

Beyond the flyer: decisions, ownership, and how the partnership runs.

The flyer and trifold cover what CoBuild is, the problem it solves, Why Maigha, and the six steps with roles. This guide adds the operating detail a serious partner needs before committing: fit, how reviews work, ownership, decision rights, deliverables, and how to start.



01

How to read the CoBuild materials

CoBuild is how Maigha and a partner build a product together. The partner brings the problem, the customers, and the business decisions. Maigha brings product design, technology, engineering, launch, and improvement. One playbook guides the work; each project keeps a checklist of progress, proof, and decisions.

Flyer / trifold

The pitch: means, problem, Why Maigha, six steps with roles, principle, short FAQ, contact.

This guide

Fit, reviews, ownership, who decides, commitments, AI, deliverables, handover, and start.

Playbook

Maigha's internal operating manual: gates, templates, and checklists. Partners do not need it.

Good fit if you

- ✓ **Know a real problem and its customers**
CoBuild starts from observed need, not a feature list with no buyer.
- ✓ **Can decide and stay involved weekly**
Timely business decisions keep the build moving; silence stalls it.
- ✓ **Need a product team, not just developers**
Someone still has to challenge scope, readiness, and ownership.
- ✓ **Want ownership agreed in writing**
Code, data, cloud, and customers are decided before build, not after.

Not a fit if you

- ✗ **Only want a vendor for a fixed spec**
CoBuild challenges the plan; it does not simply take orders.
- ✗ **Cannot be available for scope decisions**
Without a weekly decision maker, work piles up without direction.
- ✗ **Need a date to outweigh readiness**
A deadline alone never justifies a release.
- ✗ **Prefer to sort ownership later**
Unclear rights create conflict at the worst possible time: launch.

02

What the first conversation is for

The first call is not a sales pitch for a fixed package. It is a structured look at the opportunity. Maigha separates **facts** (what is known), **assumptions** (what is believed but unproven), and **unknowns** (what must still be found). The outcome is a clear disposition: proceed, gather more information, defer, or decline. Declining early is better than building the wrong thing.

You bring

The problem, who has it, why they would pay, and what success looks like for the business.

Maigha brings

Questions that test buildability and viability, plus early risks on data, cost, and ownership.

You leave with

A recommended next step and a written list of what is still open.

03

What you are not buying

- A fixed feature list with no challenge on whether customers will use it
- A promise that a calendar date outweighs readiness
- Silent ownership of code, cloud, or customers
- AI that ships to production without a named human approver

04

What "proceed" usually looks like next

- A short written summary of facts, assumptions, and unknowns
- Agreement to open step 2: first release, success measures, structure, and ownership
- Named decision makers on both sides for the weekly rhythm
- Any specialist topics flagged early (legal, tax, security)

HOW TO USE THIS GUIDE WITH THE FLYER

Read the pitch, then the operating detail

Keep the flyer for the story and the six steps with roles. Use this guide when you want to know how decisions are made, what you are committing to, what you receive, and how a handover works. Pages 2 and 3 cover reviews, ownership, and decision rights. Page 4 covers deliverables and how to start. If anything here conflicts with a written engagement charter for a specific project, the charter wins.

Page 1

Fit, first conversation, and what you are not buying.

Page 2

Reviews, evidence, weekly rhythm, and pause rules.

Page 3

Ownership, who decides, AI, and control level.

Page 4

Deliverables, engagement paths, FAQ, and start.

05

The six steps, in brief

Full roles for each step are on the flyer. This page explains the map those roles sit inside.

1 Understand

Separate facts from assumptions. Decide whether the opportunity is worth pursuing.

2 Agree

First release, success measures, engagement structure, and ownership. Build starts only after this.

3 Design & build

Maigha leads delivery. The partner reviews demos and decides business trade-offs promptly.

4 Test

Named approvers sign off on readiness. A deadline alone never justifies a release.

5 Launch

The partner leads customers and sales. Maigha supports technical launch, monitoring, and support terms.

6 Improve & grow

Next improvements from real use, and whether Maigha keeps running the product or hands it over.



BETWEEN EVERY STEP

A review, a decision, and a named owner

A step is complete when the evidence exists, not when a document is filled in or a date arrives. At each review the partner and Maigha choose one outcome and record who decided.

Accept

Goals met with evidence. Move to the next step.

Defer

Worth doing later. Name what would bring it back.

Decline

Stop or change course. Declining is a valid outcome.

Gather more

Evidence is weak. Name what is missing and who finds it.

06

Three working rules that keep projects honest

Facts, assumptions, unknowns

Assumptions are never written as customer promises. Unknowns stay visible until closed or deferred on purpose.

Ranges, not false precision

Costs and dates are ranges with the assumptions behind them, or they stay blank with the missing input named.

People approve irreversible acts

Production deploys, data deletion, public claims, contracts, and spend always have a named human approver.

07

Weekly rhythm

Most projects run a short weekly review, often about thirty minutes: what is done, what is next, what is blocked, and which decisions are needed. Between reviews, Maigha continues the build. The partner is not asked to manage daily engineering.

Significant changes to scope, cost, or delivery are not buried in chat. They are raised in the review, decided, and recorded.

08

Partner time and when we pause

Plan a regular weekly slot, plus time for demos when a step ends. If you cannot be available weekly to decide scope, CoBuild is the wrong model.

Either partner can ask to pause when evidence is weak, risk rises, or priorities change. We would rather pause than pretend progress.

09

What counts as evidence

Observed behavior

What customers actually do, support themes, usage, and willingness to pay that can be shown.

Stated intent

What people say they will do. Useful, but labeled as intent, not proof.

Opinion

Beliefs about the market or product. Never treated as a customer commitment.

10

Examples of a clear review outcome

Accept

"First-release scope and ownership are written. Named approvers signed. Build may begin."

Gather more

"Willingness to pay is only stated intent. Run five customer conversations before step 2."

Decline

"Required data class and partner availability make the engagement a poor fit. Stop now."

WHAT THE PARTNER SEES EACH WEEK

Done · Next · Blocked · Decide

Each weekly review returns the same picture: what shipped, what is next, what is blocked, and which decisions need a named owner.

11

Ownership is agreed before build

Many partnerships fail over questions nobody asked at the start. In CoBuild, ownership is a design input, not an afterthought. Before development begins, the partner and Maigha agree in writing who owns and who can access each of these. Silence is not treated as agreement.



Code repository

Cloud accounts

Domain and registrar

Product data

Customer relationships

Intellectual property

Brand and public site

Cloud and access. Where the partner owns the cloud account, Maigha receives only the access named in the charter.

Open items stay open. Anything unresolved is listed as open. It is not quietly assumed by either side.

Customer relationships. The partner owns the customer relationship unless a different arrangement is written.

Handover later. If ownership moves later, a documented handover covers accounts, access, and operations — never secrets in the handover document.

12

Who decides what

DECISION

Whether to take on the project

Engagement structure and price

What the product promises customers

Technology and architecture

Brand, name, and public website

Launch

Legal terms, privacy, and tax

WHO DECIDES

Maigha accepts, defers, or declines, and explains why.

Partner and Maigha jointly, with legal and tax advice where needed.

The partner, with Maigha challenging claims the product cannot meet.

Maigha recommends. Joint when the partner will operate, fund, or staff the result.

The partner approves. Maigha does not publish unsupported claims.

Partner and Maigha jointly, after named approvers sign off on readiness.

Qualified specialists. The playbook names topics; it is not the advice.

Partner commits to

- Weekly time to review progress and make decisions
- Timely feedback on demos, requirements, and trade-offs
- Business decisions: customers, pricing, sales, and public claims
- Domain expertise and access to real customers for validation
- Budget decisions, made with the cost ranges in view

Maigha commits to

- Honest recommendations, including when to pause or stop
- Estimates as ranges, with the assumptions behind them
- A named owner and approver for every important decision
- Facts, assumptions, and unknowns kept clearly separate
- A clear weekly picture: done, next, blocked, decisions needed

13

How we use AI

AI coding tools speed up development, but people own the work. AI tools never approve their own work, never hold production credentials, and never receive customer data unless the partner has agreed to that tool in advance.

Production releases, data deletion, customer-facing claims, contracts, and spending always have a named human approver.

14

The right level of control

Most projects start lightweight: one charter, one checklist, one weekly review, and one named approver for each step. Engineering and quality may be the same person; a different person reviews the release.

Stronger controls are added when risk requires them — not by default. Legal, tax, or security specialists are brought in when the work needs them; the playbook names topics but does not replace their advice.

When stronger controls are added

- Regulated or sensitive personal data
- Multi-tenant data with an isolation commitment
- More than one concurrent engineering workflow
- A customer security review or penetration test is expected
- An uptime or support commitment the team must staff
- The partner cannot be available weekly to decide scope

15

Outside specialists

When a project needs legal agreements, privacy notices, tax treatment, or a deeper security review, we involve the right experts and record the topics and decisions. This guide is not a substitute for counsel, a tax advisor, or a security specialist.

Legal

Agreements, IP language, and terms that bind either party.

Tax

How the engagement and any special structure should be treated.

Security

Deeper reviews when data class, customers, or contracts require them.

16

What the partner receives

- ✓ **A working product released to real users**
Not a demo that never leaves the lab.
- ✓ **A first-release plan with acceptance criteria**
What is in, what is out, and how success is judged.
- ✓ **Recorded design and architecture decisions**
Hard-to-reverse choices have an owner and a reason.
- ✓ **Test results and release evidence**
Readiness is shown, not assumed from the calendar.

- ✓ **A launch plan with agreed support terms**
Support levels and costs are written, never assumed.
- ✓ **Written ownership and access records**
Who owns what, and who can access it.
- ✓ **A roadmap based on real customer use**
Next bets come from evidence, not the loudest request.
- ✓ **A full handover package when ownership moves**
Accounts, access, and operations — without secrets in the file.

17

How the engagement is shaped

Every project is different, so the structure is agreed in step 2, not fixed in advance. Depending on the work, it may be paid discovery to test an idea first, a fixed-scope first release, time and materials, or an ongoing product-team service. Costs are always given as ranges with their assumptions, and anything still open is listed before work begins.

Maigha stays as the product team

Maigha keeps running, improving, and supporting the product under agreed service terms. Useful when the partner wants to focus on customers and the business, and does not yet want to hire a full product team.

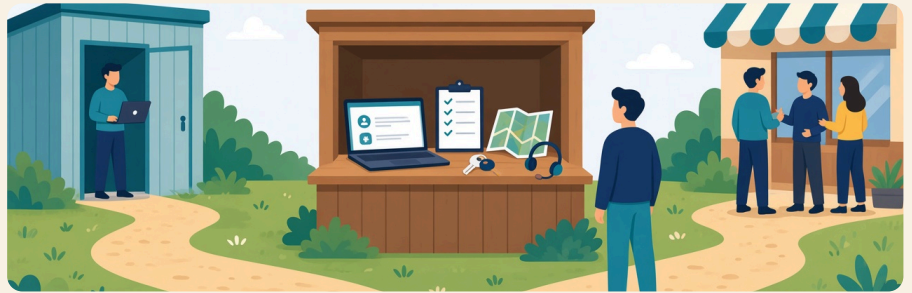
The partner builds its own team

Maigha helps hire and train the partner's team, then hands over the product with a documented package covering accounts, access, and day-to-day operations. Useful when the partner wants long-term in-house ownership.

18

What a clean handover includes

When the partner's team takes over, the handover is a planned step, not a dump of files. Secrets stay in the secret store — they are never pasted into the handover document. The goal is that the partner's team can operate without calling Maigha for every routine task, and that open risks and the roadmap are visible on day one of the handover.



Repository access

Cloud and domain

Environments

Monitoring

Support path

Open risks

Roadmap

On-call path

19

Questions the flyer does not cover

Technical background, who owns the product, and what happens if it is not working are answered briefly on the trifold.

How long does it take?

It depends on scope. Timelines are agreed in step 2 as ranges, with the assumptions that could change them.

Can Maigha say no?

Yes. If risk, economics, or fit are wrong, we say so early. Declining is a valid outcome for both sides.

What if priorities change mid-build?

Significant changes go through a review. Scope, budget, or ownership changes are decided together and recorded before work continues.

What does it cost?

Structure and cost range are agreed in step 2. There are no surprise commitments beyond what was agreed.

Do I need the playbook?

No. The flyer and this guide are enough for partners. The playbook is Maigha's operating manual for the team.

Who names the approvers?

Each important gate has a named human approver, agreed when the engagement is set. AI tools never approve their own work.

GETTING STARTED

Have an idea worth building? Let's talk.

If we proceed, step 2 opens with first release, success measures, structure, and ownership. If we gather more, defer, or decline, the reason and next owner are written down. After launch, usage, support, reliability, and cost guide what comes next — new work starts only after a fresh review.

1 Book a call

Problem, customers, and what you want to build.

2 First conversation

Explore the opportunity; separate facts from assumptions.

3 Fit decision

Proceed, gather more, defer, or decline — with reasons written down.

 contact@maigha.com
 maigha.com