

FOR BEN · FROM ALEXEI

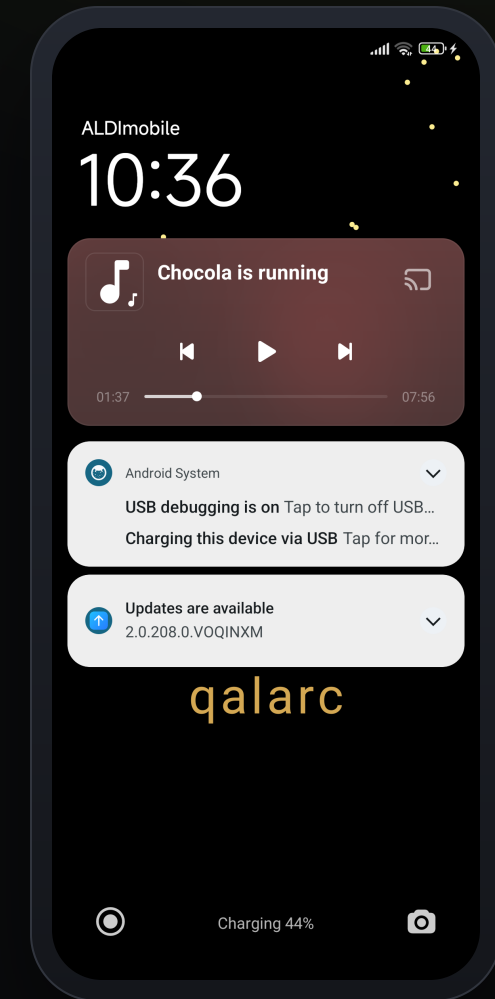
Reps With Friends.

Since your email.

rwf.qalarc.com

31 August 2026 · Alexei Brown

Development status, the call-prep points, the business case, the masterplan — and the prototype that stands in for the meeting.



Not a mockup. Your product, battle live, on my phone.

What I built in five days

Everything below is live at rwf.qalarc.com right now. The appendix and the wiki map every claim to code.

36

gameplay elements live

Catalogued across families A–G — core loop, retention, social, corporate, verification

65

of your Figma screens running

22 wired to real state; the rest wear an honest DEMO chip. Installable PWA, works offline

250+

automated checks, green

Engine, bots, API, e2e flows — run on every push, CI-gated

11/11

engine parity tests

The app runs the real game-core engine — ported and proven identical

2+1

chat bots live, one built

WhatsApp + Slack working today · Beeper transport built & tested · Telegram via bridge

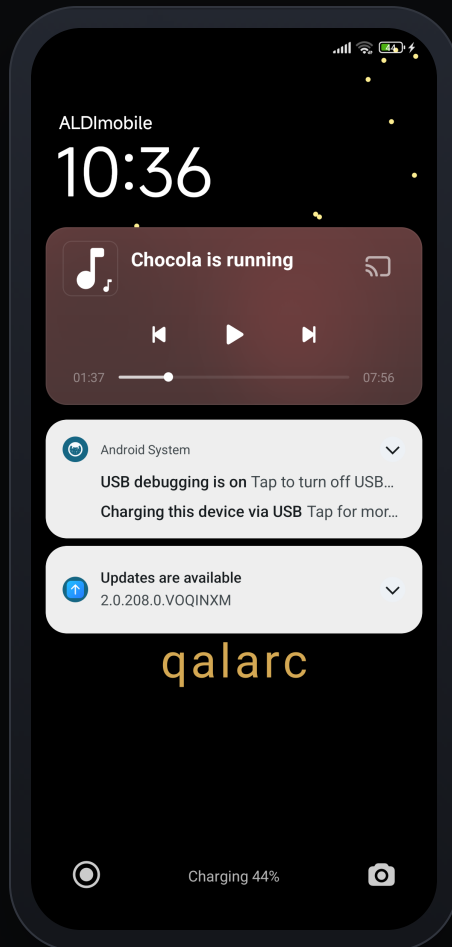
~20s

push-to-live deploys

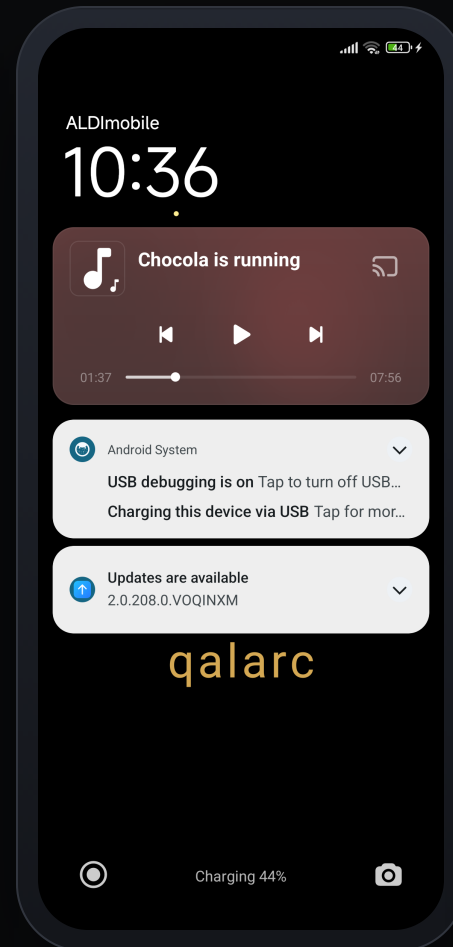
GitHub → Cloudflare Pages · 9 public pages · always-on hosting kit ready

The product, on a real phone

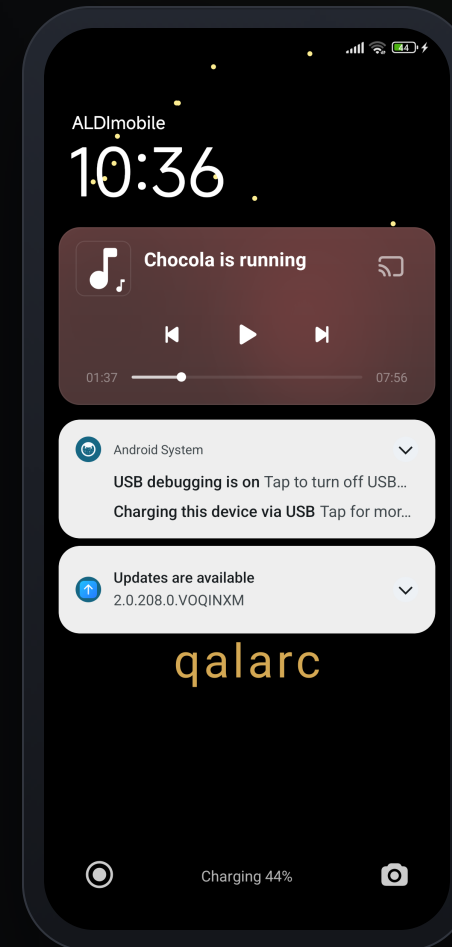
Chrome on Android, on-device — installable PWA, walked end-to-end with zero console errors. Six screenshots taken on the phone; three below.



Battle live — real scores, real handicaps



Quick-log — 3 taps from anywhere



Home — battles, seasons, streaks

The game loop — “the 300”

1 • AGREE

The crew picks the exercises. Any reps, any order, any mix.

2 • RACE

First to 300 *raw* reps closes the match. Log in-app or in the group chat.

3 • SCORE

Winner = highest **effort-adjusted** score.
Closing ≠ winning.

COMEBACK ×1.2 • >30% BEHIND, ONCE/MATCH

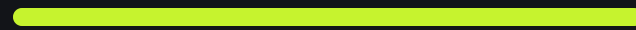
CLOSURE BONUS +15

CHARITY POT • WINNER DIRECTS

4-WEEK SEASON • 3/2/1 + MVP

THE HANDICAP — EFFORT COMPETES, NOT
RAW FITNESS

couch ×1.50



casual ×1.25



fit ×1.00



athlete ×0.85



Self-set, adjustable; anti-sandbagging via volume-based tier correction. v2 is engine-ready: %HRR (Karvonen) scoring from any BLE heart-rate strap — already live in the app.

A WORKED MATCH

Ben • athlete **300** raw ×0.85 = **255**

closed the match — first to the target

Alexei • couch **200** raw ×1.5 = **300**

never led on raw reps — won on effort

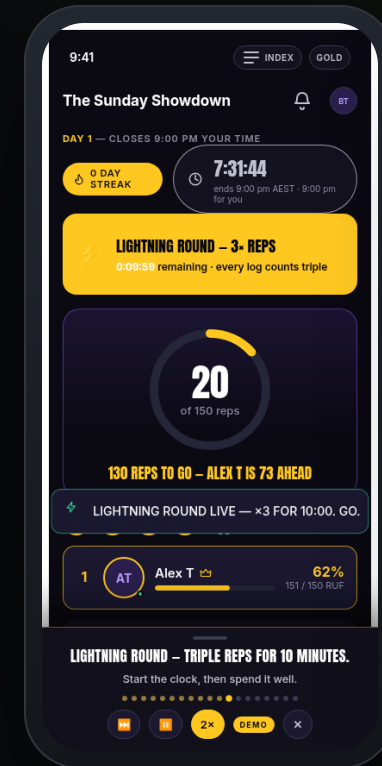
The fittest player closing the match doesn't decide it.

Effort is the score.

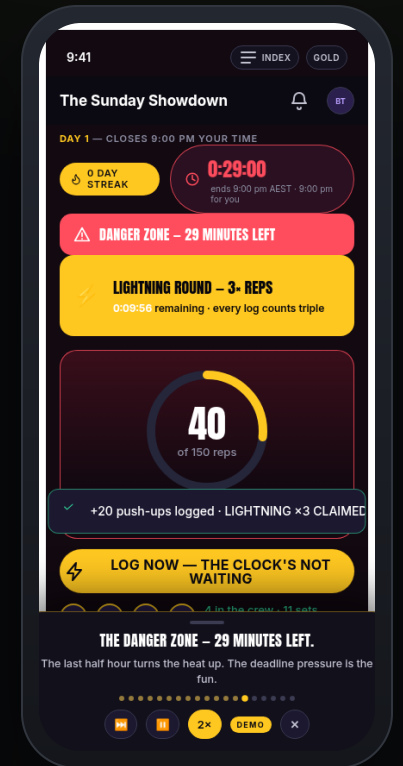
Your Figma, running.

Not screenshots of your design — your design **executing on the real engine**, at rwf.qalarc.com/figma-app.

- **Power-ups — working.** Lightning ×3, Rep Steal (shield-blockable), Shield, Time Freeze. One card per player per battle.
- **Danger zone — working.** Your 3-level nightly escalation (3h/1h/30min) on the 9PM group clock, dual local time.
- **Daily winner — working.** Nightly settle, recap screens, streaks, next-day teaser.
- **Also adopted:** bottom nav + central LOG, quick-log sheet with presets & undo, RUF conversion preview, rematch, waiting room with crew codes.
- **Honest where it matters:** single-device state until the API wire lands (next), no auth yet, mates simulated in the prototype, wagers flagged behind the legal opinion.



Lightning ×3 — live window



Danger zone — DZ escalation

No call needed to see it

The call is for deciding, not demoing. Four doors, widest first:

rwf.qalarc.com/figma-app?demo=1

THE APP DEMO · 75 SECONDS

Self-playing tour on a shadow save: onboard → create → live battle → comeback → lightning → danger zone → close → result → rematch → daily recap → season → end card. Pause, skip, 2× speed. Your real save is never touched.

rwf.qalarc.com/demo

THE GAME DEMO

A scripted match on the marketing site, driven by the real engine — the loop explained in 60 seconds for someone who'll never install anything.

rwf.qalarc.com/wiki

THE WIKI

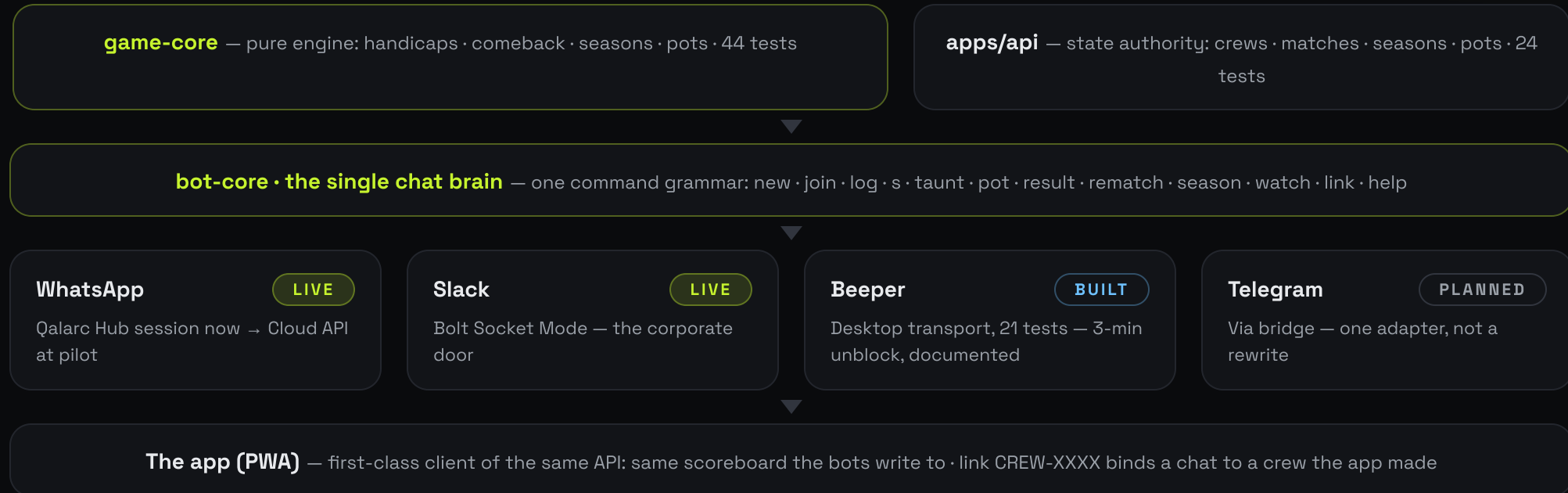
Every feature, its build status, and the decision trail — the honest version of this deck, always current.

rwf.qalarc.com/system

THE SYSTEM

16 design-system components rendered live — the bridge between your component library and the build.

Chat-first — one brain, many transports



Every match broadcast is an ad the whole group chat sees — spectators become players at **near-zero CAC**. Apple Messages stays out until a bot API exists.

An open niche with two moats

- **The niche is empty.** Small-group, real-time, *handicapped* competition delivered inside the group chat. No established player; the OSS space is 0-star student projects.
- **Moat 1 — the handicap system.** Golf proved handicaps keep weak players paying for decades. Nobody in fitness does it well; it’s the hardest thing to get right, so it’s defensible.
- **Moat 2 — chat-first.** The game lives where the banter already lives. Non-users spectate the leaderboard within minutes; every broadcast recruits.
- **The publicity lever is real.** “Silverchair drummer launches fitness app” is a first-wave injection most startups pay seven figures for — and the 35–50 nostalgia demographic *is* the target user.
- **The caveat:** celebrity attention buys the top of the funnel once. The handicaps and the chat presence are what keep them.

ADJACENT REVENUE POOLS

Corporate wellness	AU\$600+/employee/yr budgets · “team 300s for charity” is an easy HR sell · likely the actual business
Charity partnerships	Rev share / sponsorship on the pot mechanics
Brand sponsorship	Supplement/apparel brands chasing the 35–50 male demo

WHY INCUMBENTS DON’T COVER IT

Solo trackers (Strava, Hevy...)	saturated, lonely, no stakes
Wagering apps (StepBet...)	cash stakes, regulatory baggage
Live classes (Peloton...)	anonymous crowds, not your mates
Async comparisons	weak, pairwise, buried in apps

Full analysis — risks ranked, KPIs, verdict — in the appendix (SC) and docs/01.

The masterplan — where we actually are

P0**Due diligence & alignment**

Market + compliance research · business analysis · masterplan · call prep — docs 01–22 in the repo

DONE

P1**Prototype — feature-complete & live**

Game engine (44 tests) · WhatsApp + Slack bots · phone-first PWA + camera verify + HR straps · your 65 screens running (v1.0.0) · site, demo, wiki, hub · push-to-deploy

DONE

P2**MVP — “the 300 loop” · ~6–8 weeks**Wire app ↔ API ↔ bots (mechanical — the mirror already landed) · auth · WhatsApp Cloud verification · **3–5 real group chats playing weekly**

NEXT

P3**Effort truth & wearables · ~+8 weeks**

%HRR handicap v2 (engine-ready, straps already live) · watch companions · seasons as the long arc · shareable clip generation

LATER · STARTED

P4**Business layer**Corporate mode: Slack enterprise, org dashboards, team-vs-team, invoicing — **the revenue engine** (console already seeded) · charity structure with a partner · WHOOP/Garmin cloud

LATER · SEEDED

MVP GATE: 3–5 REAL CHATS WEEKLY

≥40% REPS CAMERA-VERIFIED

VIRAL K ≥ 0.3 PER BROADCAST

W4 GROUP RETENTION ≥ 60%

2 CORPORATE PILOTS BY P4

Five decisions, designed to be made **together**

Not presented — decided. Your blueprint’s own open-questions register maps almost 1:1 onto ours.

DECISION	YOUR FIGMA SAYS	OUR BUILD SAYS	THE SHAPE OF A HYBRID
Fairness	Personalised targets; winner = completion % of own target; tier stays private	Shared 300 + tier multipliers (×1.5 → ×0.85) — handicap as the spectacle	Your targets + our comeback multiplier on top
Platform	Native app, store push, IAP; Slack at V1.x	PWA + chat bots day one — shipped ; chat is the arena	Staged: bots now → native when retention proves
Rhythm	Multi-day battles, daily winners, nightly danger zone	One match to 300 with the close-moment finale	Daily winners <i>inside</i> 4-week seasons
Power-ups	4 at launch + rarity + daily drop + store + Pro slots — the monetisation spine	None in MVP; comeback badge only	Working prototype exists — scope is the call
Brand	Gold #FFC821 + purple · Anton/Inter · reps.fit	Lime #c6f32e + coral · Space Grotesk · rwf.qalarc.com	Founder taste — your call to lead

Already adopted without a fight: your bottom nav + central LOG, quick-log sheet, RUF preview, danger-zone craft, dual clock, system states, “battle” as the word. The five above are the ones worth deciding together.

What still needs structure

You asked for pushback — here is mine, to myself. Three things I won't wave past:

Charity-pot legal

BEFORE \$ MOVES

“Winner directs a pot” must dodge raffle/betting classification under AU state law. Needs a real legal opinion before a dollar moves. Until then: **pledge-only, enforced in the engine** — the ledger exists, no money is handled.

WhatsApp at scale

SHAPES THE PILOT

Cloud API *group* support is unverified — it decides the pilot architecture. Per-conversation pricing means batched standings, never per-rep spam. The Hub carries dev; costs get modelled before scale.

Verification rollout

PHASED • LIVE

In-browser camera counting (MoveNet) and BLE HR straps (%HRR) are live today — on-device, \$0, nothing uploaded. Next: HealthKit / Health Connect sync, then WHOOP/Garmin cloud cross-checks. Your peer-challenge layer is the social backstop.

Full ranked risk register: appendix §C • docs/01 §5 • blockers register docs/15.

What I bring

Build velocity

A studio would scope this as a 3-month discovery-to-MVP. It shipped in days. This deck is the receipt, not the claim.

Chat infrastructure

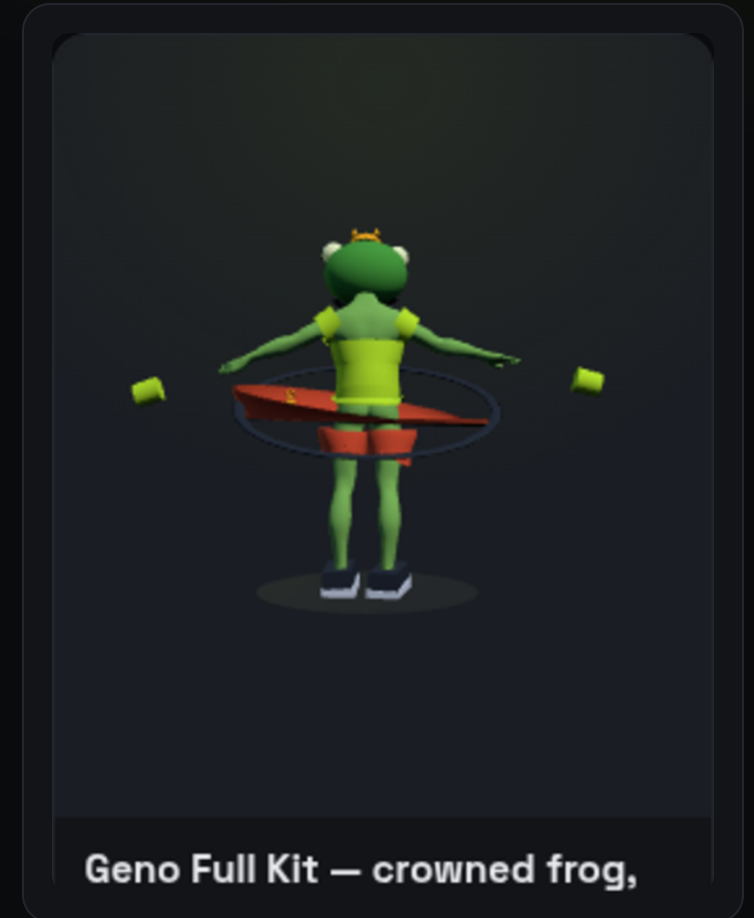
The Qalarc Hub already owns live WhatsApp + Signal sessions with an HTTP API. The bots are shipped, not planned — most teams stall for months at WhatsApp approval alone.

AI / 3D pipeline

In-browser pose counting, a server-side AI layer (narrator, taunts, digests), and a mocap + cloth-sim avatar pipeline — the frog on the right walks, squats and dresses itself.

Health-data background

Enterprise wellbeing (Sahha) playbook: $k \geq 5$ aggregate privacy, %HRR (Karvonen) effort scoring, HR-strap ingestion — the corporate-grade privacy posture your design already assumes.



The mascot, full kit — mocap walk + cloth-sim wardrobe. Same pipeline does custom avatars.

A founding pair, not a client and a vendor

BEN BRINGS

- The idea, refined for 18 months
- The complete 65-screen product design
- The publicity lever + the network
- Early spend for running costs

ALEXEI BRINGS

- The working product — already built
- The infrastructure: bots, hosting, messaging
- AI, 3D and health-data capability
- Ongoing build capacity, demonstrated

You're the design-and-vision founder. I'm the build-and-systems founder.
That's a complete founding pair — and it's what the equity conversation should price.

THE EQUITY CONVERSATION IS OPEN — SPLIT, VESTING, AND IP CONSOLIDATION INTO THE COMPANY

NO NUMBERS IN THIS DECK — THOSE ARE TALKED, NOT PROJECTED

BOTH IP ASSIGNMENTS GO BOTH WAYS: YOUR FIGMA IN, MY CODE IN

Where this goes next

1

Watch the demo

75 seconds, self-playing, on a shadow save — rwf.qalarc.com/figma-app?demo=1. Then poke the real app on your phone; it installs.

2

Re-book the call — 45 min

Agenda in the appendix: the five Phase-0 questions, the five product decisions, the shape of the deal. The prototype does the pitching; the call does the deciding.

3

Then the memo

After the call: a 2–3 page founders' memo — roles, split, vesting, IP — agreed within a fortnight, before the next big build phase.

The prototype **is** the meeting.

— Alexei • rwf.qalarc.com • appendix attached: the questions, the plan, the numbers, the element map