Mission Charter

Governed business pack | Evidence as of 2026-07-13 | Producer and reviewer lineage retained in manifest

Audience	South African owner-managed SMEs and their accounting advisers
Jurisdiction	South Africa
Price	ZAR 499 per month (validation hypothesis)
Cash cap	ZAR 5,000 validation cash cap

Purpose

Validate whether founders will use a source-linked educational guide to prepare better conversations with qualified accounting advisers. The mission stops before live customer operation, professional assurance, publication, or spend beyond the validation cap.

Confirmed boundaries

The audience, jurisdiction, price, budget, claim boundary, MVP scope, and synthetic-data posture are confirmed mission facts. A future change requires a new charter and approval; it cannot be inferred from this pack.

Success and kill criteria

Success means twelve founder interviews, five adviser interviews, three repeated high-friction accounting questions, and at least four explicit price-intent signals. Stop on missing authoritative sources, requests for an opinion, real personal data, live checkout, budget exhaustion, or material reviewer dissent.

Decision at the end

Choose one of three outcomes: continue to a professionally reviewed pilot, revise the problem and repeat discovery, or stop. Artifact quality is evidence of execution capability, not evidence of market demand.

Governance, evidence, and source posture

Educational information only - not accounting, audit, tax, legal, compliance, or assurance advice.

MVP and data boundary

Synthetic company questionnaire, source-linked educational result, freshness posture, pricing, limitations, and simulated signup and checkout. Synthetic data only; no real customer, payment, or professional-client data.

Cross-pack controls

Every artifact uses the same audience, jurisdiction, ZAR 499 price hypothesis, ZAR 5,000 validation cap, educational-only claim boundary, synthetic-data posture, and local simulated-action boundary. A mismatch fails validation and requires bounded rework.

Sources checked

IFRS for SMEs Accounting Standard
https://www.ifrs.org/issued-standards/ifrs-for-smes/

Protection of Personal Information Act 4 of 2013
https://www.gov.za/documents/protection-personal-information-act

Companies Act 71 of 2008
https://www.gov.za/documents/companies-act

Electronic Communications and Transactions Act 25 of 2002
https://www.gov.za/documents/electronic-communications-and-transactions-act

Consumer Protection Act index
https://www.thedtic.gov.za/legislation/legislation-and-business-regulation/bills-and-acts/

Limitations and required review

No interviews, conversion observations, customer records, payments, professional approvals, deployments, or external sends occurred. Before a live pilot, refresh every source and obtain qualified accounting, South African legal/privacy, and security review. Simulation approval cannot become live-action approval.