months (sourced). If 20 students start a paid n8n plan at an assumed \$20/month (Example price; check n8n's current pricing), that's 20 × \$20 × 30% × 12 ≈ **\$1,440 in the first year**. Disclose the link in lessons.

First-90-days revenue scenario (Example, not a forecast): 1,000 leads, **about 910 organic + about 90 paid** (≈ \$2,500 ad spend at the \$28.22 Meta median) → 20 founding cohort seats at \$990 (2% of leads, the low end of Maven's examples) ≈ \$19.2k · 20 Core pre-orders at the \$199 founding price ≈ \$3.8k · 40 tripwires ≈ \$1.1k · 1 team workshop at \$6,000 ≈ \$5.8k · 1 infra setup at \$4,500 ≈ \$4.4k → ≈ **\$34.3k net of fees, ≈ \$31.8k after ad spend**. The cohort plus one B2B or service deal is about 86% of it. Paid ads directly produce under 10% of the leads, which is why organic and the workshop come first.

4.2 Top 3 monetization paths (from Marketing's research)

Path	What	Why (evidence)	Role in this plan
1. Free bilingual starter kit + free live build session → paid live cohort (infra track)	A real, deployable EN/繁中 kit, e.g. "RAG support bot for a Shopify store on Cloudflare Workers + Vectorize + n8n". A free 60–90 min live build every 4–6 weeks. A small live cohort of <i>AI Infrastructure for Real Business Problems</i> with lifetime re-enrolment and a private community	Best published numbers: 5–10% free workshop → course (sourced: Maven). Live cohorts support higher prices (\$4,200 for Hamel & Shreya's evals course; Maven reported \$700–\$3,000 as typical in 2023). Free intros to RAG and agents are a commodity (DeepLearning.AI), but end-to-end hands-on infra is not.	Main revenue. All ads point here. Founding Cohort, Jan 2027
2. B2B team workshops + done-for-you builds for e-commerce SMBs	<i>Practical AI for E-commerce & Business</i> as a half-day or full-day team workshop, with a follow-on build of their RAG bot or n8n automations	Morningside says workshops are "the easiest way... to get in the door" and that 75%+ of those clients hire them afterwards (their own claim). Hamel, Rob Lennon and Liam Ottley all consult alongside teaching. One deal covers about 29 LinkedIn leads at \$202.	Team training from \$6,000 and infra setup from \$4,500 (\$3). LinkedIn organic plus a small document-ad test
3. Low-cost community / template membership + tool affiliates, with a Chinese edition	Monthly new deployable templates, office hours and partner credits. n8n affiliate: 30% for 12 months. For Chinese-speaking buyers, a parallel 知识星球 group plus 小紅書專欄 (Xiaohongshu column) content, following 生财有术's Xiaohongshu → private-domain (私域) pattern	Recurring revenue between cohorts. Verified prices run \$59–\$184/month. Free → paid is only about 0.5%, so it's a second product. None of the English creators reviewed offer Chinese delivery, and the Chinese market pays for practical AI (生财有术 masterclasses at ¥4,980–6,980).	Membership from month 4+. Chinese edition after checking the rules: Xiaohongshu paid courses must be sold through 专栏, not the mall, and WeChat / Xiaohongshu payment and qualification rules need checking first

Avoid (Marketing's inference): the generic "start an AI automation agency" promise. It's crowded at every price, from Kia Ghasem's \$59/month group to Liam Ottley's sales-call accelerator. Also avoid income guarantees; even AAA carries an earnings disclaimer.

4.3 Market evidence

Real examples from Marketing's research. All pages were opened Oct 17, 2026, and prices are as shown that day.

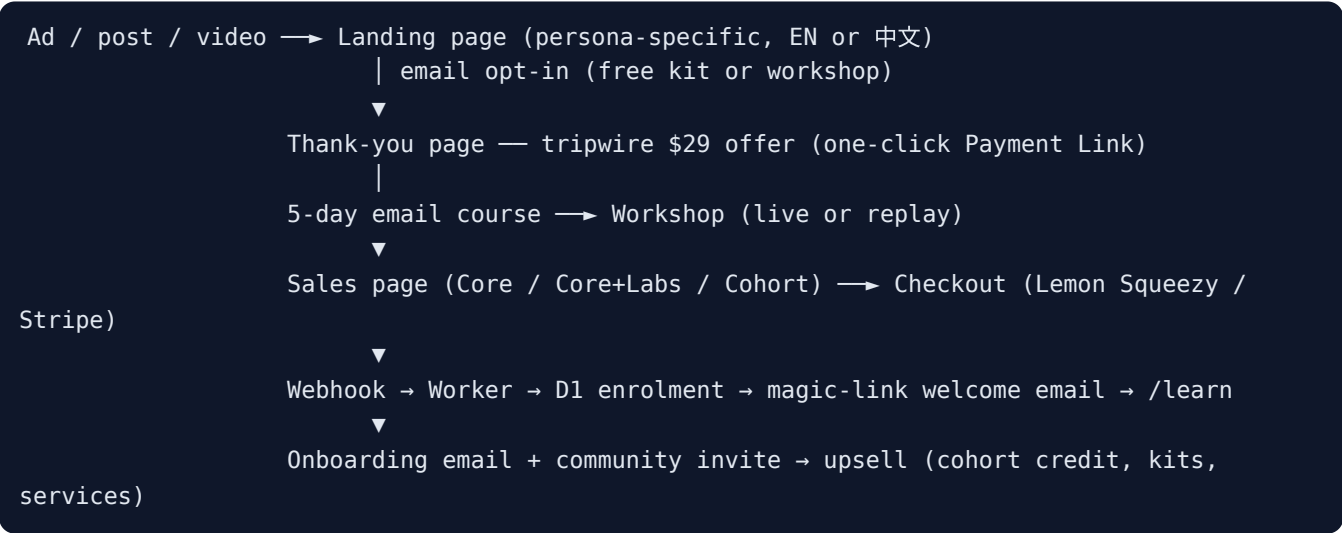
Creator / product	Model and price	Takeaway for MiuLabs
Hamel Husain & Shreya Shankar, <i>AI Evals</i> (Maven)	Live cohort, \$4,200 ; free talk, flashcards and skills as lead magnets; consulting alongside	Technical live cohorts command high prices. Free resources feed them
Jason Liu, <i>Systematically Improving RAG</i> (Maven)	Recorded lectures + office hours; "can my employer reimburse?" FAQ; Maven for Teams (price not shown)	Add an employer-reimbursement / L&D angle to <code>/cohort</code> and <code>/teams</code>
Nick Saraev, <i>Maker School</i> (Skool)	\$184/month , behind a free group of about 14,000; about 0.4–0.5% upgrade	Free → paid community conversion is tiny. Plan for it
Nate Herk, <i>AI Automation Society</i> → <i>Plus</i>	Free (472k members, 100+ n8n templates) → \$129/month (3.5k members)	Generous free templates are the bait; YouTube drives growth

Creator / product	Model and price	Takeaway for MiuLabs
Liam Ottley, AI Automation Agency Hub → AAA Accelerator	Free hub → application → sales call → high-ticket (reported at \$5k–\$7k+); executive workshops	Workshops open B2B doors. The agency pitch itself is saturated
Greg Isenberg, Startup Empire · IdeaBrowser	\$2,999/year community; tool plans at \$499 / \$1,499 per year	A software + community bundle can lift the price ceiling
Rob Lennon, Lennon Labs	Moved from courses to productized kits (\$374, \$149) + a few consulting engagements	Templates and starter kits are a real product line
DeepLearning.AI	Free short courses; Pro \$25–\$30/month ; team plan	Free RAG and agent intros are a commodity. Sell deployment and business outcomes
生财有术 AI 航海家	Masterclasses at ¥4,980 / ¥6,980 ; sign-up through WeChat; teaches 小红书 funnels → 私域	The Chinese market pays for practical AI. This is the model for the zh edition
Kia Ghasem, AI Automation Accelerator	\$59/month , 38 members	Shows how cheap and crowded the generic agency offer has become

Pattern: the big earners grow mainly through **organic YouTube, X and LinkedIn**. Marketing found no verified creator in this set who names paid ads as their main channel. Maven calls LinkedIn "the most powerful top-of-funnel channel" for its top instructors (sourced: Maven Help Center, Jun 19, 2026).

5. Website plan

5.1 Pages and funnel



Page	Purpose	Key elements
/ Home (EN) and /zh-hant/	Positioning + routing to personas	Hero with GSAP animation of the "stack" (prompt → RAG → agent → NAS → Tunnel), two CTAs (Operators / Builders), proof, free-kit form
/course sales page	Sell Core / Core+Labs	Outcomes, module grid (from README), deliverables, demo videos, pricing table, FAQ, guarantee, testimonials
/cohort	Sell the founding cohort	Dates and time zones, seat counter (real), weekly schedule, capstone rubric, application or checkout

Page	Purpose	Key elements
/labs	Builder persona	Lab list, architecture diagram, GitHub starter-repo preview
/teams	B2B	30-60-90 rollout plan, workshop formats, "book a call" (Cal.com free tier or Google Calendar booking page, check limits), invoice option
/services/ai-infrastructure	Infra setup	Scope, timeline, fixed price "from", case study (the KK store), intake form
/free-kit + /workshop	Lead magnets	Single-field form, Turnstile spam protection, UTM capture
/syllabus	SEO + trust	Port of the existing site/index.html
/blog (MDX)	SEO + organic	Tutorials, "AI stack teardown" posts, bilingual
/learn/* (gated)	LMS	Lessons, video, downloads, progress, certificate
/legal/terms , /legal/privacy , /legal/refunds	Compliance	See §10

Design / motion (your preferred stack): Lenis for smooth scroll, synced to GSAP ScrollTrigger; GSAP (SplitText, ScrollTrigger) for hero and section reveals; React Bits for a few signature components (animated text, spotlight cards, magnetic CTA). Rules: respect prefers-reduced-motion, keep LCP < 2.5 s on mobile (ad traffic is ~80% mobile), lazy-load heavy effects below the fold, no animation on checkout or forms.

5.2 Primary stack: minimum cost on Cloudflare (recommended)

Layer	Choice	Free-tier facts (verified Oct 17, 2026 unless noted)	Notes
Marketing site	Next.js static export (output: 'export') or Astro + React islands (lighter JS, better Core Web Vitals) + GSAP, Lenis, React Bits	Static asset requests on Workers are free and unlimited . Pages Free: 500 builds/mo, 20,000 files/site, 25 MiB max file, 100 custom domains/project.	Static export avoids SSR compute. For SSR later, use the OpenNext Cloudflare adapter (check current docs). GSAP is now 100% free (verified). Lenis is MIT. React Bits is MIT + Commons Clause: fine on your site, but don't resell or redistribute the components inside paid starter kits .
API / backend	One Worker (Hono or plain fetch handler): /api/subscribe , /api/webhooks/payments , /api/auth/* , /api/progress , /api/video-token	Workers Free: 100,000 requests/day, 10 ms CPU per invocation . Paid: \$5/mo minimum, 10M requests + 30M CPU-ms included.	10 ms CPU rules out password hashing on Free. Use magic links (email token) or passkeys. Upgrade to \$5 when you hit 1,000 students or need cron jobs or longer CPU.
Database	D1 (users, sessions, enrolments, progress, UTM attribution, orders)	Free: 5M rows read/day, 100k rows written/day, 5 GB total. Paid: 25B reads + 50M writes/mo included.	Plenty for 10k+ students. KV only for caching flags or config (Free: 100k reads/day, 1k writes/day: too low for sessions, so keep sessions in D1).

Layer	Choice	Free-tier facts (verified Oct 17, 2026 unless noted)	Notes
Files (PDFs, templates, starter repos, datasets)	R2	Free: 10 GB-month storage, 1M Class A + 10M Class B ops/month, egress free . Then \$0.015/GB-month.	Serve via short-lived presigned URLs minted by the Worker after checking enrolment.
Video	Option A: R2 + self-encoded HLS (ffmpeg → 720p/1080p segments) · Option B: Cloudflare Stream · Option C: Bunny Stream · Option D: unlisted YouTube for free content only	See comparison in §5.3	Recommended: A for lowest cost, B when you'd rather pay to skip video ops.
Spam / bots	Cloudflare Turnstile	Free (check current limits)	On every form.
Auth	Magic link via Resend + D1 session cookie (HttpOnly, SameSite=Lax)	—	Optional: Cloudflare Access (Zero Trust free tier, check seat limits) only for the admin area, not for students.
Payments	Lemon Squeezy (MoR) or Stripe Payment Links	No monthly fee for either (verified). LS 5% + 50¢ incl. global tax as MoR. Stripe 2.9% + 30¢ domestic cards; Stripe Tax / Managed Payments extra.	See payment decision below.
Transactional email	Resend Free	3,000 emails/mo, 100/day , 1 webhook endpoint, 3 domains (verified). Pro \$20/mo for 50k emails, no daily cap.	Magic links, receipts, onboarding.
Newsletter / sequences	Brevo Free (300 emails/day, verified; contact cap: check current pricing) or MailerLite Free (250 subscribers, 2,500 emails/mo, 3 automations, verified) or Resend Marketing Free (1,000 contacts, verified)	Paid when list > ~1,000: Resend Pro marketing \$40/mo for 5,000 contacts (verified); MailerLite Comfort from \$12/mo (verified "starting" price; tier-dependent)	Pick one list tool. Suggestion: start on Resend Marketing (same vendor as transactional, 1,000 contacts free), move to MailerLite or Brevo paid when the list passes 1,000 and you want richer automations.
Analytics	Cloudflare Web Analytics (free, cookieless), GA4 (free), Meta Pixel + Conversions API, TikTok Pixel + Events API, LinkedIn Insight Tag	—	Server-side events fired from the Worker on <code>Lead</code> and <code>Purchase</code> (deduplicate with <code>event_id</code>).
Community	Discord (free) for EN; LINE OpenChat or a private Facebook group for zh-Hant	Free	Cohort spaces per run.
Booking	Cal.com or Google Calendar appointment schedule	Check current pricing	For team / service calls.
Domain	Cloudflare Registrar (at-cost)	Check current pricing (~\$10–15/yr for .com)	e.g. <code>miulabs.ai</code> / <code>miulabs.com</code> .

Payment decision.

- **Self-paced products and kits (fully automated digital goods)** → **Lemon Squeezy** (5% + 50¢, merchant of record, handles global VAT / GST / sales tax) or **Stripe Managed Payments** (+3.5% on top of Stripe fees; "online courses and training" is an eligible category; Stripe's docs say products involving human intervention such as live coaching **don't qualify**).
- **Cohort, team training and services (human-delivered)** → **Stripe Payment Links / Invoicing** under your own business; handle tax with your accountant (Stripe Tax for calculation: check current pricing).
- Why MoR for digital goods: a solo founder selling to the EU, UK, Australia, Taiwan and US states otherwise has to register for and file VAT / GST in many places. The ~2–3.5 percentage points of extra fees are cheaper than that work.
- Note: reports say Stripe's Managed Payments was built from its Lemon Squeezy acquisition. Check Lemon Squeezy's roadmap and approval criteria before committing; both require account review.

Minimal data model (D1): `users(id, email, locale, created_at, utm_source, utm_medium, utm_campaign, ref) · orders(id, user_id, provider, product, amount, currency, status, created_at) · enrollments(user_id, product, granted_at, expires_at) · progress(user_id, lesson_id, completed_at) · sessions(token_hash, user_id, expires_at) · events(id, user_id, name, ts, props)`.

Enrolment flow: checkout → provider webhook (verify signature) → Worker upserts user + order + enrolment in D1 → Resend sends the magic-link welcome → Worker fires server-side `Purchase` to Meta, TikTok and GA4 → adds the contact to the "customers" segment in the list tool.

5.3 Video hosting compared

Option	Cost model	Pros	Cons	Use for
A. R2 + self-encoded HLS	Storage \$0.015/GB-mo after 10 GB free; egress free ; ops within 10M Class B free	Cheapest at scale; you own files; fits "build on Cloudflare" story	You encode (ffmpeg script), build the player (hls.js / Video.js), and sign URLs; no built-in analytics	Default for paid lessons
B. Cloudflare Stream	\$5/mo per 1,000 minutes stored (prepaid) + \$1 per 1,000 minutes delivered ; encoding and ingress free (verified)	Zero ops, signed URLs, adaptive bitrate, player, live streaming for cohort sessions	Costs scale with watch time	If you'd rather pay than maintain; live cohort streams
C. Bunny Stream	Storage from \$0.01/GB, CDN from \$0.005/GB (volume tier; standard tier is region-priced: check), free encoding and player, \$1 monthly minimum (verified)	Very cheap, good player, DRM-lite token auth	Another vendor and bill; less tied to the Cloudflare story	Budget alternative to Stream
D. Unlisted YouTube	\$0	Free, reliable, captions	No access control (links get shared), recommendations distract, blocked in mainland China , ToS limits on gated commercial use (check)	Free lead-magnet and promo videos only

Cloudflare terms: serving video from R2 or Stream is the sanctioned path. Don't proxy large video from other origins through the free CDN (check current service-specific terms).

5.4 Monthly cost at 0 / 100 / 1,000 students

Example assumptions: ~25 hours (1,500 min) of course video; each active student watches 300 min/month at ~720p (≈ 0.01 GB/min $\rightarrow$ 3 GB/student/month); mailing list of 0 / 500 / 5,000 contacts. Payment fees are per-sale (see §4.1) and excluded here.

Line item	0 students	100 students	1,000 students
Domain (Cloudflare Registrar, ~\$12/yr: check)	~\$1	~\$1	~\$1
Site hosting (static assets on Workers / Pages)	\$0	\$0	\$0
Worker API + D1 + KV	\$0 (Free)	\$0 (Free)	\$0–\$5 (recommend \$5 Workers Paid for CPU headroom and crons)
R2 files + Option A video (25 GB stored; 30k / 300k minutes $\approx$ 0.3M / 3M segment reads)	~\$0.25	~\$0.25	~\$0.25–\$1 (reads stay under 10M free when segments go direct to R2 via presigned URLs)
or Option B Cloudflare Stream (2 $\times$ 1,000-min storage blocks + delivery)	\$10	\$10 + \$30 = \$40	\$10 + \$300 = \$310
or Option C Bunny Stream (25 GB storage; 300 GB / 3 TB traffic)	~\$1 (minimum)	~\$2–\$10 (check region pricing)	~\$15–\$90 (check region pricing)
Transactional email (Resend)	\$0	\$0	\$0–\$20 (Pro if >100 emails/day)
Marketing email (list 0 / 500 / 5,000)	\$0	\$0 (Brevo or Resend free)	~\$40 (Resend Pro marketing, 5k contacts) or MailerLite / Brevo paid (check)
Analytics, Turnstile, Discord	\$0	\$0	\$0
Total, Option A (recommended)	$\approx$ \$1	$\approx$ \$1–\$2	$\approx$ \$40–\$70
Total, Option B (Stream)	$\approx$ \$11	$\approx$ \$41	$\approx$ \$350–\$375

Hosted-platform comparison (verified Oct 17, 2026, monthly billing; annual is cheaper):

Platform	Entry $\rightarrow$ mid plan	Transaction fee	Note
Teachable	Starter \$39 (7.5% fee) · Builder \$89 · Growth \$189	7.5% on Starter, 0% above (+ processing)	Fast to launch
Thinkific	Basic \$54 · Start \$109 · Grow \$219	Processing ~2.9%; 3rd-party gateway fees vary	Cohorts / Zoom from Start; B2B group orders on Grow
Podia	Mover \$49 (5% fee) · Shaker \$99 · Earthquaker \$179	5% on Mover, 0% above	Simple all-in-one
Kajabi	Basic \$179 · Growth \$249 · Pro \$499	Kajabi Payments 2.9% + 30¢ (US)	Most all-in-one, most expensive
Maven	\$0/mo	10% of revenue + Stripe	Built for cohorts; marketplace discovery

Build vs buy recommendation. At 100 students, a hosted platform costs ~\$50–\$250/month vs $\approx$ \$1–\$2 on Cloudflare. At 1,000 students it's still $\approx$ \$50–\$500/month vs $\approx$ \$40–\$70. Building is also course marketing ("this site is a capstone of the stack I teach"). **Build, with guardrails:** time-box the LMS MVP to **10 working days** (auth, enrolments, lesson pages, video, progress). If it slips past 2 extra weeks, run Cohort 1 on **Maven** (no monthly fee, 10%) and keep building self-paced on Cloudflare.

6. Social ads plan

6.1 Channel plan

Channel	Persona	Role	Format	Priority
YouTube (organic)	P2, P1	Main growth channel , as for the creators in §4.3: weekly long tutorials + Shorts	8–15 min builds, 30–60 s Shorts	1 (organic) ; no reliable ad benchmark, so no paid YouTube until organic works
LinkedIn (organic + small paid)	P3	B2B: team workshops and services. Post 3× a week (Maven's advice)	Posts; document ads (\$142/lead) or native lead forms (\$193) rather than landing pages (\$346) (sourced: Metadata)	2 ; paid only for the B2B workshop, benchmark \$202 CPL
Meta (Facebook + Instagram)	P1, P4	Paid supplement only : retargeting warm viewers and lookalikes to the free workshop or kit	Reels 9:16, carousel "before/after", Lead Ads	3 ; benchmark \$28.22 CPL, 10.05% conversion (sourced: WordStream/LocalIQ)
TikTok	P1 (younger sellers), P2	Organic reach; small boosts (Spark Ads) on proven organic winners only	UGC-style screen recordings	4; no reliable course-ad benchmark , so keep spend minimal
X	P2	Organic build-in-public (the technical instructors have 60k–740k followers)	Threads with demos / GIFs	5 ; no reliable ad benchmark
Xiaohongshu (小紅書) + 知识星球	Mainland / overseas-Chinese sellers	Organic only . 小紅書 notes → 专栏 (the required way to sell paid courses there) → 知识星球 / WeChat community (private-domain funnel)	圖文 tutorials in Simplified Chinese	Path 3; no reliable ad benchmark, and ads usually need a mainland entity (check)
Google Search (optional)	High intent	"AI course for ecommerce", "n8n course", "RAG course"	Search ads to sales page	Optional, after month 2

6.2 Funnel by temperature

Stage	Audience	Offer	KPI
Cold	Interests (Shopify, Amazon FBA, e-commerce, ChatGPT, n8n, self-hosting, homelab), lookalikes of buyers / list	Free kit or free workshop	CTR, CPL, LP conversion
Warm	Video viewers 50%+, site visitors, IG engagers	Workshop replay, case-study video, tripwire	Workshop show-up, tripwire rate
Hot	Leads not yet bought, sales-page visitors, cart abandoners	Cohort with deadline (Core by email only), team-workshop call, FAQ ads, testimonials	Lead→sale %, CAC, RPL

6.3 Creative angles and sample hooks

Angle	Hook (EN)	Hook (繁中)	Format
Time saved	"I wrote 30 product listings in 9 minutes. Here's the exact prompt."	「9分鐘寫完30個商品文案——這是我用的提示詞。」	Screen recording on the KK store CSV

Angle	Hook (EN)	Hook (繁中)	Format
Support bot	"This bot answers returns questions using <i>your</i> policy and cites the page."	「這個客服機器人會引用你的退貨政策回答問題。」	Split screen: ticket → answer with citation
Private AI	"Run ChatGPT-style AI on a NAS in your office. Customer data never leaves."	「在辦公室NAS上跑AI，客戶資料不出門。」	NAS + terminal B-roll
Anti-hype	"90% of AI courses teach prompts. Companies pay for systems."	「多數AI課只教提示詞，企業要的是系統。」	Talking head, 20 s
Builder career	"10 portfolio projects AI engineering hiring managers actually ask about."	「10個AI工程師面試真的會問的實戰專案。」	Carousel / Short
Automation	"Every 1-star review now pings Slack with a drafted reply. Built in n8n in 20 min."	「每則一星評價自動通知Slack並附回覆草稿。」	Workflow GIF
Cost	"My whole course platform costs about \$1/month. Here's the stack."	「我的整個課程網站每月成本約1美元。」	Architecture diagram (builders love this)
Mistake	"Stop pasting customer emails into ChatGPT. Do this instead."	「別再把客戶email貼進ChatGPT了。」	Talking head + policy template

Rules: show the real screen and real output in the first 2 seconds, add captions in the ad's language, never make income claims ("make \$10k with AI"). Meta and TikTok scrutinise these, and they attract the wrong buyers.

6.4 Test budget and thresholds (budgets are Examples; benchmarks are sourced)

Organic produces the volume and ads are a sanity check. At the \$28.22 Meta median, \$1,000 buys only about 35 leads, so paid ads can't carry the launch. The 90-day plan assumes over 90% of leads come from organic content, the newsletter, partners and the workshop.

Phase 1, Check (Nov 2 – Nov 22, \$1,000 total, Example):

Channel	Budget	Structure	Expected at benchmark
Meta / IG	\$500	1 Leads campaign → free workshop / starter kit . 2 ad sets: warm (video viewers, site visitors) and a 1% list lookalike (EN US/CA/AU + zh-Hant TW/HK). 3 creatives each, taken from proven organic posts	≈ 18 leads at \$28.22
LinkedIn	\$400	1 document ad (the 30-60-90 plan) or native lead form for e-com / ops managers at 20–200-person companies → B2B workshop sign-up or a call	≈ 2–3 leads at \$142–\$193; goal: 1 sales call
Boosts (TikTok Spark / IG)	\$100	Only the best 2 organic videos	No benchmark; judge on cost per opt-in vs Meta

YouTube ads are \$0 for now. Organic YouTube is the main channel.

Phase 2, Feed the pre-sale (Dec 3 – Jan 8, up to \$1,500, Example): only if Phase 1 meets the keep rules below. Put 70% into retargeting to the December and January workshops and the cohort deadline, and 30% into the best cold ad set. Raise budgets by at most 20–30% every 3 days.

Decision rules. The thresholds are Examples derived from the sourced benchmarks and the break-even math in §4.1:

- **Meta / IG.** Target CPL ≤ **\$28** (median \$28.22). **Kill the channel if CPL > \$45 after \$500**, the cohort break-even at 5% conversion. Kill an ad after about **\$60 spent (≈ 2× median CPL) with no lead**.

- **LinkedIn (B2B only).** Target $\leq \$150$ using document ads or lead forms (median \$202). **Kill if CPL > \$250 after \$750, or if the first 8 leads produce no sales call.** One \$6,000 workshop pays for about 29 leads at \$202.
- **TikTok / X / YouTube / Xiaohongshu.** No reliable benchmark, so a channel stays only if its cost per opt-in is $\leq$ Meta's.
- **Scale** (move to Phase 2) only if $\text{CPL} \leq \$28$ **and** workshop show-up $\geq 40\%$ **and** $\text{RPL} \geq 1.5 \times \text{CPL}$ once the first workshop's sales are in.
- **Workshop $\rightarrow$ paid.** Benchmark 5–10% (Maven). **Rework the workshop or offer if fewer than 2% of registrants buy anything within 60 days after 2 workshops.**
- **Show-up.** Benchmark 57% (ON24, B2B-heavy). Target $\geq 40\%$ for a consumer audience, and use reminders and a replay if it falls short.
- Pause everything during **Nov 23 – Dec 2, 2026** (BFCM ad auction inflation; operators are busy). Use that window for organic and building.

6.5 Tracking

- **UTM convention:** `utm_source={meta|ig|yt|tiktok|li|x|xhs|newsletter|partner} · utm_medium={paid|organic|email|affiliate} · utm_campaign={2026q4_freekit|2027q1_cohort1|...} · utm_content={hook-id_format_lang}` (e.g. `listings9min_reel_zh`). Product builds a UTM builder sheet; Marketing uses it for every link.
- **Capture:** the Worker stores first-touch and last-touch UTMs + `ref` in D1 at opt-in and passes `client_reference_id` / custom data to checkout so purchases carry attribution.
- **Pixels + server events:** Meta Pixel + Conversions API, TikTok Pixel + Events API, LinkedIn Insight Tag, GA4. Fire `Lead` on opt-in and `Purchase` (value, currency) from the payment webhook, with shared `event_id` for deduplication.
- **Consent:** load ad pixels only after consent for EU/UK visitors (cookie banner); Cloudflare Web Analytics is cookieless.
- **Dashboard:** a single Google Sheet (or D1 $\rightarrow$ simple /admin page): spend by channel (manual or API), leads, CPL, sales, revenue, RPL, CAC, ROAS, refunds.

6.6 KPIs and targets (Examples, re-baseline after Phase 1)

KPI	Definition	Target (Example)
CTR (link)	$\text{clicks} \div \text{impressions}$	$\geq 1\%$ Meta, $\geq 0.5\%$ LinkedIn
Meta lead-campaign conversion	$\text{leads} \div \text{clicks}$	$\approx 10\%$ (sourced: 10.05% Education median, WordStream/LocalIQ)
LP conversion	$\text{opt-ins} \div \text{LP visitors}$	$\geq 30\%$ (free kit), $\geq 20\%$ (workshop)
Course sales-page conversion	$\text{buyers} \div \text{visitors}$	0.5% at first, 1–2% once there's social proof (sourced: Maven)
CPL (paid)	$\text{spend} \div \text{leads}$	$\leq \$28$ Meta (median \$28.22), $\leq \$150$ LinkedIn (median \$202)
Share of leads from organic	$\text{organic leads} \div \text{all leads}$	$\geq 85\%$
Workshop show-up	$\text{attendees} \div \text{registrants}$	$\geq 40\%$ (benchmark 57%, ON24)
Workshop / lead $\rightarrow$ paid (60 days)	$\text{buyers} \div \text{workshop registrants}$	$\geq 2\%$ floor, 5% goal (benchmark 5–10%, Maven)
CAC	$\text{spend} \div \text{new customers}$	$\leq 40\%$ of first-purchase net revenue
RPL	$\text{net revenue (60 d)} \div \text{leads}$	$\geq 1.5 \times \text{CPL}$

KPI	Definition	Target (Example)
LTV	net revenue per customer over 12 months	$\geq 3 \times \text{CAC}$
Refund rate	refunds $\div$ sales	< 8% (no reliable industry benchmark, so track our own)
Course completion / capstone submit	—	$\geq 40\%$ self-paced module 6, $\geq 70\%$ cohort capstone

7. Organic content and community

Organic is the primary acquisition channel. The comparable creators grew mainly through YouTube, X and LinkedIn (§4.3), and paid leads cost about \$28 or more. Budget Afonso's time accordingly: the weekly long video and the monthly free workshop matter more than any ad.

Content engine (Afonso records; Marketing repurposes):

Cadence	Output	Owner
Weekly	1 long YouTube tutorial (8–15 min) built on the KK store: "Build X with Y"	Afonso records, Product scripts outline, Marketing edits brief
Weekly	1 newsletter "MiuLabs Field Notes / 實戰筆記" (what I built, what changed in AI tools, one template)	Marketing drafts, Afonso approves
3–5× / week	Shorts / Reels / TikTok cut from the long video (EN + zh subtitles)	Marketing
3× / week	LinkedIn posts (P3 angle: rollout, ROI, governance, from M12 and the 30-60-90 plan). Maven's advice: real insight, social proof, one CTA, no hard sell	Marketing drafts in Afonso's voice
2–3× / week	小紅書 圖文 notes (Simplified Chinese) → 专栏 and 知识星球 (Path 3, once the rules are checked)	Marketing
Daily-ish	X build-in-public: site build, labs, cost of stack	Afonso (10 min/day)
2× / month	Blog post / SEO tutorial, bilingual (e.g. "n8n + Shopify reviews workflow", "Cloudflare Tunnel for a home NAS AI server")	Marketing + Product
Every 4–6 weeks	Free live build session ("Build a support bot for a real store in an hour"), the main conversion event and the destination for all ads	Afonso, Marketing promotes

Open-source magnet: publish a public `miulabs/ai-store-starter` GitHub repo (listing generator + RAG bot skeleton on the KK data). Stars, issues and forks bring builders to the paid labs. Keep the polished labs paid.

Community:

- Discord: `#start-here`, `#wins`, `#help`, `#labs`, `#cohort-1` (private), `#zh-中文`. Weekly "show your build" thread. Cohort spaces close to the public; alumni stay.
- zh-Hant: LINE OpenChat or a private FB group for TW/HK operators; IG + Threads for discovery.
- Rituals: Monday goals, Friday demos, monthly "teardown" of a member's store workflow (with permission) as content.
- Partnerships: co-host workshops with Shopify / e-com agencies, homelab and NAS YouTubers, TW/HK e-commerce associations, n8n community. Offer a 20–30% affiliate commission (Lemon Squeezy has built-in affiliates: check). On the outbound side, join the **n8n affiliate program (30% for 12 months)** and disclose it wherever n8n is taught.

8. Roles and RACI: Product and Marketing

Charters (handoff-ready):

- **Product (AI teammate)** owns *what we sell and how it's delivered*: offer definitions, curriculum completion plan, labs repo, website and LMS build on Cloudflare, checkout and webhooks, analytics instrumentation, student experience, QA, pricing experiments setup. North-star metrics: on-time launch, completion rate, refund rate, LMS uptime, monthly infra cost.
- **Marketing (AI teammate)** owns *who hears about it and why they buy*: positioning and messaging, landing-page copy (EN + zh-Hant), lead magnets, email sequences, organic calendar, ads, community growth, partners and affiliates, reporting. North-star metrics: leads, CPL, RPL, workshop show-up, CAC, list growth.
- **Afonso** is the face and expert: teaches, records, approves pricing / spend / brand, closes B2B and service deals.

RACI (R = Responsible, A = Accountable, C = Consulted, I = Informed):

Workstream	Afonso	Product	Marketing
Positioning, personas, messaging	A	C	R
Offer ladder and pricing	A	R	C
Curriculum completion and labs (L1–L10)	A (teaches)	R (plan, scaffolding, QA)	I
Lead magnet content (kit, Lab 1)	C	R (build)	A / R (packaging, copy, launch)
Website design and build (GSAP / Lenis / React Bits)	A	R	C (copy, CRO)
LMS, auth, D1, R2 / video, webhooks	A	R	I
Payments setup (LS / Stripe), tax settings	A	R	I
Analytics, pixels, CAPI, UTM builder	I	A / R	C (defines events it needs)
Email platform and sequences	A (approves voice)	C (integration)	R
Organic content calendar and repurposing	C (records)	C	A / R
Paid ads (setup, creative, budget pacing)	A (budget)	C (tracking)	R
Community moderation and rituals	C	C (onboarding flow)	R
B2B / team training pipeline	A / R (sales calls)	C (packaging, proposal template)	R (lead gen)
Infra setup service delivery	A / R	R (runbooks, checklists)	C (case studies)
Legal pages, refund policy, privacy	A	R (implement)	C
Weekly metrics review	A	R (data)	R (insights)

8.1 Concrete first tasks (start Mon Oct 19, 2026)

Product: first 10 tasks

1. Write `docs/offer-spec.md` : final tier names, inclusions, prices (from \$3), upgrade credit rules, refund rules. Afonso approves by **Oct 21**.

2. Finalise the hands-on lab outline (L1–L10) with objectives, prerequisites and deliverables in `hands-on/labs/README.md`. Fill `data/docs/` (store policies: shipping, returns, care, final-sale) and `data/eval/` (30-question eval set) using the KK store data.
3. Build **Lab 1 "Local LLM in 30 minutes"** end-to-end (it's the lead magnet). Due **Oct 30**.
4. Scaffold the repo `miulabs-site`: Next.js static export (or Astro) + Tailwind + GSAP + Lenis + 3 React Bits components; `/en` and `/zh-hant` routes with hreflang; deploy to Workers Static Assets with preview deployments.
5. Create the Worker API + D1 schema (§5.2), `/api/subscribe` with Turnstile, UTM capture, and Resend double-opt-in email.
6. Set up Lemon Squeezy (and a Stripe account for human-delivered offers); create products and Payment Links in test mode; webhook → D1 enrolment → magic-link email; test the full purchase loop.
7. Implement pixels + CAPI / Events API server-side `Lead` / `Purchase`; build the UTM builder sheet; verify events in Meta Events Manager.
8. LMS MVP (10-day timebox): lesson pages from MDX, gated by session; R2 presigned downloads; HLS player with ffmpeg encode script; progress tracking.
9. Port `site/index.html` to `/syllabus`; draft legal pages from §10 for review.
10. Weekly cost and uptime report (Cloudflare dashboard + email tool + payments).

Marketing: first 10 tasks

1. Write the messaging doc: positioning statement, 3 taglines, persona message map, objection list with answers, in EN + 繁中. Due **Oct 22**.
 2. Write copy for the home page, `/free-kit` landing page and thank-you page (EN + zh-Hant) for Product to implement.
 3. Write the 5-day email course + 3-email workshop invite sequence + cohort launch sequence (open, mid, 48 h, 24 h, closing).
 4. Build a 30-day organic content calendar (YouTube, Shorts/Reels, LinkedIn, X, IG/Threads zh) from the §7 cadence; list the first 8 video topics from the lab list.
 5. Produce organic first: 8 YouTube Shorts / Reels scripts from the §6.3 hooks. Then turn the 6 best into ad creatives for the \$1,000 Phase-1 test (§6.4). Set naming = `utm_content` IDs.
 6. Set up ad accounts (Meta Business Manager, LinkedIn Campaign Manager; TikTok for boosts only); confirm the Pixel/CAPI events with Product; create audiences (site visitors, video viewers, list lookalike). Load the §6.4 kill and scale thresholds into the KPI sheet.
 7. Stand up Discord + zh community with channels, welcome flow and rules.
 8. Partner list: 30 targets (e-com agencies, homelab/NAS YouTubers, TW/HK e-com communities, newsletters). Draft outreach template for Afonso to send. Prepare the n8n affiliate application for Afonso to approve, and check the 小紅書专栏 / 知识星球 / WeChat payment and qualification rules for the zh edition.
 9. Collect proof: line up 5–10 beta readers for Lab 1 and the free kit to get early testimonials and screenshots.
 10. Weekly KPI report (Fridays): leads, CPL, RPL, show-up, sales, top 3 content pieces, next experiments.
-

9. 30 / 60 / 90-day timeline (Day 0 = Mon Oct 19, 2026)

Phase	Dates	Milestones	Exit criteria
Days 1–30: Foundation + list	Oct 19 – Nov 17, 2026	Offer spec approved (Oct 21) · messaging doc (Oct 22) · site v1 live with free-kit opt-in + Turnstile + UTMs (Nov 2) · Lab 1 + starter kit shipped (Oct 30) · email sequences live · 8 YouTube videos / 30 short clips published · Discord open · \$29 tripwire live · Founding Cohort waitlist page live · Phase-1 ad check (\$1,000) runs Nov 2 – Nov 22	≥ 300 leads, ≥ 85% organic (Example) · 3 winning hooks identified from organic · Meta CPL measured against the \$28.22 benchmark · checkout + enrolment loop tested · infra cost ≤ \$5/mo
Days 31–60: Pre-sell + build	Nov 18 – Dec 17, 2026	Ads paused Nov 23 – Dec 2 (BFCM) · open Founding Cohort pre-sale to waitlist on Dec 3 (\$990, 25 seats, 3-payment plan) · first free live workshop (~Dec 8) · LMS MVP live · Labs L2–L5 built · /teams and /services pages live; 10 B2B / service outreach conversations · Phase-2 ads (only if §6.4 keep rules are met) to workshop + cohort retargeting	≥ 12 cohort seats sold (Example), or decide to run as a smaller beta · LMS passes QA · ≥ 700 leads (Example) · workshop show-up ≥ 40%
Days 61–90: Launch cohort	Dec 18, 2026 – Jan 16, 2027	Holiday content: "Plan your 2027 AI stack" workshop (~Jan 6) · cohort close (~Jan 8) · Cohort 1 kicks off the week of Jan 11, 2027 (break week around Lunar New Year, Feb 6, 2027) · Labs L6–L10 scheduled through the cohort · 1 team-training proposal sent · 1 infra-setup deal scoped · self-paced Core pre-order page (delivers from cohort recordings in Mar 2027)	Cohort ≥ 20 seats (Example) · ≥ 1 B2B or service deal signed · RPL ≥ 1.5 × CPL on paid leads · ≥ 2% of workshop registrants bought · refund < 8%

After day 90: record cohort sessions → edit into the self-paced Core (launch ~Mar–Apr 2027) → open membership once 300+ Core customers → Cohort 2 (zh-Hant-first or bilingual) in Q2 2027.

10. Legal and ops basics (brief; confirm with a lawyer / accountant)

- **Entity and banking:** sell through a registered business (e.g. a US LLC, or your local equivalent) with a separate bank account; payment providers require business verification.
- **Refund policy (Example):** self-paced: 14-day refund if < 30% of lessons completed. Cohort: full refund until the end of week 1, 50% until the end of week 2, none after. Services: deposit (50%) non-refundable once work starts; milestone-based. **EU / UK consumers** have a 14-day withdrawal right for digital content unless they expressly consent to immediate access and acknowledge losing the right: add that checkbox / wording at checkout (your MoR may handle it, so check).
- **Privacy policy:** what you collect (email, name, progress, payment via processor, analytics / pixels), why, retention, processors (Cloudflare, Resend / Brevo / MailerLite, Lemon Squeezy / Stripe, Meta / Google / TikTok pixels), user rights (GDPR, CCPA/CPRA, Taiwan PDPA, HK PDPO), contact. Consent banner for EU / UK before ad pixels; double opt-in for email; unsubscribe in every email (CAN-SPAM / GDPR).
- **Terms:** single-user licence, no account sharing or redistribution of videos / materials, code samples under a stated licence (e.g. MIT for the public starter repo), no guarantee of business results, AI-output disclaimer, community conduct rules, service-agreement template for infra work (scope, access, security responsibilities, liability cap, data handling).
- **Taxes:** MoR (Lemon Squeezy / Stripe Managed Payments) collects and remits sales tax / VAT / GST on automated digital products. **You** handle tax on cohorts, workshops and services (human-delivered), plus income tax. Keep books from day 1 (export monthly from providers).
- **Ads compliance:** no income claims, disclose affiliate links, label AI-generated or AI-voiced creative where platforms require, and get written consent for testimonials.

- **Third-party licences:** GSAP is free under its standard licence (check its no-competing-tool clause); React Bits' Commons Clause bans reselling the components themselves; the KK store data is fictional (keep it that way, with no real customer PII in course material).

11. Risks and mitigations

Risk	Likelihood	Impact	Mitigation
Hands-on labs not ready (folder empty today)	High	High	Pre-sell the cohort; build labs one week ahead of the cohort schedule; Product owns a lab burndown
Q4 timing: operators busy, BFCM ad costs	High	Medium	List-build in Q4, launch in January, pause ads Nov 23 – Dec 2
Paid ads unprofitable (benchmarks: \$28.22 Meta, \$202 LinkedIn per lead; a \$249 sale needs ≈ 12% conversion)	High	Medium	Organic first; ads capped at \$2,500 over 90 days and pointed only at the free workshop / kit → cohort, B2B and services; hard kill rules in §6.4; judge on RPL
Drifting into the generic "AI automation agency" pitch	Medium	High	Positioning guardrail in §2; lead with store infrastructure, bilingual delivery and real builds; no income claims
Solo-founder bandwidth (teaching + building + selling + services)	High	High	Cap services at 2/month; delegate copy and ops to the Product / Marketing teammates; time-box LMS build; Maven fallback
Content rot (AI tools change monthly)	High	Medium	Modular lessons, principles over UI clicks, monthly "what changed" update (feeds the membership), version dates on lessons
LMS / security bug (leaked videos, auth issues)	Medium	Medium	Short-lived signed URLs, session hashing, rate limits, Turnstile, minimal PII; watermark email on PDFs; accept some piracy
MoR / payment account rejection or holds	Low–Med	High	Apply early (week 1); keep Stripe as a backup; clear refund policy and product descriptions
Chinese-market friction (YouTube / Discord / Google blocked in mainland; Xiaohongshu ads need a local entity; Simplified vs Traditional script)	Medium	Medium	Lead with TW / HK / SG (Traditional, cards, IG / FB / LINE); test mainland only organically; host video on R2 / Stream rather than YouTube
Infra service liability (client NAS breach, downtime)	Low–Med	High	Fixed scope, security checklist (Cloudflare Access, no open ports, backups), written handover, liability cap, optional paid care plan
Platform policy changes (Meta targeting, free-tier limits)	Medium	Low–Med	Own the list; diversify channels; re-verify free-tier limits quarterly
Weak differentiation in a crowded AI-course market	Medium	High	Lead with the e-com case-study store, bilingual delivery and real infra (NAS + Tunnel + observability); show actual builds in every ad

12. Sources for verified prices (checked Oct 17, 2026)

Stripe pricing (stripe.com/pricing) · Stripe Managed Payments (stripe.com/managed-payments; docs eligibility page) · Cloudflare Workers / D1 / KV / R2 pricing (developers.cloudflare.com/workers/platform/pricing) · Cloudflare Pages limits (developers.cloudflare.com/pages/platform/limits) · Cloudflare Stream pricing (developers.cloudflare.com/stream/pricing) · Bunny Stream (bunny.net/pricing/stream) · Lemon Squeezy (lemonsqueezy.com/pricing) · Resend (resend.com/pricing) · MailerLite (mailerlite.com/pricing) · Brevo (brevo.com/pricing) · Teachable, Thinkific, Podia, Kajabi pricing pages · Maven Help Center ("Getting paid") · GSAP (gsap.com/pricing) · React Bits and Lenis licences (GitHub). Prices change. Re-check before committing.

Market benchmarks and examples (from Marketing's research, `/workspace/miulabs-course-research/report.md`, opened Oct 17, 2026): [WordStream/LocaliQ Facebook Ads Benchmarks 2025](#) (Sept 2025) · [Search Engine Land](#) (Sept 8, 2025) · [Metadata, what LinkedIn ads cost](#) (Aug 25, 2026; 2025 data) · [ON24 2025 Webinar Benchmarks](#) (Feb 20, 2025) · [Maven, effectiveness of one-day workshops](#) (Feb 15, 2023) · [Maven marketing guide](#) (Jun 19, 2026) · [Maven Lightning Lesson guide](#) (Apr 14, 2026) · [Nick Saraev Q&A archive](#) · [n8n affiliate program](#) · [界面新闻 on Xiaohongshu 专栏](#) · [The Coaching Times on refund data](#) (vendor data only; not used for planning). Creator examples are linked in §4.3.