

The MasterKey Blueprint

The written outcome of the Five-Day Systems Diagnostic

SPECIMEN

Everything in this specimen describes a business that does not exist. It is a composite, written to show the shape and the tone of the deliverable. No client is named, quoted or alluded to anywhere in it: every engagement MasterKey Labs takes is under mutual non-disclosure. Every figure is illustrative and none is a quote, a benchmark, or a result achieved for anybody.

THE BUSINESS IN THIS SPECIMEN

A wholesale and light-manufacturing business in central India. About forty people. Orders arrive on WhatsApp and by telephone, are written into a shared spreadsheet, and are keyed again into Tally. Two people spend most of a working day each on that second keying. Nobody can say, on any given morning, which enquiries have gone unanswered.

What this document is

A Blueprint is written at the end of a five-day diagnostic, and it is the thing the diagnostic is for. It is not a proposal and it is not a pitch. It states what exists today, where work is lost, how the business should run instead, what connects to what, what to fix first, what it will cost, in what order, and what could go wrong.

It is written to be read by the owner and to be handed to whoever builds the work — us or anybody else. That is deliberate. A Blueprint that only we could act on would be a way of keeping a client rather than serving one.

THE DIAGNOSTIC BEHIND IT

- Process mapping
- A system access audit
- A written problem statement you sign off before anything is built

THE EIGHT PARTS

01 Current state	What exists today.
02 Friction	Where work gets lost.
03 Target state	How the business should run.
04 Architecture	What connects to what.
05 Priorities	What to fix first.
06 Investment	What it will cost you.
07 Sequence	What happens in which order.
08 Risks	Dependencies, constraints and failure points.

PART 01 · WHAT EXISTS TODAY.

Current state

Orders reach the business through four doors — WhatsApp, telephone, email and the counter — and leave through one: a shared spreadsheet that two people retype into Tally each afternoon. There is no single place where an order exists once and is true. Stock is counted weekly on paper. The CRM was bought in the second quarter and is not in use.

SYSTEMS IN DAILY USE

6 *illustrative*

Of those six, two hold the same data in different shapes, and neither is authoritative when they disagree.

PART 02 · WHERE WORK GETS LOST.

Friction

The same order is typed three times: into the spreadsheet when it arrives, into Tally for the invoice, and into a despatch list. Each retyping is an opportunity to lose it. Enquiries that arrive after the office closes are answered the next working day, if somebody scrolls far enough back.

HOURS A WEEK TO RE-ENTRY

31 *illustrative*

ENQUIRIES UNANSWERED OVERNIGHT

about 1 in 5 *illustrative*

Neither figure was disputed by anyone in the business when it was put to them. Both were arrived at by counting, in week one, not by estimating.

PART 03 · HOW THE BUSINESS SHOULD RUN.

Target state

An order is captured once, at the door it arrives at, and every other system reads it from there. Invoicing happens from the same record. Despatch reads the same record. Nobody retypes anything. An enquiry that arrives at two in the morning is acknowledged at two in the morning and is on somebody's list at nine.

Judgement, relationships and exceptions stay with people. The work that moves to the system is the work that was never a judgement in the first place.

PART 04 · WHAT CONNECTS TO WHAT.

Architecture

WhatsApp Business API and the web form write into one order record. That record is the source for Tally, for despatch and for the stock position. The CRM holds the customer and the conversation, not a second copy of the order. Payments reconcile against the invoice automatically, and anything that does not reconcile goes to a person.

Nothing here replaces Tally. Tally is where the accounts belong and it stays there; what changes is that nobody types into it by hand.

PART 05 · WHAT TO FIX FIRST.

Priorities

First, the capture. Until an order exists once, every other improvement is built on sand, and the re-entry is both the largest cost and the easiest thing to stop. Second, the after-hours acknowledgement, because it is cheap and it is losing orders now. Third, the Tally link. Fourth, the stock position. The CRM comes last and may not be worth doing at all.

A Blueprint that recommends everything has recommended nothing. Two of the eleven things considered for this section were left out on the grounds that they would not pay for themselves.

PART 06 · WHAT IT WILL COST YOU.

Investment

The first two priorities are scoped and quoted here. The third and fourth are estimated as a range and will be quoted against their own specification when they are reached. The published entry tiers on masterkeylabs.ai are the starting point; the final scope is quoted against the Functional Specification Document, agreed before anything is built.

ILLUSTRATIVE SCOPE, PRIORITIES ONE AND TWO

INR 1.5L ^{illustrative} 5L+

The investment section of a real Blueprint carries a figure the client can hold us to. It is the reason the document exists in writing.

PART 07 · WHAT HAPPENS IN WHICH ORDER.

Sequence

Week one: the capture, on staging, with the existing spreadsheet still running beside it. Week two: the same, in production, spreadsheet retired. Week three: the after-hours acknowledgement. Weeks four and five: the Tally link, with a week of both running in parallel before anything is switched off. A demo at the end of every week.

Nothing is cut over until the thing replacing it has run beside it for a week. That is the sequence rule, and it is the reason the sequence is in the document rather than in somebody's head.

PART 08 · DEPENDENCIES, CONSTRAINTS AND FAILURE POINTS.

Risks

The WhatsApp Business API approval is outside our control and is the single dependency that could move the dates. The stock position depends on the weekly count being done honestly; a system fed a wrong number reports a wrong number faster. One person holds all the supplier relationships and is a single point of failure the technology cannot fix.

The risks section is written last and is the shortest. It is also the one most often read first, which is why it is never softened.

How to get one of these about your own business

Every engagement starts with the Five-Day Systems Diagnostic, and the Blueprint is what it produces. It takes one architect a full week, which is why MasterKey Labs starts one business a week and turns away more than it takes.

- Book a systems review on WhatsApp: +91 91790 09007
- Or run the free business check first at masterkeylabs.ai/scan — about a minute, no account, no technical knowledge

FOUR THINGS THAT ARE TRUE BEFORE YOU PAY ANYTHING

- Code, designs and workflow blueprints transfer to you on final payment. No lock-in, no licence-back.
- An NDA is signed before any operational data, credential or code is shared.
- A Functional Specification Document and acceptance criteria are signed off before we build.
- Functional defects against the approved specification are fixed at no cost for 30 days after cutover.

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