

Nursery Intelligence Platform - MVP Design, Development Proposal

Client: Abiola Jibodu

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Version: 1.0

Date: August 2026

1. Executive Overview

Abiola's vision is to create more than another nursery CRM.

The opportunity is to build an intelligent management platform that brings together nursery performance information and helps owners and managers understand:

- What is happening
- Why it is happening
- What requires attention
- What action should be taken next
- Whether that action ultimately worked

The initial Nursery Intelligence platform will be designed around the needs of the existing nursery operation, initially supporting a controlled rollout across approximately two to three nursery settings.

The long-term ambition is to prove the platform in a real operating environment, refine it from genuine management feedback and ultimately develop it into a commercial SaaS product for other nursery operators.

For this first release, Keza Studio recommends a focused approach.

Rather than attempting to recreate every feature already available in established nursery-management systems, the MVP will concentrate on the areas that differentiate Abiola's proposition:

- Executive nursery intelligence
- Occupancy opportunities
- Enquiry and conversion management
- Staffing-risk intelligence
- Revenue and financial visibility
- AI-supported recommendations
- Action management
- Compliance and Ofsted improvement
- Multi-site visibility
- Connector and referral tracking

The core product principle will be:

Data → Insight → Recommendation → Action → Outcome

The objective is to launch a product that managers actively use to make better decisions, rather than simply another dashboard containing reports.

2. Project Objectives

The first release will be designed to:

- Give owners a clear view across multiple nursery settings
- Surface the most important issues requiring attention each day
- Identify opportunities to improve occupancy
- Improve enquiry follow-up and conversion
- Highlight upcoming staffing and ratio risks
- Provide useful revenue and target intelligence
- Convert business data into actionable recommendations
- Allow recommendations to be assigned and tracked
- Create measurable outcomes from management actions
- Improve compliance and Ofsted preparation
- Reduce management administration
- Establish the technical foundation for a future commercial SaaS product

The first version should prove whether Nursery Intelligence can create measurable value within the participating nurseries before the platform is expanded into a much larger nursery-management system.

3. Proposed MVP Solution

Keza Studio will design, develop, test and prepare for launch a responsive Nursery Intelligence platform comprising two primary product environments.

Nursery Intelligence Management Portal

Used by:

- Owner / Central Administrator
- Nursery Managers
- Finance / Administration users
- Approved Board / Trustee users where required

This environment will provide the operational and commercial intelligence required to manage nursery performance.

Super Admin Console

Used by:

- Keza Studio / authorised platform administrators
- Future Nursery Intelligence platform administrators

This environment will provide central control over:

- Organisations
- Nursery sites
- Users
- Roles and permissions
- Data integrations
- Imports
- Platform configuration
- AI monitoring
- System health

Both environments will operate through shared backend services, authentication, data storage, permissions and intelligence services.

4. Core Management Experience

The management experience will be centred around one key question:

"What requires my attention today?"

The Owner or Manager should not need to manually open multiple reports to understand the state of the nursery.

The platform will instead highlight important risks and opportunities.

An example daily brief could show:

1. Rainbows Room requires five additional children to achieve its quarterly occupancy target.
2. Seven open enquiries have not been contacted within the agreed follow-up period.
3. Butterflies Room may have a staffing-ratio issue tomorrow morning.
4. £3,450 of outstanding parent balances are over 30 days old.
5. Two staff qualifications require review within the next 30 days.

Each item should allow the user to investigate the underlying information and decide what action should be taken.

5. Scope of Work

A. Product Discovery and Scope Alignment

Keza Studio will consolidate the existing work completed around the product, including:

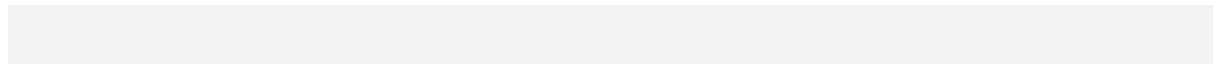
- Initial discovery discussions
- Abiola's existing prototypes
- Product Requirements Document
- User stories

- User journey flows
- Competitor research
- KinderSoft requirements
- Family comparison
- Nursery operational requirements

The discovery phase will confirm:

- Final MVP priorities
- User roles
- Permission structure
- Data requirements
- Integration approach
- Nursery/site structure
- Business rules
- AI recommendation categories
- Acceptance criteria
- Deployment approach

The approved PRD and prioritised user-story backlog will act as the detailed scope reference for development.



6. UX/UI Design

Keza Studio will convert the current product thinking and prototypes into a production-ready interface.

The design will specifically address the crowded navigation identified during the initial prototype review.

Different roles will receive different experiences rather than being presented with the same interface.

Design work will include:

- Information architecture
- Role-specific navigation
- Wireframes
- High-fidelity UI
- Responsive layouts
- Design system and reusable components
- Dashboard layouts
- Empty states
- Loading states
- Error states
- Restricted-permission states
- Recommendation and action interfaces
- Mobile and tablet responsiveness
- Accessibility considerations
- Clickable design flows for review

The Owner experience will be optimised around business intelligence.

The Nursery Manager experience will be optimised around today's operational priorities.

7. Authentication and Role-Based Access

The MVP will include secure access controls.

Roles will initially include:

- Super Admin
- Owner / Central Admin
- Nursery Manager
- Finance / Administration
- Board / Trustee Viewer where required

The architecture will also preserve a path for future:

- Practitioners
- Parents
- Connectors

Functionality will include:

- Secure login
- Password reset
- User invitations
- User activation and deactivation
- Role assignment
- Site-level permissions
- Restricted module access
- Session controls
- Administrative audit activity

MFA will be implemented for privileged administrative access where agreed during technical discovery.

8. Today's Brief

The Today's Brief will be the primary landing experience for owners.

The system will organise items into areas such as:

Critical

Immediate issues requiring management attention.

Opportunities

Commercial or operational opportunities.

Watch

Issues that could become problematic if not addressed.

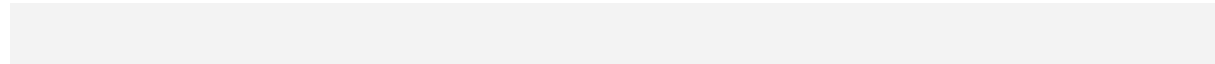
Positive Movement

Meaningful improvements worth highlighting.

The brief may draw from:

- Occupancy
- Staffing
- Enquiries
- Finance
- Compliance
- Actions
- Site performance

Users will be able to select an item and drill into the relevant supporting information.



9. Executive Dashboard

The Executive Dashboard will provide a consolidated organisation-wide view.

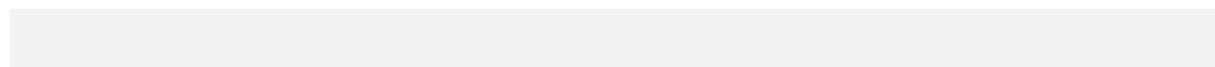
Headline areas will include:

- Overall nursery performance
- Occupancy
- Revenue
- Revenue against target
- Enquiry pipeline
- Conversion
- Staffing risks
- Outstanding debt
- Compliance
- Open recommendations
- Outstanding actions

Users will be able to filter information by:

- Nursery site
- Room
- Date period

Where multiple sites are active, the dashboard will provide contextual cross-site comparison.



10. Occupancy Intelligence

Occupancy is one of the key areas of differentiation for the platform.

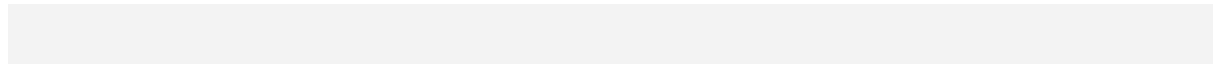
The system will support visibility of:

- Site capacity
- Room capacity
- Current occupancy
- Future occupancy
- Available places
- Available sessions
- Target occupancy
- Actual versus target
- Historical trends
- Potential revenue from unused capacity

Where sufficient data is available, the system should generate recommendations such as:

Rainbows Room is below its quarterly occupancy target. Based on current capacity and expected bookings, approximately five additional children are required to reach the target.

The platform can then connect this opportunity with suitable open enquiries.



11. Enquiry CRM

The MVP will include a nursery-focused enquiry management system.

Enquiries may originate from:

- Website
- QR code
- Email
- Telephone
- Social media
- Local authority
- Stay and Play activity
- Referral
- Connector
- Walk-in
- Other

The enquiry pipeline will support:

New → Contacted → Visit Booked → Visit Completed → Offer → Enrolled

with an alternative:

Lost

Each enquiry may include:

- Parent or guardian

- Child
- Date of birth
- Contact information
- Desired start date
- Required sessions
- Preferred nursery
- Lead source
- Assigned user
- Notes
- Follow-up date
- Estimated value
- Status

12. Enquiry Follow-Up and Showarounds

Managers will be able to:

- Identify new enquiries
- See enquiries requiring follow-up
- Add notes and activity
- Assign an enquiry
- Set follow-up reminders
- Book nursery showarounds
- Record attendance
- Progress enquiries
- Record lost reasons

The platform should help identify enquiries that are becoming stale.

Example:

Seven enquiries have not received a follow-up within the agreed response period.

Showarounds will be linked to the relevant enquiry so commercial activity remains visible within the pipeline.

13. Staffing Intelligence

The MVP will provide management visibility over staffing risks using the available nursery data.

Potential inputs include:

- Child bookings
- Expected attendance
- Room
- Staff availability
- Staff shifts
- Leave or absence

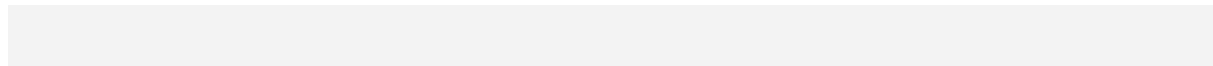
- Required ratios
- Qualifications
- Qualification expiry dates

The platform will identify potential risks such as:

- Upcoming understaffing
- Ratio concerns
- Qualification gaps
- Staff absence affecting capacity
- Qualification expiry

Where appropriate, the system can propose a recommended management action.

The first version should focus on identifying and explaining the risk rather than attempting to replace a mature rostering or HR system.



14. Financial Intelligence

The initial platform will provide financial management intelligence rather than building a complete accounting system.

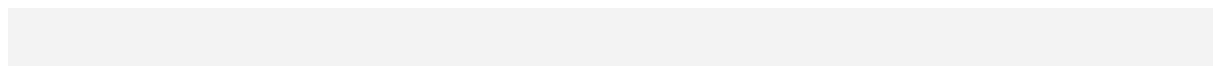
The dashboard may include:

- Revenue
- Revenue target
- Actual versus target
- Forecast revenue
- Revenue by nursery
- Revenue by room where available
- Outstanding parent balances
- Aged debt
- Revenue value associated with unused capacity

The platform should help management connect operational activity with financial performance.

For example:

Unused capacity → Potential revenue → Relevant enquiries → Recommended action



15. AI Recommendation Engine

The recommendation engine is the primary differentiating feature of Nursery Intelligence.

Recommendations may cover:

Occupancy

- Underperforming rooms
- Empty sessions
- Capacity opportunities
- Children required to reach target

Staffing

- Upcoming ratio risks
- Qualification problems
- Absence concerns

Enquiries

- Stale enquiries
- High-value opportunities
- Follow-up priorities
- Conversion problems

Finance

- Revenue shortfalls
- Debt concerns
- Forecast variance
- Revenue leakage

Compliance

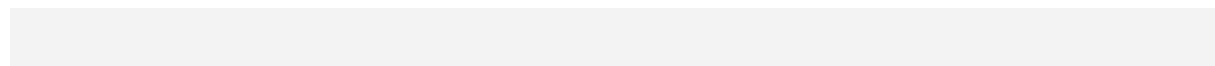
- Overdue actions
- Missing evidence
- Qualification expiry
- Upcoming reviews

Business-critical numbers will be calculated from structured source data and deterministic rules.

AI will primarily support:

- Explanation
- Prioritisation
- Summarisation
- Pattern identification
- Suggested management actions

The AI should explain underlying numbers rather than invent them.



16. Recommendation and Action Management

Every recommendation should have a lifecycle.

Signal

↓

Recommendation

↓

Decision

↓

Action

↓

Outcome

Users will be able to:

- Review a recommendation
- View the supporting data
- Accept it
- Assign it
- Set a due date
- Dismiss it
- Mark it as incorrect
- Add notes

Accepted recommendations will become actions.

Actions will include:

- Responsible user
- Site
- Priority
- Due date
- Status
- Notes
- Completion information

On completion, the user can record the outcome.

Where possible, the platform will measure:

- Occupancy gained
- Revenue gained
- Debt recovered
- Cost avoided
- Risk removed
- Administration time saved

This creates the foundation for measuring the commercial value created by Nursery Intelligence.

17. Compliance and Ofsted Improvement

The platform will include an operational compliance area.

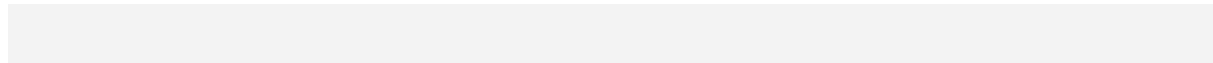
Rather than relying entirely on a general "Ofsted readiness percentage", the MVP will focus on:

Requirement / Theme → Evidence → Weakness → Improvement Action → Outcome

Functionality may include:

- Compliance themes
- Evidence items
- Responsible user
- Review dates
- Due actions
- Overdue actions
- Qualification alerts
- Policy review dates
- Improvement actions
- Evidence uploads
- Impact notes

This creates an ongoing history of management decisions and improvements rather than a static checklist.



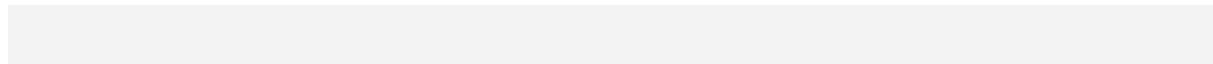
18. Multi-Site Management

The platform will initially support approximately two to three nursery sites.

Owners will be able to:

- View all sites
- Move between sites
- Compare high-level performance
- Review occupancy
- Review enquiries
- Review revenue
- Review staffing risks
- Review compliance
- Review recommendations

The underlying organisation/site model will be designed so the product can later support larger nursery groups.



19. Connector and Referral Functionality

Abiola's connector model provides an additional growth opportunity.

The platform will establish the foundations for:

- Connector profiles
- Referral source attribution
- Unique referral links or codes
- Referral records
- Conversion status
- Commission eligibility
- Commission status
- Basic referral ROI

The exact commission and qualifying rules will be confirmed during discovery.

Where schedule requires, the full standalone Connector Portal may be completed as a P1 feature or immediately following the first management release.

20. Super Admin Console

The Super Admin Console will allow authorised platform administrators to manage:

- Organisations
- Sites
- Rooms
- Users
- Roles and permissions
- Account status
- Data imports
- Integration configuration
- Import errors
- Recommendation configuration
- AI feedback
- Audit information
- Platform health

This console will also form an important foundation for future SaaS commercialisation.

21. Data Integration and KinderSoft/Famly Position

Nursery Intelligence is intended to work alongside an operational nursery-management system during the initial phase.

The exact system-of-record decision will be confirmed by Abiola and the nursery organisation.

The initial data approach may use:

- Structured exports
- Scheduled CSV/Excel imports
- API integration where commercially and technically available
- A combination of automated and manual data feeds during the pilot

A reliable scheduled data feed is preferable to delaying the product solely to achieve a fully real-time integration.

Where KinderSoft data is being extracted, Keza Studio will work with the agreed exported data format.

Where Famly is adopted, available API/export options will be assessed during discovery.

22. Migration / Data Setup

This proposal includes reasonable setup and import work required to enable the agreed intelligence MVP.

The initial focus will be on information necessary for management intelligence.

Potential data includes:

- Nursery sites
- Rooms
- Capacity
- Staff
- Relevant qualifications
- Children or aggregate occupancy information
- Bookings
- Enquiries
- Financial information required for agreed metrics
- Business targets

Large-scale migration of all historic nursery records is not included.

Any migration involving safeguarding-critical records, full child records, historical observations, financial ledgers or media will require separate validation and scope.

23. What Is Not Included in the Initial MVP

The objective of the first release is not to rebuild Famly or KinderSoft.

Unless separately agreed, the following will not form part of this initial project:

- Full parent messaging system
- Complete Parent App
- Complete Practitioner App
- Full learning journal
- Full EYFS observation system
- Complete attendance/sign-in system
- Medication management
- Accident and incident management
- Full staff HR system

- Full rota management
- Full nursery billing ledger
- Payment processing
- Funding administration
- Tax-Free Childcare processing
- Full historical KinderSoft migration
- Payroll
- Native iOS application
- Native Android application
- Advanced predictive AI models
- Automated accounting integrations beyond those expressly agreed

These capabilities can be revisited once the intelligence proposition has been proven.

24. Recommended Technology Direction

The final stack will be confirmed during technical discovery.

The anticipated architecture is:

Frontend

- React / Next.js
- Responsive web application
- Modern component-based interface

Backend

- Node.js or equivalent scalable backend framework
- REST/API services
- Role-based access

Database

- PostgreSQL or equivalent structured relational database

AI

- Approved LLM provider
- Structured prompt and recommendation orchestration
- Deterministic metrics layer underneath AI explanations

Infrastructure

- Managed cloud environment
- Separate development and production configuration
- Secure object storage where documents are included
- Monitoring and error reporting
- Automated backups

The architecture will prioritise maintainability and future SaaS expansion.

25. Development Process

Keza Studio will follow a structured but iterative delivery process. This is a rough guide and can flex, i.e. some items may be brought forward or pushed further down.

Phase 1 - Discovery and Technical Alignment

- Confirm MVP
- Review existing prototypes
- Validate data sources
- Confirm architecture
- Create sprint backlog
- Confirm acceptance criteria

Phase 2 - UX/UI Design

- Information architecture
- Wireframes
- High-fidelity UI
- Responsive designs
- Interactive prototype
- Stakeholder review

Phase 3 - Platform Foundations

- Frontend setup
- Backend setup
- Database
- Authentication
- Roles and permissions
- Organisation/site model

Phase 4 - Core Intelligence Development

- Executive Dashboard
- Today's Brief
- Occupancy
- Enquiries
- Staffing intelligence
- Finance intelligence
- Recommendations
- Actions
- Compliance

Phase 5 - Data Integration

- Import mechanisms
- Source mapping
- Calculations

- Data validation
- Integration testing

Phase 6 - QA and UAT

- Functional testing
- Role testing
- Browser testing
- Responsive testing
- Data-integrity testing
- Recommendation testing
- Bug fixing
- User acceptance

Phase 7 - Launch

- Production deployment
- Data setup
- User setup
- Administrator walkthrough
- Launch support
- Early monitoring

Approved design and engineering work may overlap where this helps maintain momentum.

This reflects the iterative delivery approach used across Keza Studio's previous application projects.

26. Indicative Timeline

Estimated delivery:

6-8 weeks

The proposed delivery plan is:

Period	Activity
Week 1	Discovery, data review, architecture and final MVP confirmation
Week 2	UX/UI design, platform foundation and authentication
Weeks 3-4	Dashboard, occupancy, enquiry and core management functionality
Weeks 4-5	Staffing, finance, AI recommendations and action management
Weeks 5-6	Compliance, data integration and multi-site refinement
Weeks 6-7	QA, user testing, data validation and fixes

Weeks 7-8	Controlled launch, training and early-life support where required
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Workstreams may run in parallel.

The timeline assumes:

- Timely client decisions
- Prompt feedback
- Access to nursery data
- Access to relevant operational stakeholders
- No major changes to the agreed MVP
- Third-party services being available when required

Any delays in integration access or source data may affect the delivery date.

27. Project Management

Keza Studio will maintain clear visibility throughout delivery.

The project may use:

- Slack or WhatsApp for regular communication
- Google Meet for project reviews
- Figma for design review
- Trello, Linear or equivalent project board
- Shared project documentation
- Shared decision and issue tracking

Reporting

The client will receive:

- Weekly progress updates
- Regular working demonstrations
- Visibility of active development tasks
- Advance notice of material blockers or decisions required

The client will provide one consolidated set of feedback at agreed review points.

Reasonable refinements that remain within the approved scope will be incorporated during development.

28. Quality, Security and Data Protection

Nursery Intelligence may process information relating to nursery operations, staff, parents and children.

Security will therefore be treated as a product requirement.

The initial platform will include appropriate measures such as:

- Encryption in transit
- Secure authentication
- Role-based permissions
- Least-privilege access
- Protected application routes
- Secure data storage
- Input validation
- Audit activity for important administrative actions
- Secure secrets management
- Backups
- Error monitoring
- Dependency management

The architecture will be designed with UK GDPR considerations in mind.

Keza Studio will implement the agreed technical requirements. Formal legal interpretation, privacy policies, retention decisions and regulatory sign-off remain the responsibility of the client and its appointed advisers.

29. Supporting Documentation

The commercial proposal should be read alongside the detailed product documentation prepared during discovery.

This includes:

- Nursery Intelligence Product Requirements Document
- Nursery Intelligence User Stories
- Nursery Intelligence User Journey Flow Document
- Prototype and Competitor Research
- Approved MVP Feature Priorities

These documents define the wider intended product behaviour.

Where there is uncertainty about whether functionality is included within this development engagement, the final approved MVP backlog will act as the primary scope reference.

Functionality outside that backlog will be treated as a future enhancement or change request.

This mirrors the scope-control approach used in Keza Studio's other product engagements, where the proposal provides the commercial overview and the PRD/user stories provide the detailed functional definition.

30. Warranty

Keza Studio will provide:

Three months' post-launch warranty

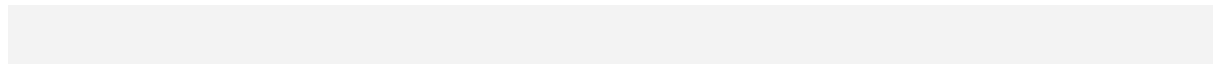
The warranty covers reproducible defects within the delivered scope, including:

- Software bugs
- Stability issues
- Performance issues caused by delivered code
- Deployment-related defects
- Reasonable technical support relating to delivered functionality

The warranty does not include:

- New features
- New integrations
- New business requirements
- Major design changes
- Third-party provider outages
- Third-party API changes
- Regulatory changes after project acceptance
- New functionality requested after launch

The warranty period begins from the agreed production launch date.



31. Essential Care

Keza Studio will provide **Essential Care for the first three months following production launch at no additional cost.**

This is the included post-launch warranty period for the delivered Nursery Intelligence platform.

Essential Care is designed to give Abiola and the nursery team confidence during the early live period while the platform is being used in a real operating environment.

Essential Care includes:

- Resolution of reproducible software defects within the agreed delivered scope
- Bug fixes
- Stability fixes
- Performance corrections relating to delivered functionality
- Security corrections relating to the delivered code
- Reasonable deployment support
- Technical assistance relating to delivered functionality
- Early-life platform monitoring where required
- Support investigating issues arising during normal use

Essential Care does not include:

- New features
- New modules

- New integrations
- Material changes to existing workflows
- Major UX or design changes
- Changes caused by new business requirements
- Third-party provider changes or outages
- Regulatory changes introduced after project acceptance
- Major data-migration work
- Infrastructure or usage costs

The three-month Essential Care period will begin from the agreed production launch date.

32. Essential Care+

Following the included three-month Essential Care period, Abiola can continue receiving ongoing technical care through **Essential Care+**.

Essential Care+ - £199 per month

Essential Care+ is intended to keep the live Nursery Intelligence platform stable, secure and properly maintained after the initial warranty period.

It includes:

- Ongoing bug fixing
- Security patches
- Dependency and package maintenance
- Basic infrastructure monitoring
- Error monitoring and investigation
- Backup oversight
- Performance monitoring
- Deployment support
- Technical housekeeping
- Support relating to existing functionality
- Reasonable assistance with production issues
- General platform health oversight

Essential Care+ is focused on maintaining the product that has already been delivered.

It does not automatically include:

- New features
- New modules
- Major product changes
- New third-party integrations
- Significant workflow changes
- Major UX/UI redesigns
- Large-scale data work
- Material changes to the underlying architecture

These can still be delivered by Keza Studio, but would be reviewed and scoped separately where required.

Essential Care+ can continue for as long as Abiola wishes Keza Studio to remain responsible for the ongoing technical care of the platform.

33. Ongoing Technical Leadership

For organisations that want Keza Studio to remain actively involved in the evolution of Nursery Intelligence, we can also provide an ongoing Technical Leadership arrangement.

Technical Leadership - £800 per month

This provides access to Keza Studio for up to **two dedicated days per month**, on an ongoing basis.

The purpose of this arrangement is to give Abiola continued access to a technical partner who already understands:

- The Nursery Intelligence product
- The underlying architecture
- The nursery workflows
- The product roadmap
- The AI and data strategy
- The existing codebase
- The integration approach
- The longer-term SaaS ambition

The two allocated days can be used flexibly depending on the priorities for that month.

This may include:

- Product changes
- Small feature enhancements
- Workflow refinements
- Dashboard changes
- Reporting improvements
- AI recommendation improvements
- Technical planning
- Architecture review
- Integration support
- Technical troubleshooting
- Data-flow improvements
- UX refinements
- Release planning
- Product roadmap input
- Reviewing user feedback
- Supporting future development decisions
- Technical guidance as Nursery Intelligence moves towards SaaS commercialisation

Keza Studio can make changes directly to the product during these allocated days, subject to the complexity and scope of the requested work.

Scope Principle

The Technical Leadership arrangement is intended for ongoing product evolution and technical support, not unlimited redevelopment.

Smaller changes and improvements can usually be handled within the allocated monthly time.

Where a requested change represents a:

- Major new feature
- New product environment
- New external integration
- Significant architectural change
- Major redesign
- Large new workflow
- Substantial data migration
- Major system overhaul

Keza Studio will first review the requirement and confirm the expected effort.

The work may require:

- A separate defined scope
- An agreed delivery plan
- Additional development time
- Additional payment

No major additional work will be undertaken without Abiola's approval.

Recommended Long-Term Structure

The post-launch support structure would therefore be:

Period / Service	Cost	Purpose
Essential Care - first 3 months	Included	Warranty, defects, stability and launch support
Essential Care+	£199/month	Ongoing maintenance and technical care after month three
Technical Leadership	£800/month	Up to two dedicated Keza Studio days per month for ongoing product evolution and technical leadership

Essential Care+ and Technical Leadership serve different purposes.

Essential Care+ keeps the platform healthy.

Technical Leadership helps the platform continue to evolve.

Abiola can therefore maintain the product through Essential Care+ alone, or retain Keza Studio more actively through the Technical Leadership arrangement as Nursery Intelligence develops beyond the initial pilot.

34. Investment

Keza Studio offers two commercial options for the agreed Nursery Intelligence MVP.

Option 1 - Full Payment

£7,000

100% payable before project commencement.

This provides the lowest overall project investment and allows development resources to be committed immediately.

Option 2 - 50/50 Payment Structure

£7,864

Payment schedule:

Stage	Amount
Project commencement	£3,932
Development completion and prior to production launch	£3,932
Total	£7,864

Both options cover the same agreed MVP scope.

35. Included in the Investment

The project investment includes:

- Product discovery
- Scope refinement
- Review of existing prototypes
- Technical architecture
- UX/UI design
- Responsive management portal
- Super Admin Console
- Frontend development

- Backend development
- Database implementation
- Authentication
- Role-based permissions
- Multi-site structure
- Executive Dashboard
- Today's Brief
- Occupancy intelligence
- Enquiry CRM
- Showaround functionality
- Staffing-risk intelligence
- Financial intelligence
- AI recommendations
- Action tracking
- Initial compliance functionality
- Agreed data import/integration
- Testing
- Quality assurance
- Deployment
- Administrator walkthrough
- Launch support
- Three-month warranty

36. Assumptions and Scope Control

This proposal assumes:

- The first release focuses on Nursery Intelligence rather than a full Famly/KinderSoft replacement
- The product initially supports approximately two to three nursery sites
- Abiola or the nursery organisation will provide access to the required operational data
- Required business targets and nursery rules will be supplied
- The client will provide timely feedback and decisions
- AI recommendations will be based on available structured data
- Appropriate manual fallbacks may be used during the pilot where an integration is unavailable
- The final MVP backlog will be agreed during project commencement

A change request may be required where a request:

- Adds a major new workflow
- Adds a new product/user environment
- Introduces a significant integration
- Materially changes an approved business rule
- Requires substantial historical migration
- Introduces previously deferred functionality

No material additional work will be undertaken without agreement on the scope, timeline and commercial impact.

37. What Launch Unlocks

Once the first release is live, Abiola will be able to:

- Operate Nursery Intelligence in a real nursery environment
- Test the product across multiple settings
- Give owners and managers a daily intelligence brief
- Identify occupancy opportunities
- Track enquiry conversion
- Identify staffing risks
- Connect operational activity with revenue
- Test AI recommendations against real management decisions
- Measure whether recommendations produce results
- Improve compliance-management workflows
- Gather structured feedback from nursery teams
- Demonstrate the product to prospective nursery operators
- Establish evidence for future SaaS pricing
- Identify the highest-value second-phase functionality

Most importantly, the product will move from prototype and concept into a real operating environment.

That provides the evidence required to determine what should be built next.

38. Future Product Roadmap

Following validation, future development may include:

Advanced Intelligence

- Predictive occupancy
- Revenue forecasting
- Staffing-cost optimisation
- Lead-priority scoring
- Anomaly detection
- Cross-site benchmarking

Compliance Intelligence

- Deeper Ofsted evidence workflows
- Inspection narratives
- Policy intelligence
- Improved evidence tracking

Growth Engine

- Advanced referral/connector system
- Automated enquiry nurturing
- Reputation/review workflows
- Marketing attribution
- Conversion optimisation

Parent and Practitioner Products

- Parent App
- Practitioner App
- Learning journals
- Daily care
- Attendance
- Observations
- Communication

System-of-Record Expansion

Where commercial evidence supports it:

- Child records
- Parent records
- Staff management
- Attendance
- Billing
- Payments
- Funding

SaaS Commercialisation

- Multi-tenant architecture
- Nursery self-onboarding
- Subscription management
- Configurable customer accounts
- Integration framework
- Customer support tools
- Product analytics

39. Why Keza Studio

Nursery Intelligence is not simply a dashboard project.

The challenge is translating real nursery operations into a product that is clear, useful and commercially valuable.

Keza Studio's approach is suited to the project because we combine:

Product Thinking

We work beyond individual screens and map complete user journeys, actions and outcomes.

AI + Operational Systems

The value of the AI comes from understanding the underlying operational data, not simply adding a chatbot to a CRM.

Multi-Role Platforms

The wider vision includes owners, managers, staff, parents, connectors and administrators. The platform needs a clear permission and product architecture from the outset.

Fast, Structured Delivery

We use modern development tooling to work quickly while retaining:

- Human review
- Technical architecture
- QA
- Security
- Product ownership
- Clear accountability

Long-Term Partnership

The objective is not only to complete an MVP.

The aim is to help Abiola prove the product, improve it from real evidence and create a foundation capable of becoming a commercial nursery technology business.

40. Closing Statement

Nursery Intelligence has the potential to solve a genuine problem within the nursery sector.

Existing nursery systems are good at recording information.

Abiola's opportunity is to build the layer that helps owners understand what that information means and what they should do next.

The first release should remain focused on that opportunity.

By combining occupancy, enquiries, staffing, finance and compliance into one management environment, then turning those signals into accountable actions, Nursery Intelligence can begin proving whether it creates measurable value for nursery operators.

The advantage of this project is that it does not need to begin in theory.

There are real nursery settings available to test it, real managers who can provide feedback and real operational outcomes that can be measured.

Keza Studio will work with Abiola to turn the existing prototypes, PRD, research and nursery knowledge into a focused, reliable MVP that can be used, tested and improved in a live environment.

The immediate objective is simple:

Build the first version, put it in front of real nursery managers, measure whether it improves decisions, and use that evidence to shape the commercial product.

41. Proposed Next Steps

Upon acceptance:

1. Select the preferred payment structure
2. Confirm the development agreement
3. Issue the initial invoice
4. Hold project kickoff
5. Confirm the prioritised MVP backlog
6. Obtain initial nursery data/export
7. Begin UX/UI and technical discovery
8. Commence development
9. Complete QA and user acceptance
10. Launch the controlled nursery pilot