

Core Platform Technical Specification Bible

Classification: INTERNAL ONLY

1.1 Executive technical summary

The Core Platform is a tenant-agnostic headless CMS, frontend, design-system, SEO-governance, analytics, and AI-agent operating layer. It is designed to host many tenant websites through one shared platform while preserving strict tenant boundaries.

The first proving tenant is **HomoPlasticus**. The platform must launch HomoPlasticus without waiting for future tenants or advanced modules.

Core technical decisions:

Decision	Final position
Repository model	Private core monorepo + separate tenant repos
Tenant ingestion	Artifact-based ingestion, not uncontrolled cloned tenant source
CMS	Payload CMS
Frontend	Next.js, static/ISR-first
Design	Figma Design + Figma Make + Figma MCP
AI execution	ChatGPT Cloud Agents first; AWS-hosted agents deferred
Hosting posture	Shared low-cost AWS platform first
AI write model	Draft/PR/recommendation first; publish/merge/deploy require approval
First tenant	HomoPlasticus
Deferred	notary PDF generator, large commerce, server-side GTM, HA, AWS-hosted agents

AWS App Runner should not be used as a new foundation because AWS has closed App Runner to new customers starting April 30, 2026, while existing customers can continue without new feature investment. ([AWS Documentation](#))

1.2 Architecture principles

1. **Platform before projects** — every reusable feature becomes a platform capability.
 2. **Tenant isolation by default** — every tenant-owned record must be tenant-scoped.
 3. **Artifact ingestion, not repo nesting** — tenant repos produce validated inputs; core consumes them.
 4. **Static-first delivery** — public pages should be cached, pre-rendered, or revalidated.
 5. **Draft-first AI** — AI proposes, drafts, and opens PRs; humans approve risky actions.
 6. **SEO by construction** — templates enforce metadata, schema, canonical, sitemap, and noindex rules.
 7. **Cost by design** — avoid per-tenant infrastructure, NAT gateways, ALBs, Fargate always-on tasks, and server-side GTM at launch.
 8. **Design as system** — Figma owns design intent; core owns implementation components.
 9. **Secrets never in Git** — secrets live in AWS Secrets Manager or SSM.
 10. **HomoPlasticus proves the stack** — all future modules route after HomoPlasticus full launch alignment.
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1.3 Core platform boundaries

Core owns

- Payload CMS configuration
- shared data models
- tenant isolation logic
- Next.js frontend shell
- route resolver
- shared components
- shared design tokens schema
- SEO governance engine
- structured data engine
- analytics integration contracts
- MCP gateway contracts
- cloud-agent operating model
- deployment pipeline

- CDK infrastructure
- validation rules
- platform security policy

Core does not own

- tenant-specific copy
- tenant-specific product imports
- tenant-specific brand files
- client secrets
- unmanaged tenant code
- legal/health claims without review
- Google Ads spend decisions
- tenant-specific Figma design authority

1.4 GitHub architecture

Final recommended GitHub model

None

```
hepe-platform-core/      # private, platform-team only
tenant-homoplasticus/    # tenant-specific repo
tenant-notary/           # future
tenant-hepe/             # future
tenant-jewelry/          # future
tenant-marketing/        # future
tenant-vanity/           # future
```

Do not use

None

```
hepe-platform-core/
  tenants/
    tenant-homoplasticus/  # cloned repo inside core
    tenant-notary/
```

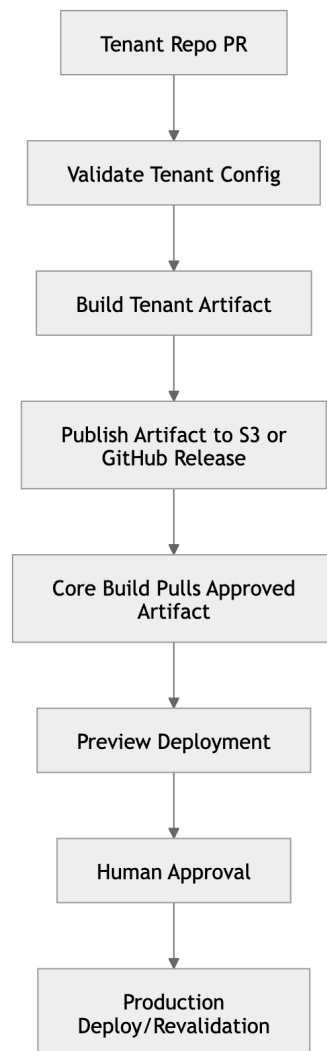
That creates submodule/subtree friction, ambiguous production state, client-access risk, accidental core coupling, and CI/deployment complexity.

Use artifact ingestion instead

None

flowchart TD

```
A[Tenant Repo PR] --> B[Validate Tenant Config]
B --> C[Build Tenant Artifact]
C --> D[Publish Artifact to S3 or GitHub Release]
D --> E[Core Build Pulls Approved Artifact]
E --> F[Preview Deployment]
F --> G[Human Approval]
G --> H[Production Deploy/Revalidation]
```



GitHub Actions can support this workflow; public repositories and self-hosted runners are free for standard usage, while private repositories receive included minutes/storage based on plan and bill overages. ([GitHub Docs](#))

1.5 Core repository structure

None

```
hepe-platform-core/  
  apps/  
    web/  
    cms/  
    mcp-gateway/  
    agent-ops/  
  packages/  
    ui/  
    design-system/  
    seo/  
    analytics/  
    email/  
    tenant-runtime/  
    payload-collections/  
    modules/  
      products/  
      resources/  
      services/  
      programs/  
      appointments/  
      affiliate-offers/  
      legal-resources/  
  infra/  
    cdk/  
      platform-stack/  
      dns-stack/  
      email-stack/  
      monitoring-stack/  
  schemas/  
    tenant-artifact.schema.json
```

```
tenant-config.schema.json
seo-profile.schema.json
docs/
  architecture/
  runbooks/
  agent-ops/
```

1.6 Tenant repository structure

None

```
tenant-homoplasticus/
  tenant.config.json
  brand.tokens.json
  navigation.json
  redirects.json
  seo-profile.json
  analytics-profile.json
  figma.json
  content-seeds/
    pages/
    resources/
    products/
  product-imports/
  page-briefs/
  assets/
  agent-instructions/
  README.md
```

Tenant repos may contain JSON, YAML, Markdown, MDX if sanitized, CSV imports, assets, public config, and approved briefs.

Tenant repos must not contain production secrets, AWS credentials, database URLs, Payload secrets, Stripe secrets, Google Ads refresh tokens, private Figma tokens, or arbitrary production server code.

1.7 Payload CMS architecture

Payload is the CMS and admin engine. It provides REST, GraphQL, and Local APIs; the Local API enables server-side code to execute Payload operations directly in Node without HTTP overhead. ([Payload](#))

Payload capabilities used in Core:

Capability	Use
Collections	Pages, resources, products, tenants, SEO profiles
Globals	Tenant settings, navigation, site-wide config
Drafts/versions	Review, rollback, scheduled publish
Access control	Tenant isolation and role permissions
Live Preview	CMS preview of Next.js pages
Multi-tenant plugin	Tenant selection and tenant-scoped collections
Local API	server-side frontend and MCP operations
REST/GraphQL	external integrations and scoped tooling

Payload’s multi-tenant plugin adds tenant fields, tenant selector UI, tenant filtering, relationship filtering, one-doc-per-tenant global-like collections, and automatic tenant assignment patterns. ([Payload](#))

Payload Live Preview renders the frontend in an iframe and communicates changes through `postMessage`; it supports dynamic URLs useful for multi-tenant and localized preview routes. ([Payload](#))

1.8 Core data model

Core collections

None

Tenant

Site

Domain
BrandProfile
DesignTokenSet
Navigation
Page
PageSection
Resource
Article
ResearchSummary
LifestyleGuide
Product
ProductVariant
AffiliateOffer
Author
Reviewer
EvidenceSource
SEOProfile
StructuredDataProfile
Redirect
MediaAsset
FormDefinition
Lead
AgentRecommendation
PerformanceRun
AnalyticsSnapshot
AuditLog

Required tenant fields

Every tenant-owned document includes:

None
tenantId
siteId
locale
status

```
reviewStatus
createdBy
updatedBy
lastReviewedAt
canonicalUrl
indexingPolicy
```

1.9 Tenant isolation

Tenant isolation is enforced at four levels:

Layer	Enforcement
CMS access control	user tenant memberships
Payload queries	tenant filter applied by default
frontend resolver	host/domain maps to tenant
agent permissions	tenant-specific MCP scopes

No tenant agent may access another tenant's CMS records, GitHub repo, Figma file, analytics property, Ads account, or Search Console property.

1.10 Next.js frontend architecture

The frontend is one tenant-aware Next.js application.

None

```
domain -> tenant resolver -> route resolver -> CMS query -> page
template -> SEO renderer -> response
```

Route examples:

None

/	homepage
/resources/[slug]	resources
/research/[slug]	research summaries
/guides/[slug]	lifestyle guides
/products/[slug]	product/book page
/about	about page

Public pages should be static/ISR-first. Dynamic server rendering should be reserved for authenticated experiences, previews, search, forms, and future self-help workflows.

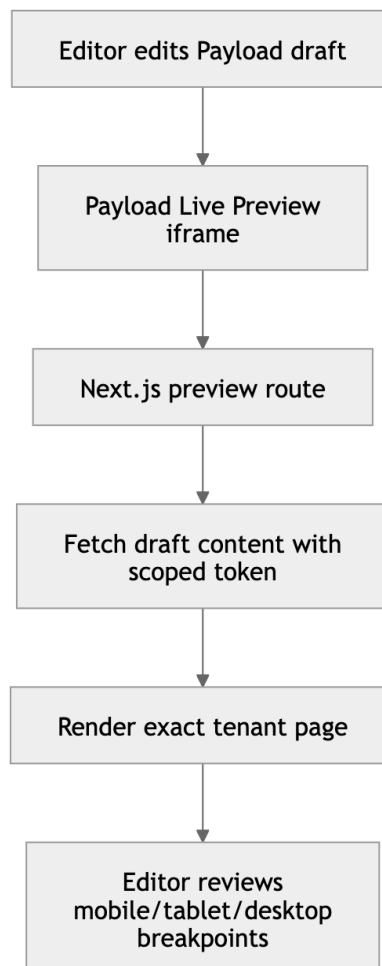
1.11 CMS preview architecture

Preview flow:

None

flowchart TD

```
A[Editor edits Payload draft] --> B[Payload Live Preview iframe]
B --> C[Next.js preview route]
C --> D[Fetch draft content with scoped token]
D --> E[Render exact tenant page]
E --> F[Editor reviews mobile/tablet/desktop breakpoints]
```



Preview rules:

- preview URLs must be signed or authenticated

- draft access is server-only
- preview must respect tenant boundaries
- preview must support configured breakpoints
- preview does not equal publish

1.12 Figma integration

Figma roles:

Tool	Role
Figma Design	source of design intent
Figma Make	prototype exploration
Figma MCP	design context for AI/coding agents
custom MCP connector	optional CMS/content context into Figma Make

Figma MCP gives AI agents structured design context, components, variables, and layout data. It is a bridge, not a one-click perfect code generator; Figma states that the MCP server provides structured design input and code starting points while the AI assistant generates final code. ([Figma Help Center](#))

Figma Make supports custom MCP connectors to remote MCP servers, including private internal servers, with OAuth or header-based authentication options. Write tools are disabled by default and must be enabled. ([Figma Help Center](#))

1.13 AWS low-cost launch stack

Launch stack

Layer	Service
DNS	Route 53
CDN	CloudFront
static assets/media	S3

CMS/runtime	shared low-cost host or EC2/Lightsail-equivalent
email sending	SES
email receiving	SES inbound to S3/Lambda
secrets	SSM/Secrets Manager
build/deploy	GitHub Actions + CDK
scheduled validation	ChatGPT Cloud Agents, GitHub Actions, lightweight schedulers

CloudFront includes a monthly free tier of 1 TB data transfer out, 10M HTTP/HTTPS requests, and 2M CloudFront Functions invocations for all AWS customers. ([Amazon Web Services, Inc.](#))
Route 53 hosted zones are \$0.50/month each for the first 25 hosted zones. ([Amazon Web Services, Inc.](#))

SES is the preferred low-cost email layer. SES is appropriate for transactional and campaign sending; inbound SES can route received mail to S3, Lambda, SNS, or other actions. ([Stripe Docs](#))

1.14 Environment and secrets

Safe in Git

```
None
tenantSlug
domains
brand tokens
public analytics IDs
public social links
navigation
redirects
SEO defaults
feature flags
```

Never in Git

None

database URLs

Payload secret

JWT secrets

Stripe secret keys

Google Ads refresh tokens

GA service account keys

Figma tokens

GitHub private keys

MCP bearer tokens

SES SMTP credentials

1.15 Analytics and Search Console

Integrations:

Integration	Purpose
GTM	event routing and marketing tags
GA4	traffic, engagement, conversion reporting
Search Console	indexation, queries, canonical and sitemap issues
PageSpeed Insights	performance diagnostics
Google Ads	paid/Grant account analysis where allowed

Search Console's URL Inspection tool reports indexed URL information, indexability, canonical signals, structured data, and live URL test information, but positive results do not guarantee appearance in Search. ([Google Help](#)) Search Console APIs have quota limits, including URL Inspection and Search Analytics limits. ([Google for Developers](#))

1.16 Google Ads / Ad Grants guardrail

Google Ad Grants provides eligible nonprofits up to \$10,000/month in in-kind search ads, but commercial tenant traffic must be kept separate from nonprofit mission traffic. ([Google](#)) Google states grantees must operate exclusively for charitable purposes and policy violations can trigger suspension. ([Google Help](#))

Rule: HEPE Ad Grants traffic must not be used as an affiliate or commercial routing engine.

1.17 Payments

For HomoPlasticus launch, use Stripe Checkout or Payment Links rather than custom commerce. Stripe Checkout is a low-code, prebuilt payment page that supports Stripe-hosted or embedded checkout and Checkout Sessions. ([Stripe Docs](#))

1.18 Approval gates

Human approval required before:

- production deployment
- DNS changes
- AWS infrastructure changes
- core PR merge
- publishing health-adjacent content
- publishing legal/notary content
- Google Ads campaign changes
- payment/pricing changes
- tenant access changes
- destructive deletes
- email campaign sends

Agents may proceed with:

- read-only analysis
 - draft CMS content
 - draft GitHub issues
 - draft PRs when permitted
 - recommendations
 - scheduled audits
-

1.19 Acceptance criteria for first phase launch

Core first phase is complete when:

- private core repo exists
 - HomoPlasticus tenant repo exists
 - tenant artifact schema exists
 - Payload runs with tenant model
 - Next.js renders HomoPlasticus routes
 - live preview works
 - S3/CloudFront media path works
 - SES domain path is configured or planned
 - Stripe checkout path is configured or planned
 - GTM/GA4/GSC fields exist
 - SEO metadata and schema engine works
 - deployment pipeline consumes tenant artifact
 - approval gates are enforced
 - backups are configured
 - budget alarms exist
 - no future tenant feature blocks launch
-

2. Core Platform Product Bible

Classification: INTERNAL ONLY

2.1 Product vision

The Core Platform is a reusable multi-tenant digital operating system for launching, managing, optimizing, and scaling authority websites, service-business websites, ecommerce catalogs, nonprofit program sites, and AI-assisted SEO/content systems.

It exists to make every new tenant cheaper, faster, more governed, and more intelligent than the last.

2.2 Product positioning

The platform is:

None

A shared headless CMS + website + SEO + design + AI-operations platform for high-trust, content-heavy, conversion-oriented websites.

It is not:

- a generic website builder
- a one-off agency template
- a full custom ecommerce engine
- a legal advice system
- a medical advice system
- an unmanaged AI autopublishing machine
- a per-tenant infrastructure sprawl model

2.3 Target tenant types

Tenant type	Examples	Core value
Authority content	HomoPlasticus	evidence, topic clusters, SEO governance
Service business	notary/apostille	appointments, service pages, local SEO
Nonprofit	HEPE	programs, donations, workshops, trust
Ecommerce	jewelry, health products	products, collections, schema, content
Lead-gen	vanity numbers	conversion pages, sitemap governance
Marketing agency	campaign case studies	proof, portfolios, metrics

2.4 Core value proposition

The platform gives tenants:

- faster launch
- lower hosting cost
- structured content
- governed SEO

- reusable design system
 - visual preview
 - analytics-ready pages
 - AI-assisted iteration
 - content quality controls
 - safer scaling into future features
-

2.5 Multi-tenant philosophy

One platform. Many brands. Shared components. Tenant-specific configuration.

None

Shared capability should live in Core.
Tenant identity should live in tenant config.
Live editorial content should live in CMS.
Design intent should live in Figma.

2.6 Feature taxonomy

Foundation features

- tenant model
- routing
- CMS
- design tokens
- page templates
- deployment pipeline
- backups
- analytics
- SEO metadata

Growth features

- resource hubs
- topic clusters
- AI recommendations
- performance audits
- email capture

- content workflows

Commerce/content authority features

- product catalog
- affiliate offers
- structured product schema
- sold-out policy
- collection pages
- comparison guides

Future advanced features

- notary PDF generator
 - appointment engine
 - user accounts
 - gated streaming
 - server-side GTM
 - advanced ads automation
 - dedicated HA infrastructure
-

2.7 Roadmap without fixed dates

Stage 1 — Core + HomoPlasticus proof

- tenant model
- Payload + Next.js
- live preview
- book landing page
- resource hub
- evidence/source model
- GTM/GA4/GSC readiness
- Stripe checkout path
- SEO governance baseline

Stage 2 — HomoPlasticus full content/product alignment

- expanded resource types
- product catalog foundations
- affiliate rules
- source/reviewer workflow
- topic clusters

- AI SEO cadence

Stage 3 — reusable tenant modules

- notary services module
- nonprofit program module
- ecommerce product module
- marketing case-study module
- lead-gen module

Stage 4 — platform optimization

- MCP connectors
- Figma content import
- performance automation
- advanced analytics
- stronger agent workflows

Stage 5 — advanced infrastructure

- HA tier
- dedicated tenant infrastructure
- server-side GTM
- custom commerce
- streaming
- PDF generator
- deeper ads automation

2.8 Product decision principles

1. HomoPlasticus first.
 2. Launch beats theoretical completeness.
 3. Shared modules beat one-off custom work.
 4. AI drafts; humans approve.
 5. SEO rules belong in templates.
 6. Tenant repos should not control core.
 7. Cost escalation must be intentional.
 8. Health/legal/nonprofit claims require review.
 9. Design system governs experience quality.
 10. Every tenant improvement should be evaluated for reuse.
-

3. HomoPlasticus Tenant Technical Specification Bible

Classification: TENANT-SHAREABLE

3.1 Executive technical summary

HomoPlasticus will launch as the first tenant on the shared platform. The launch site will be a book-led authority platform focused on microplastics, nanoplastics, exposure, health initiatives, research resources, and lifestyle guidance.

The launch will include:

- homepage
- book/product landing page
- resource hub
- research/study article template
- lifestyle guide template
- author/reviewer/source model
- SEO-safe metadata
- structured data
- analytics setup fields
- CMS live preview
- tenant-safe AI-assisted content workflow

3.2 Launch scope

Included at launch	Deferred
homepage	large product catalog
book landing page	advanced affiliate engine
resource hub	streaming
research summary template	user accounts
lifestyle guide template	health-product ecommerce
author/reviewer/source model	custom commerce

newsletter CTA	server-side GTM
Stripe checkout/payment link path	advanced ads automation
GA4/GTM/GSC readiness	notary/PDF functionality

3.3 Tenant configuration

```
JSON
{
  "tenantSlug": "homoplasticus",
  "tenantType": "authority-product-hybrid",
  "launchPriority": "proving-tenant",
  "contentRiskLevel": "health-adjacent",
  "defaultGovernance": "human-approval-required-for-health-claims",
  "commerceMode": "single-product-stripe-checkout",
  "agentMode": "draft-and-recommendation"
}
```

3.4 CMS collections used

Collection	Purpose
Page	homepage and core pages
Product	book/product page
Resource	resource hub entries
ResearchSummary	study/research summaries
LifestyleGuide	lifestyle exposure guidance
EvidenceSource	citations and source metadata
Author	content authors
Reviewer	qualified reviewers

SEOProfile	metadata and indexing controls
MediaAsset	images, PDFs, visuals
AgentRecommendation	AI suggestions and actions

3.5 Page templates

Template	Launch use
Homepage	brand, mission, book CTA, resource entry points
ProductPage	book landing page
ResourceIndex	all resources
ResearchSummaryPage	study summaries
LifestyleGuidePage	practical guides
AboutPage	credibility and mission
Contact/Newsletter	conversion and relationship capture

3.6 Health-adjacent governance

HomoPlasticus content must distinguish:

Content type	Required governance
educational content	source citation required
research summary	study metadata and limitations required
lifestyle guidance	disclaimer and evidence level required
product copy	no medical claims without review

affiliate content	disclosure required
health claims	human approval required

3.7 SEO profile

Required fields:

None

metaTitle

metaDescription

canonicalUrl

indexingPolicy

openGraphTitle

openGraphDescription

openGraphImage

schemaType

primaryTopic

secondaryTopics

evidenceLevel

lastReviewedAt

reviewer

3.8 Structured data profile

Page type	Schema
homepage	Organization / WebSite
book page	Product / Offer
article	Article / BlogPosting
research summary	Article with citation fields
guide	Article / HowTo only when truly instructional
breadcrumbs	BreadcrumbList

3.9 Tenant GitHub repository

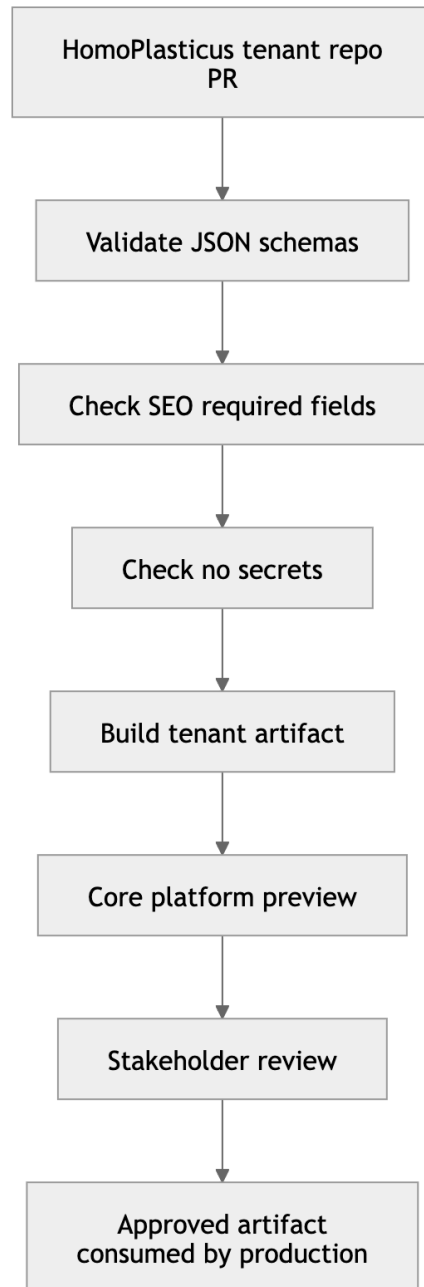
None

```
tenant-homoplasticus/  
  tenant.config.json  
  brand.tokens.json  
  navigation.json  
  redirects.json  
  seo-profile.json  
  analytics-profile.json  
  figma.json  
  content-seeds/  
    homepage.md  
    book.md  
    resource-hub.md  
  page-briefs/  
  assets/  
  agent-instructions/
```

3.10 Tenant artifact process

None

```
flowchart TD  
  A[HomoPlasticus tenant repo PR] --> B[Validate JSON schemas]  
  B --> C[Check SEO required fields]  
  C --> D[Check no secrets]  
  D --> E[Build tenant artifact]  
  E --> F[Core platform preview]  
  F --> G[Stakeholder review]  
  G --> H[Approved artifact consumed by production]
```



3.11 Launch checklist

- tenant config created
- brand tokens added
- homepage content approved
- book page approved
- resource hub shell approved

- first research template ready
 - first guide template ready
 - author/reviewer/source fields configured
 - GTM/GA4/Search Console IDs available or placeholders defined
 - Stripe checkout/payment link configured or deferred explicitly
 - preview works
 - mobile/tablet/desktop checks pass
 - metadata passes
 - schema validates
 - sitemap includes only launch-approved URLs
 - no placeholder pages public
 - budget/service tier confirmed
-

4. HomoPlasticus Product / Content / Launch Bible

Classification: TENANT-SHAREABLE

4.1 Product vision

HomoPlasticus is a book-led authority platform helping people understand microplastic and nanoplastic exposure, evaluate research responsibly, and make practical lifestyle decisions without fear-based exaggeration.

The site should become a trusted educational hub that can later support products, affiliate recommendations, initiatives, guides, and related health-conscious commerce.

4.2 Launch positioning

None

HomoPlasticus helps readers understand microplastic and nanoplastic exposure through accessible research summaries, practical lifestyle guides, and a book-led framework for learning what matters.

4.3 Primary audiences

Audience	Need
general readers	understand exposure without overwhelm
health-conscious consumers	practical reduction strategies
researchers/students	source-linked summaries
book buyers	understand the value of the book
partners/media	understand credibility and mission
future product buyers	evaluate products and recommendations

4.4 Content mission

HomoPlasticus content must:

- explain complex topics clearly
 - cite sources
 - avoid unsupported medical claims
 - distinguish evidence from opinion
 - summarize practical implications
 - disclose uncertainty
 - guide readers toward useful next steps
 - support the book as the central authority asset
-

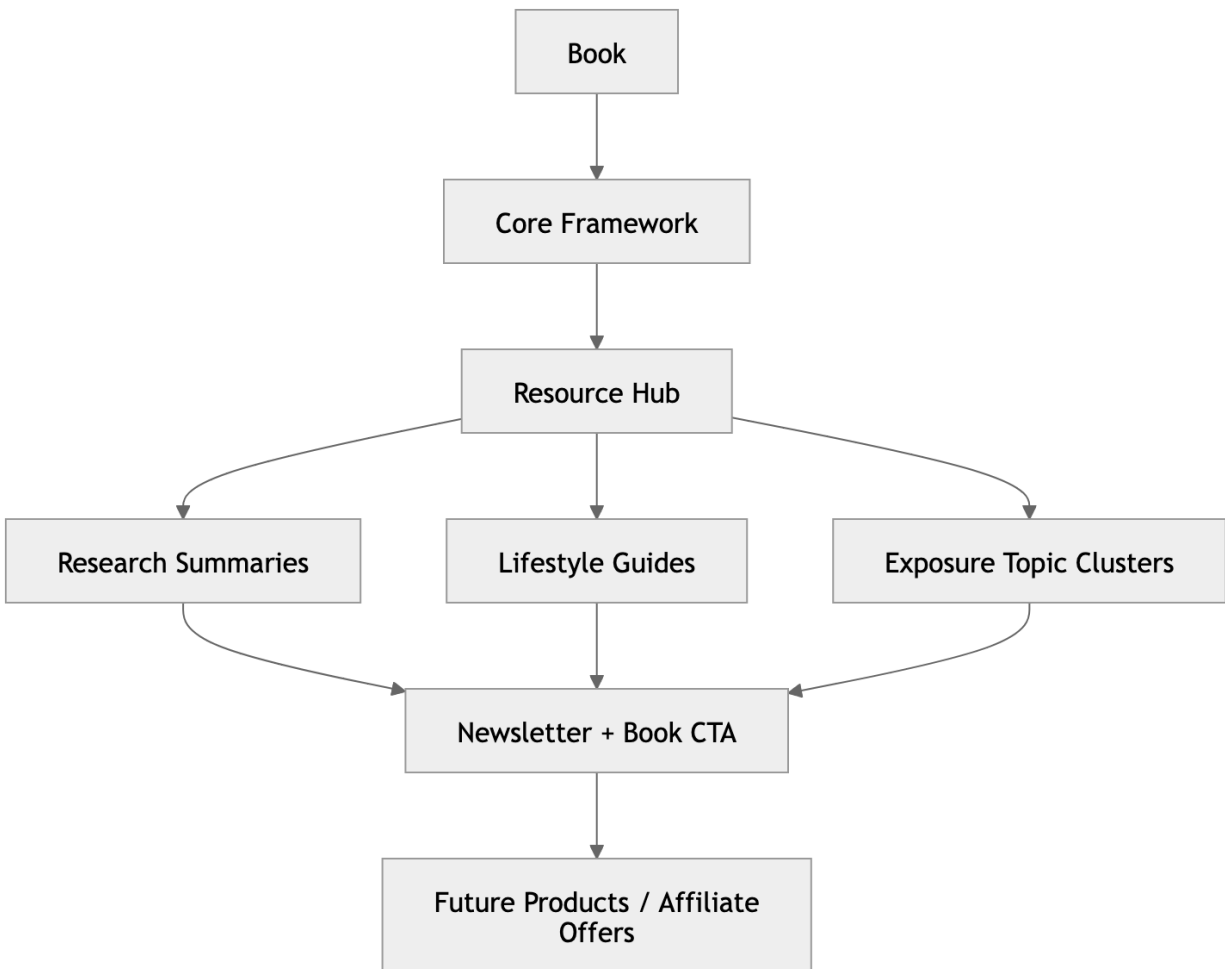
4.5 Book-led authority model

None

flowchart TD

```
A[Book] --> B[Core Framework]
B --> C[Resource Hub]
C --> D[Research Summaries]
C --> E[Lifestyle Guides]
```

C --> F[Exposure Topic Clusters]
D --> G[Newsletter + Book CTA]
E --> G
F --> G
G --> H[Future Products / Affiliate Offers]



4.6 Launch page map

None

/

Homepage

```
/book
  Book landing page

/resources
  Resource hub

/research/[slug]
  Research summaries

/guides/[slug]
  Lifestyle guides

/about
  About / mission / author

/contact or /newsletter
  Signup / inquiry path
```

4.7 Topic clusters

Initial clusters:

Cluster	Example content
Microplastics 101	what they are, where they come from
Nanoplastics	why size matters, research limits
Exposure pathways	food, water, air, packaging, dust
Human health research	evidence summaries, limitations
Lifestyle reduction	practical steps, tradeoffs
Product and material choices	safer swaps, caution with claims
Policy and initiatives	public health, community action

4.8 Voice and tone

- calm
- evidence-aware
- accessible
- not alarmist
- not dismissive
- practical
- clear about uncertainty
- respectful of reader intelligence

Avoid:

- “detox” overclaims
- guaranteed health outcomes
- unsupported product claims
- fear-based headlines
- medical advice language

4.9 Affiliate-content rules

Affiliate content is deferred until after launch alignment.

When introduced:

- disclose affiliate relationship
- separate evidence from recommendation
- explain selection criteria
- avoid health outcome guarantees
- link to relevant evidence/source pages
- require review before publishing

4.10 Success metrics

Area	Metric
visibility	impressions, indexed pages, non-brand clicks

engagement	scroll depth, resource clicks, newsletter signups
conversion	book clicks/purchases
trust	source completeness, reviewer coverage
quality	metadata completion, schema validity
performance	Core Web Vitals/PageSpeed trends

5. Tenant Hosting Cost Analysis & Service Level Bible

Classification: TENANT-SHAREABLE WITH PRICING

5.1 Executive summary

The platform uses shared infrastructure so tenants do not pay for a separate custom cloud stack unless they need dedicated or high-availability service.

Pricing below is recommended tenant-facing service pricing, not raw AWS passthrough. It includes shared platform hosting, basic maintenance assumptions, CMS availability, analytics support, and platform governance appropriate to each level.

Excluded unless separately scoped:

- AI model usage
 - paid ad spend
 - domain registration
 - Stripe/payment processing fees
 - third-party SaaS seats
 - unusual traffic spikes
 - premium support retainers
 - custom development
 - dedicated infrastructure
-

5.2 Final service tiers

Tier	Monthly price	Best for
Starter Launch	\$49/month	HomoPlasticus launch, small sites
Managed Growth	\$99/month	regular publishing and stronger support
Commerce / Content Authority	\$199/month	product catalogs, affiliate content, resource libraries
Mission-Critical / High Availability	\$499+/month	higher uptime, dedicated resources, stronger monitoring

5.3 Feature comparison

Feature	Starter Launch \$49	Managed Growth \$99	Commerce / Authority \$199	Mission-Critical \$499+
shared hosting	included	included	included	upgraded/dedicated possible
CMS access	basic	standard	advanced	advanced
CMS users	1–2	3–5	5–10	custom
static/ISR pages	included	included	included	included
product catalog	single/simple	small	advanced	custom
resource hub	basic	standard	advanced	advanced
SEO metadata	included	included	included	included
structured data	baseline	standard	advanced	custom
GA4/GTM	basic	standard	standard	advanced
Search Console	setup/support	setup/support	deeper monitoring	deeper monitoring

Google Ads integration	not included	read/report optional	read/report optional	custom
AI SEO agent	basic scheduled reporting	stronger cadence	active recommendations	custom
performance monitoring	launch checks	monthly/weekly	stronger cadence	advanced
Figma integration	design reference	design reference + tasks	design workflow	custom MCP-supported
GitHub tenant repo	included	included	included	included
backups	basic	improved	improved	stronger RPO/RTO
restore expectation	best-effort	defined support window	stronger	custom
email sending	basic SES path	standard	standard/campaign-ready	custom
support	light	standard	priority	priority/custom
HA	no	no	no/dedicated optional	yes/custom

5.4 Tier detail

Tier 1 — Starter Launch: \$49/month

Best for HomoPlasticus launch.

Includes:

- shared platform hosting
- basic CMS access
- static/ISR-first pages
- basic analytics wiring
- Search Console readiness
- basic SEO agent reporting

- CMS live preview
- tenant repo artifact workflow
- basic backup policy
- manual approval workflow

Limitations:

- no dedicated infrastructure
- no high availability SLA
- no server-side GTM
- no large ecommerce
- no advanced ad automation
- no custom development included

Recommended for: HomoPlasticus initial launch.

Tier 2 — Managed Growth: \$99/month

Includes Starter plus:

- more CMS users
- regular publishing support
- stronger analytics review
- stronger agent cadence
- improved backup/restore expectations
- richer SEO governance
- additional content templates

Recommended for: tenants publishing weekly and monitoring growth.

Tier 3 — Commerce / Content Authority: \$199/month

Includes Managed Growth plus:

- product catalog support
- affiliate offer governance
- advanced schema profiles
- stronger content QA
- more active SEO recommendations
- performance monitoring
- product/resource governance
- email/campaign readiness

Recommended for: jewelry, health products, affiliate content, larger authority libraries.

Tier 4 — Mission-Critical / High Availability: \$499+/month

Includes:

- upgraded infrastructure assumptions
- dedicated resources where required
- stronger monitoring
- stronger backup/restore expectations
- possible HA database/runtime
- priority support
- custom security posture
- custom SLA discussion

Important: true HA requires higher infrastructure cost and should not be treated as the default launch tier.

6. Cloud Agent Operating Bible

Classification: OPERATOR-ONLY

6.1 Agent taxonomy

Agent	Scope
Core Agent	shared platform, infra, repo, design system, SEO engine
Tenant SEO Agent	one tenant's SEO/content lifecycle
Tenant Performance Agent	one tenant's performance lifecycle
Tenant Ads Agent	one tenant's Ads/GTM/GA4 recommendations
Tenant Content Agent	draft content and CMS improvements

6.2 Core Agent

Allowed:

- read core repo
- inspect architecture docs
- inspect validation results
- draft issues
- draft PRs if permitted
- identify platform-level improvements
- propose cost optimizations

Not allowed without approval:

- merge core PRs
 - deploy production
 - change AWS resources
 - change DNS
 - access tenant secrets
 - change tenant access
 - publish tenant content
-

6.3 Tenant Agent

Allowed per tenant:

- read tenant repo
- read tenant CMS
- draft CMS content
- read Figma board
- read analytics/search data
- open tenant issues
- draft tenant PRs
- create recommendations

Not allowed unless configured:

- publish content
- change ads
- merge PRs
- deploy
- change pricing

- send campaigns
- publish health/legal claims

6.4 Connector matrix

Connector	Core Agent	Tenant Agent
Core GitHub repo	yes	no
Tenant GitHub repo	no or read-only if needed	yes
Payload CMS	platform-admin scoped	tenant-scoped
Figma Design	design-system boards	tenant boards
Figma Make	optional	optional
GA4	platform overview if available	tenant property
GTM	pattern review	tenant container
Search Console	platform patterns	tenant property
Google Ads	no direct changes	read/report/draft recommendations
AWS	approval-required	no direct access

6.5 Scheduling model

Cadence	SEO Agent
hourly	one queued page/post/product/resource
daily	site overview
weekly	analytics/performance/content strategy report
Cadence	Performance Agent
e	

PR	changed-route checks
daily	top-page PageSpeed checks
weekly	broader Lighthouse matrix
monthly	cross-tenant pattern review

Cadence	Ads Agent
weekly	account performance review
campaign changes	human approval required

6.6 Human review packet format

Every high-impact recommendation should include:

```

None
Title
Tenant
Target URL/content/PR
Issue observed
Evidence
Recommended action
Risk if ignored
Risk if implemented
Required approval
Rollback plan

```

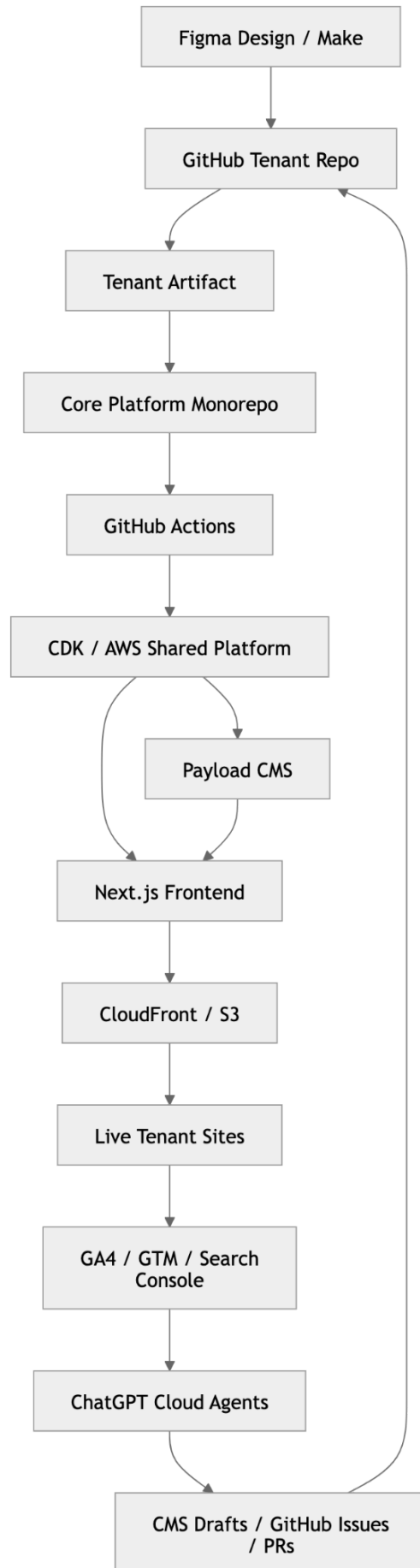
7. Diagrams Appendix

7.1 Core platform architecture

None

flowchart TD

```
A[Figma Design / Make] --> B[GitHub Tenant Repo]
B --> C[Tenant Artifact]
C --> D[Core Platform Monorepo]
D --> E[GitHub Actions]
E --> F[CDK / AWS Shared Platform]
F --> G[Payload CMS]
F --> H[Next.js Frontend]
H --> I[CloudFront / S3]
G --> H
I --> J[Live Tenant Sites]
J --> K[GA4 / GTM / Search Console]
K --> L[ChatGPT Cloud Agents]
L --> M[CMS Drafts / GitHub Issues / PRs]
M --> B
```



7.2 Tenant publishing workflow

None

flowchart TD

A[Create CMS Draft] --> B[Live Preview]

B --> C[SEO/Schema Validation]

C --> D[Human Review]

D --> E{Approved?}

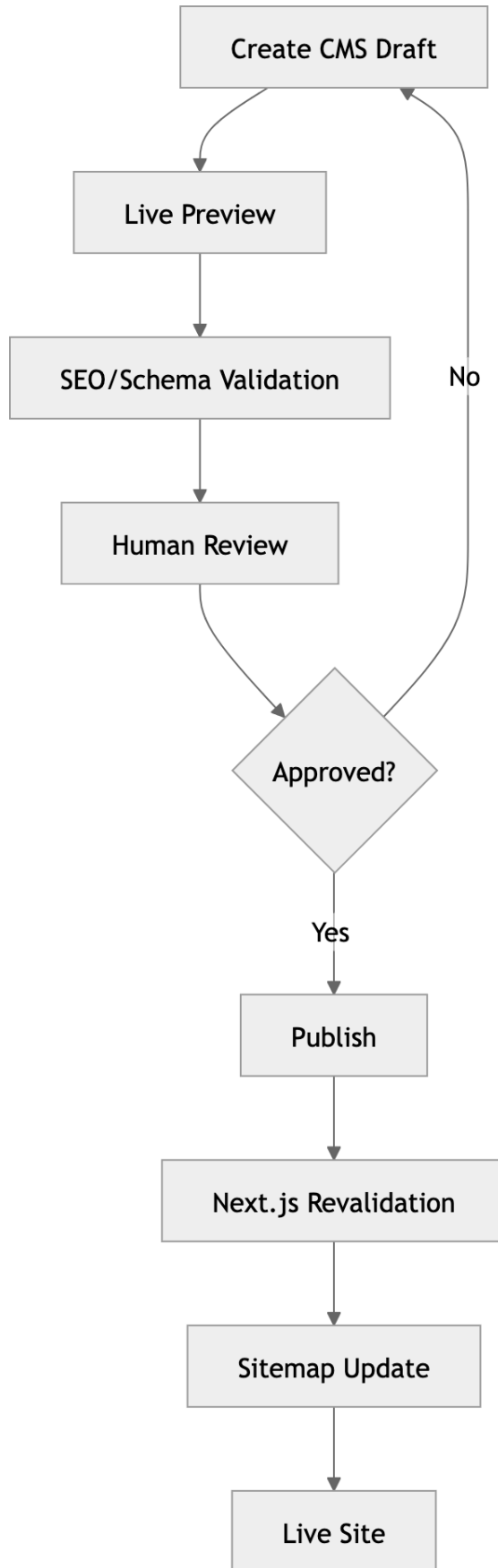
E -- No --> A

E -- Yes --> F[Publish]

F --> G[Next.js Revalidation]

G --> H[Sitemap Update]

H --> I[Live Site]

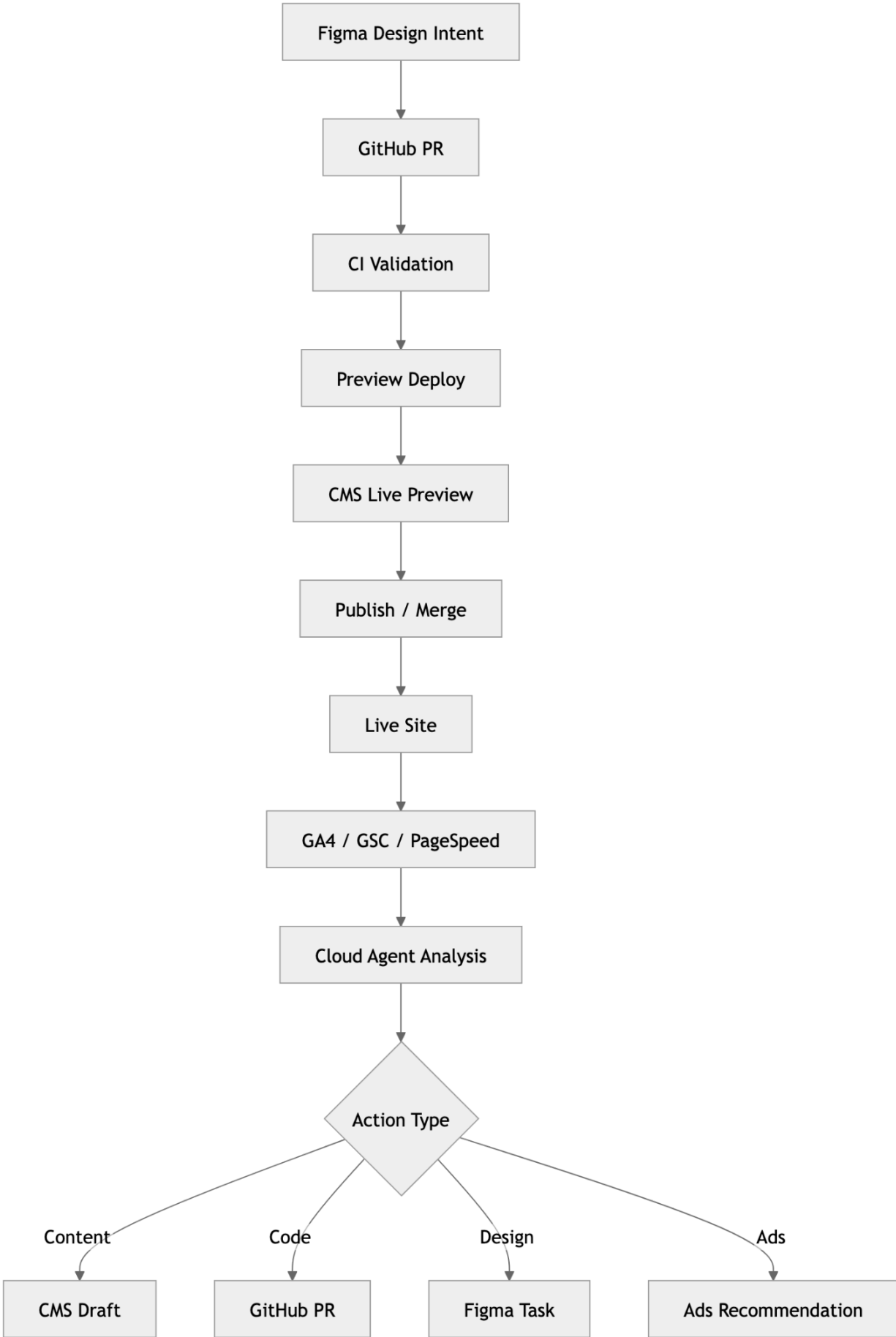


7.3 Design to deployment to AI loop

None

flowchart TD

```
A[Figma Design Intent] --> B[GitHub PR]
B --> C[CI Validation]
C --> D[Preview Deploy]
D --> E[CMS Live Preview]
E --> F[Publish / Merge]
F --> G[Live Site]
G --> H[GA4 / GSC / PageSpeed]
H --> I[Cloud Agent Analysis]
I --> J{Action Type}
J -- Content --> K[CMS Draft]
J -- Code --> L[GitHub PR]
J -- Design --> M[Figma Task]
J -- Ads --> N[Ads Recommendation]
```



7.4 Hosting tier escalation

None

flowchart TD

A[Starter Launch \$49] --> B[Managed Growth \$99]

B --> C[Commerce / Authority \$199]

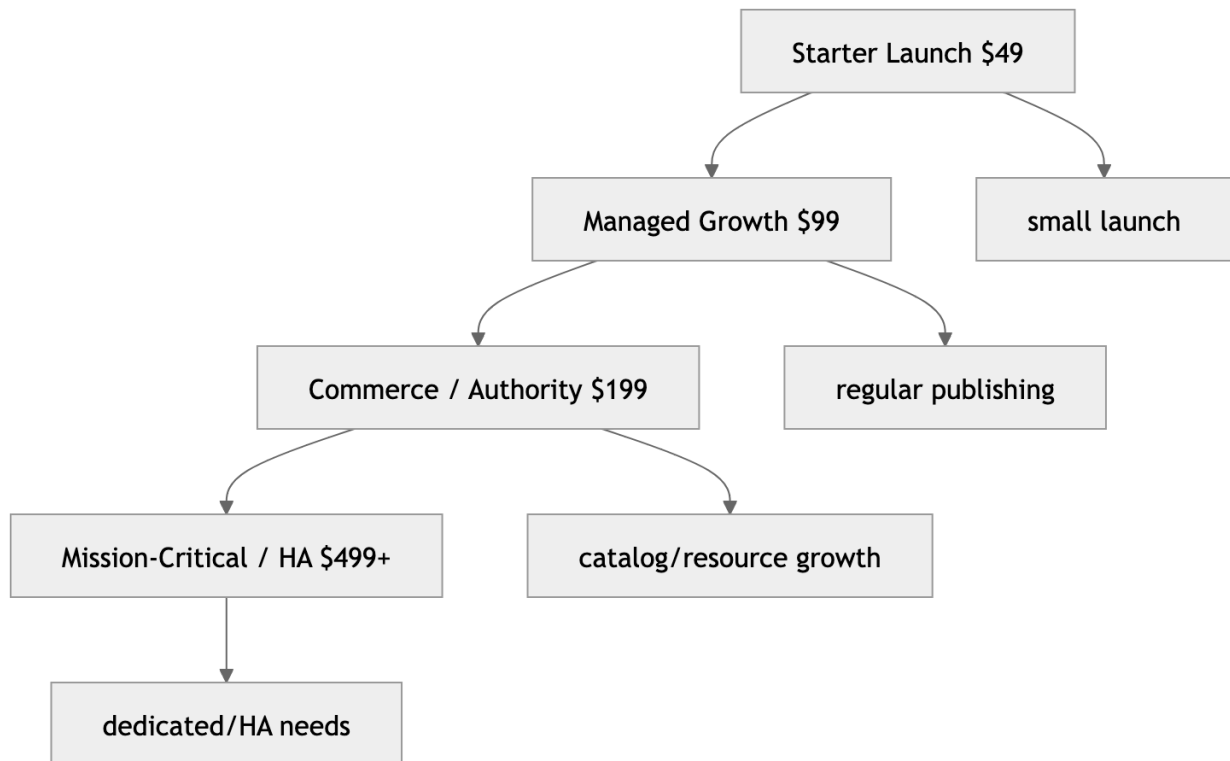
C --> D[Mission-Critical / HA \$499+]

A --> A1[small launch]

B --> B1[regular publishing]

C --> C1[catalog/resource growth]

D --> D1[dedicated/HA needs]



8. Open Questions and Decision Log

Open questions

1. Final HomoPlasticus domain.
2. Stripe Checkout vs Stripe Payment Link for first book sale.

3. Figma file naming and access model.
4. Whether tenant repos are private under one GitHub org or client-owned.
5. Whether tenant artifacts publish to S3 or GitHub Releases first.
6. CMS hosting method for hard-cost launch stack.
7. Backup storage retention window.
8. Initial GA4/GTM naming convention.
9. First three HomoPlasticus research topics.
10. Whether newsletter provider is SES-only or external ESP.

Decisions made

Decision	Status
Core monorepo private	final
Tenant repos separate	final
Artifact ingestion	final
No uncontrolled tenant code in core	final
HomoPlasticus first	final
AWS-hosted AI agents deferred	final
ChatGPT Cloud Agents first	final
Payload CMS	final for planning
Next.js static/ISR-first	final
Starter Launch tier \$49/month	final pricing recommendation

9. Immediate Action Checklist

Core

- create `hepe-platform-core`
- create `tenant-homoplasticus`
- define tenant artifact schema
- scaffold Payload

- configure multi-tenant model
- scaffold Next.js frontend
- define route resolver
- define SEO renderer
- configure live preview
- create CDK skeleton
- configure budget alerts
- configure backup plan
- configure GitHub Actions validation

HomoPlasticus

- finalize tenant config
 - define brand tokens
 - write homepage brief
 - write book page brief
 - create resource hub brief
 - define first research template
 - define first lifestyle guide template
 - configure analytics placeholders
 - decide Stripe Checkout/Payment Link
 - connect Figma board
 - prepare launch content inventory
-

Final required summary

Top 10 launch decisions

1. Launch HomoPlasticus first.
2. Keep Core private.
3. Use tenant repos for tenant inputs.
4. Use artifact ingestion.
5. Use Payload.
6. Use Next.js static/ISR-first.
7. Defer AWS-hosted agents.
8. Use ChatGPT Cloud Agents.
9. Use Stripe Checkout/Payment Links for initial book sale.
10. Keep Starter Launch at \$49/month.

Top 10 risks

1. Tenant data leakage.
2. AI publishing unsafe health claims.
3. Overbuilding before launch.
4. Hosting cost creep.
5. Tenant repo code execution risk.
6. Google Ad Grants misuse.
7. Weak evidence sourcing.
8. CMS preview security gaps.
9. SEO sprawl.
10. Single-host launch availability limits.

Top 10 deferred features

1. notary PDF generator
2. large product catalog
3. affiliate engine
4. server-side GTM
5. AWS-hosted AI agents
6. dedicated HA stack
7. streaming platform
8. Meta/Instagram automation
9. advanced Google Ads automation
10. custom commerce engine

Minimum viable HomoPlasticus launch scope

- homepage
- book page
- resource hub
- research summary template
- lifestyle guide template
- author/reviewer/source fields
- SEO metadata
- structured data
- GTM/GA4/GSC readiness
- Stripe checkout/payment link path
- CMS live preview
- tenant repo artifact workflow

Must not be built before launch

- notary kiosk
- PDF generator
- full commerce engine
- server-side GTM
- HA infrastructure
- multi-client onboarding automation
- advanced ads automation
- large affiliate catalog
- streaming platform
- AWS-hosted agent workers

Recommended next prompt

None

Convert this Bible document set into GitHub implementation issues for the Core Platform and tenant-homoplasticus repositories. Group issues by milestone, assign labels, define acceptance criteria, specify repo ownership, and mark which issues block HomoPlasticus launch versus which are deferred.