Airese & Atenvia - Month 3 Progress Update

Fractional engagement: Digital Product & Go-to-Market

Field	Detail
Prepared for	Ervin and Gary - The Air Station / Easmed Group Management
Prepared by	Working draft for Raena Lim, AUD'NCO, with Shane's delivery evidence
Reporting period	1-7 October 2026 (interim Month 3 update)
Date prepared	7 October 2026
Status	Draft for review. Refresh at month end before issuing the October report.
Covers	Delivery status, September carry-over, user journey, marketing, technology, costs, team and decisions

How to read this report

The first page of findings is a management dashboard. The same seven sections as September follow, with diagrams and traffic lights replacing long narrative where possible.

What the signals mean

On track / completed	Dated evidence supports the stated milestone or deliverable.
Needs attention	Work remains open, or readiness evidence is incomplete.
Blocked / off track	A confirmed blocker or missed commitment needs intervention.
Awaiting confirmation	September position carried forward; no fresh owner update.

Ratings are proposed for management review. Green for a completed document or local check does not mean the product is launch-ready. No red rating is assigned without a confirmed blocker or missed commitment.

1. October at a glance

AMBER - November beta readiness needs evidence

The 11 November invite-only beta remains the planning target. October has produced a broad source audit, locally validated code integration and a cost baseline. Device acceptance, authenticated staging and the care handoff still need closure.

Workstream	Signal	Management reading
Engineering checkpoint	● Green Local validation complete	6 October integration record: checks, tests and builds passed. Changes recorded as uncommitted; deployment not established.
Beta release readiness	● Amber Acceptance still open	Signed builds, overnight/device recovery and release-crash proof need current evidence.
Journey into care	● Amber Plan needs implementation proof	Result interpretation, attribution, consent and callback handoff are not yet proven end to end.
Costs and budget	● Amber Draft prepared	7 October model and AWS actuals available. Allocation, usage and commercial assumptions need review by 20 October.
Marketing and design	● Gray Owner update needed	Refresh campaign budget, tester recruitment, handover and research progress.
Atenvia	● Amber Scope and capacity decision	Existing scope is a draft. Vendor access and a ratified first slice remain open.

Three things that matter next

1. Prove the beta journey: a supported phone records overnight, shows a useful result and reaches the care team reliably.
2. Close the budget assumptions: review costs by 20 October, separately from advertising and care-team labour.
3. Protect delivery capacity: agree the Atenvia discovery boundary while Airese release gates remain open.

Sources: integration record (6 Oct); running-cost analysis (7 Oct); launch/meeting notes and IMDA source register. See page 11.

2. Tracker: September carry-over

All 14 earlier items remain visible. "Prior done" reflects September's report; it is not a new October completion claim.

Item / owner	Signal	Where it stands
PM for both products Raena / Joey	● Gray Prior done	Shane leads both products; confirm October capacity.
Designer appointment Gary	● Gray Prior done	Kedar confirmed in September; delivery handover is a separate item.
Airese user journey Raena	● Green Documented	Journey diagrams and handoff plan available; implementation remains open.
Launch timeline Raena / Shane	● Amber Gated target	11 Nov beta; mid-Jan public target. Acceptance must support the dates.
MVP scope Shane	● Amber Reconcile scope	September feature list needs comparison with the updated implementation.
Analytics / crashes Shane / Jonas	● Amber Device proof open	30 Sep Android build recorded; deliberate release-crash and iOS proof open.
Tone of voice Marketing	● Gray Prior done	September tone agreed; current copy approval not refreshed.
Private distribution Shane	● Amber Install proof open	TestFlight / Google Play testing selected; refresh tester install evidence.
Diametos Gary	● Gray Prior closed	September stood it down; no October change recorded.
Full-time PM hire Joey	● Gray Update needed	Job ad reported running in September; no current hiring update.
Beta testers Raena / Marketing	● Gray Update needed	About 10 reported in September; verify list and November waves.
Engineering capacity Raena / Shane	● Amber Decision needed	Agree allocation and Atenvia boundary; no added capacity confirmed.
Telegram recruitment Raena	● Gray Update needed	Channel is a pool, not recruited testers. Refresh poster and ownership.
Manufacturer data Shane	● Amber Access unresolved	Lowenstein documentation partly found; other access still to confirm.

Sources: September report, tracker (pp. 3-5); October evidence listed on page 11. Gray preserves historical status without inventing progress.

2. Tracker: new work from September

Current signals reflect documented dependencies. Owner confirmations are still needed for activities outside the engineering evidence.

Item / owner	Signal	Evidence / next action
Fadhli to Kedar handover Raena / Fadhli / Mahaa	● Gray Confirm closure	6 Oct was the planned handover deadline. Confirm files, walkthrough and acceptance.
Snore score formula Shane / Jonas	● Amber Acceptance open	Formula, severity labels and device/placement interpretation need sign-off.
Beta tester setup Shane / Jonas	● Amber Acceptance open	Confirm signed builds, install guide, tester list and support route.
Ad click to callback Shane / Lex	● Amber Journey proof open	Durable identity join and a complete test through Zoho / care intake needed.
AWS access / pipeline Weijian / Shane	● Amber Deployment gate	Staging inventory and account access recorded. Authenticated flow and source/live reconciliation remain.
Supported test phones Shane / Jonas	● Amber Device proof open	Exact model list and overnight battery, recovery and microphone results needed.
Content compliance Zhi Yang / Mahaa	● Gray Approval update	September checklist responsibility recorded; refresh approved copy and reviewer evidence.
IMDA milestone 5 claim Joey	● Gray Submission update	30 Sep claim deadline was reported. Confirm submission / acceptance; do not assume completion.
Cyber Trust audit Weijian / Shane	● Gray Preparation update	21 Oct and 4-6 Nov dates reported. Confirm scope, preparation and owner status.
Atenvia game plan Raena / Shane	● Amber Scope decision	End-Oct plan was expected. Refresh sequence, vendor path and capacity before committing build.

Source: September report tracker (pp. 3-5); dated October delivery records. Counts and completion claims remain tied to their original baseline.

2. Tracker: new work from September (continued)

Current signals reflect documented dependencies. Owner confirmations are still needed for activities outside the engineering evidence.

Item / owner	Signal	Evidence / next action
Campaign-level plan Zhi Yang / Mahaa	● Gray Budget update	Need current campaigns, targeting, spend, bidding and historic performance.
Linking / insight screens Kedar / Raena / Shane	● Amber Acceptance open	Explain the result and next action; require design and working-app evidence.
Waitlist landing page Kedar / Mahaa	● Gray Optional asset	Useful before onboarding; confirm status without treating it as a release blocker.
Care-team guidance Raena / Shahira	● Amber Pre-beta dependency	Agree branches, remedies, review dataset and callback handling before inviting users.
Survey / interviews Kedar / Raena	● Gray Research update	September target: 50 surveys and about 10 interviews; no October count available.
Running-cost projection Shane	● Amber Draft available	7 Oct model, allowances and AWS actuals ready; close assumptions by 20 Oct.
January launch criteria Raena / Shane	● Amber Decision needed	Agree conversion, reliability and satisfaction thresholds plus decision owner.
SleepAge booth assets Kedar / Mahaa	● Gray Future work	Banner / QR for 22 Jan KL event; refresh schedule and naming before production.
September tracker count Report reconciliation	● Gray 19th item not listed	September says 19 new items, but its tracker lists 18. Confirm the missing item; do not invent it.

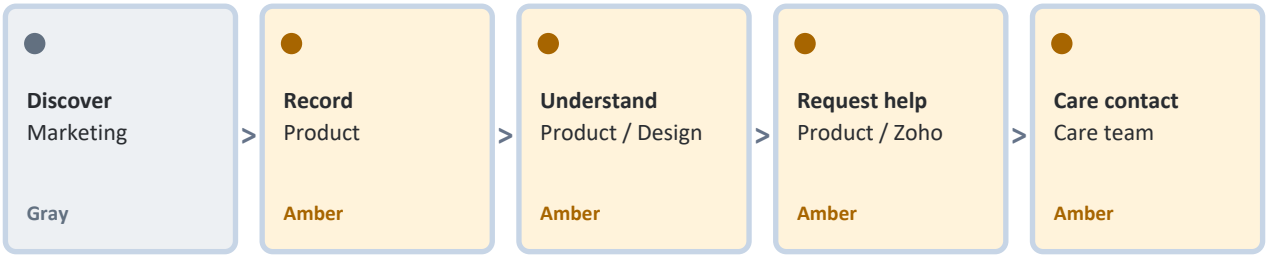
New October evidence

Deliverable	Signal	Boundary
Source audit	● Green Audit complete	1,234 files reviewed at the earlier baseline; 186 findings retained. Not a remediation total.
Code integration	● Green Local checks passed	6 Oct record restores fixes on a newer baseline. Not a new full audit or deployment.

Source: September report tracker (pp. 3-5); dated October delivery records. Counts and completion claims remain tied to their original baseline.

3. Airese user journey

The management question: can the intended user complete a useful recording and reach the right next step?



Three nights, three proposed next steps

Heavy - speak to the care team

Review recordings and agree the appropriate clinical pathway. Keep help accessible before night 3.

Moderate - try and track a remedy

Care team to confirm remedies, tracking duration and escalation. Retention benefit is a hypothesis.

Light - a useful explanation and check-in

Avoid over-reassurance. Severity thresholds and user-facing wording need acceptance.

What would turn this journey green?

One traced test connects campaign source, consent, recording, interpreted result, callback request, care-team record and completed contact. Owners agree the data shared and the privacy wording. Results need to work on supported phones, not only in a design mockup.

Sources: September report, section 3; 22 Sep meeting notes; IMDA evidence source register. Journey shown is the intended flow, not a measured conversion funnel.

4. Marketing plan

> **GRAY - refresh the marketing and design position**
>
> September defined the audiences and channels. The October evidence reviewed does not establish campaign approval, live spend, recruited tester totals or completed design handover.

Audience -> channel -> first useful action

Audience	September direction	Measure next
Quietly suspicious	Instagram, Facebook, Meta / creators	First usable recording by source
Bed partner	Separate partner messages and ad test	Consent route and first recording
Already seeking answers	Search ads, clinics, events, existing customers	Care request and completed contact
Unaware	Reach through partners; selected curiosity content	Qualified users reaching a recording

November tester waves - September proposal

Wave	Planned group	Evidence needed
Mid-November	About 50 staff, friends and family	Verified tester list; installs; feedback route
End-November	About 10 doctors / dentists plus creators	Sales introductions; onboarding owner
Telegram pool	About 20,000 channel members	Poster, eligibility, opt-ins and confirmed testers

October owner updates to collect

Zhi Yang / Mahaa: campaign budget, channel tests, approved claims, ASO assets and past campaign results.
Kedar / Raena: handover acceptance, linking screens, research counts and any waitlist page.
Raena / Shahira: care guidance, callback capacity and the information needed before a call.

Sources: September report, sections 3-4 and 7. No October campaign results or recruitment counts were provided in the reviewed local sources.

5. Tech development plan

11 November remains a gated beta target. January public launch needs an agreed go/no-go standard; the dates below are planning targets.

	Oct	Nov	Dec	Jan 2027	Feb
Airese	Build / prove	Closed beta	Fix / tune	Open launch*	PM handover
Atenvia	Scope / decide	Build only after scope / capacity agreement			Reconcile date*

*January is conditional. September's roadmap showed February Atenvia launch; the later source register records discovery/build go/no-go through 4 December with rollout dates unassigned. Reconcile before publishing a commitment.

Evidence ladder: where we are today

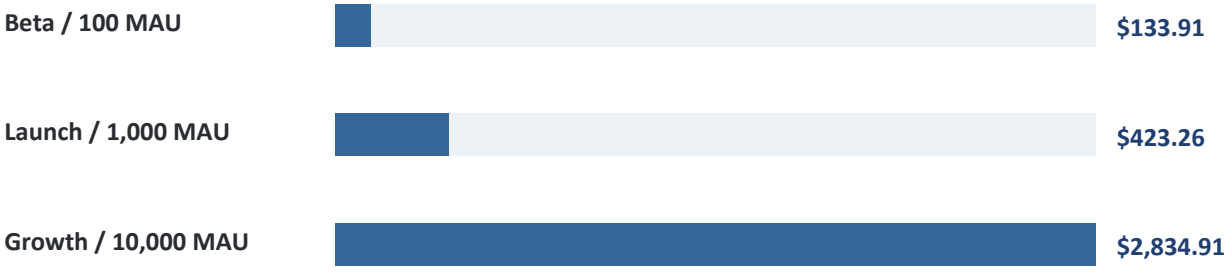
Checkpoint	Signal	What it proves / next gate
Audit baseline	● **Green** Source reviewed	Earlier snapshot: 1,234 files and 186 findings. Reconcile findings against the updated code before claiming closure.
Updated integration	● **Green** Locally validated	6 Oct: checks, tests and builds passed. Record says changes remain uncommitted.
Staging	● **Amber** End-to-end proof open	AWS functions exist; health checks recorded. Test authenticated sign-in, result sync and recovery.
Signed mobile / devices	● **Amber** Acceptance open	30 Sep Android candidate is earlier evidence. Refresh signed iOS/Android, overnight and deliberate crash results.
Beta invitation decision	● **Amber** Evidence gate	Agree release scope, severity policy, supported devices, privacy, support and care handoff.

Sources: 6 Oct integration; 2 Oct AWS inventory; 30 Sep build update; IMDA schedule capture (5 Oct). No new live provider or device verification performed for this draft.

5. Running costs and budget

A planning baseline is ready for Gary's 20 October review. Keep recurring platform costs separate from acquisition, care-team labour and one-off setup.

Illustrative monthly platform budget (USD, before tax)



Includes explicit fee allowances and a 25% reserve. Scenarios assume 10 recording nights per user/month and 10% research-audio participation. These are editable assumptions, not measured traffic or vendor quotes.

Actual spend is a different number

AWS billing period	Organisation total	Interpretation
September 2026	$34.22, including tax	Mostly TAS legacy/shared spend; not Airese's steady-state cost.
October captured 7 Oct	$10.87, including tax	Estimated, partial month. Do not extrapolate linearly.

AMBER - close assumptions before budget approval

Confirm shared-cost allocation, provider invoices, measured journey usage, retention, funnel tooling and current contracts. Advertising, creative, care delivery and recurring operational labour are excluded from the platform chart.

One-off effort: separate approval

The model illustrates 19-38 person-days at an assumed $500/day: $9,500-$19,000 gross setup effort. This is not an agreed rate or incremental quote. Remove work already funded and approve only the remaining scope.

Source: airese-running-costs-and-funnel-2026-10-07.md and associated projection workbook / AWS evidence. Original currencies, tax and shared allocation must remain separate.

6. Team and October cadence

Owner	Focus	Confirmation needed
Shane / Jonas	Airese build, release gates and operations	Evidence-led gate review; protected delivery capacity
Kedar / Raena	Results, linking screens and user research	Handover acceptance; October priorities
Zhi Yang / Mahaa	Marketing, testers and approved content	Campaign / budget and recruitment update
Shahira / Raena	Care handoff and guidance	Dataset, callback capacity and handling
Weijian / Joey	Infrastructure, audit / grant / hiring	Current audit preparation, claim and hiring status

September reports Raena away 10-20 October. Confirm the cover owner and decision route during that period. The expanded PM remit needs explicit Airese / Atenvia allocation.

7. Decisions needed from Ervin and Gary

Decision / action	Proposed lead	Timing / benefit
Review platform costs and close assumptions	Gary; Shane + finance	By 20 Oct: review planning baseline and remaining inputs.
Ratify beta scope and acceptance evidence	Gary / Ervin; Shane + Jonas	Before invitations: confirm readiness and escalation owner.
Agree care handoff and information shared	Raena / Shahira; Shane	Before beta: a tested callback route and clear privacy wording.
Confirm Atenvia first slice and capacity boundary	Gary / Ervin; Raena + Shane	End-Oct planning target: do not commit build before scope/access decision.
Refresh marketing, design and recruitment status	Raena; named owners	Next review: replace gray signals with dated evidence.

Decision owners and timing above are proposed unless a dated source explicitly records them. This draft does not imply approval, purchase, invitation or publication.

Appendix: evidence and issue checklist

This interim draft uses local dated records through 7 October. It does not re-query Notion, GitHub, AWS, EAS, PostHog or devices. Validate live status before issuing the month-end report.

September management baseline

intake/easmed-sep-2026-report.pdf

Carry-over items, audience, team and historical launch targets.

Meeting / release update

delivery/meeting-notes-week-of-2026-09-21.md

22 Sep plan plus 30 Sep Android build and open device gates.

Source audit

delivery/airese-codebase-audit-2026-10-05.md

Final closure 6 Oct; earlier baseline. Findings are not all remediated.

Updated code integration

delivery/airese-integration-2026-10-06.md

Local checks/build/tests; uncommitted work and remaining evidence.

AWS baseline

delivery/airese-aws-api-production-spec.md

2 Oct staging inventory inside an older production proposal.

Costs and live billing capture

delivery/airese-running-costs-and-funnel-2026-10-07.md

Scenario assumptions, editable allowances and dated AWS actuals.

Journey / schedule evidence

delivery/imda-evidence-sources.md

5 Oct source register and captured schedule; proposals versus proof.

Atenvia scope drafts

delivery/atenvia-core-build-scope.md; delivery/atenvia-referral-to-result-product-spec.md

Reference scope; architecture and workflow need reconciliation/ratification.

Before issuing the October report

Refresh all owner statuses and the evidence cutoff; reconcile September's stated 19 new items with its 18 listed rows; verify deployment and device evidence; resolve Atenvia date/scope discrepancies; approve budget assumptions and traffic-light ratings; confirm author, reporting period and recipient copy.