NumoniX

Development Roadmap — Webgenius

Novavec Ltd · Prepared 19 August 2026 · Updated 19 August 2026 · Target launch: end of Q1 2027

Overview

This is the development-side schedule for the remaining NumoniX build, covering everything owned by Imtiaz, Rakib, and the wider Webgenius team through to launch and just beyond. It's drawn from the full project roadmap, with Lee's own solo tasks (content upload, store copy, legal documents, and similar) removed so this reads as your working schedule rather than the whole picture.

The critical path runs through the backend work — Paddle integration, the founder entitlement system, and transactional email. These need scoping and estimating early since content upload, store submission, and launch itself all depend on this being done and tested first.

Backend Development

October to November 2026

The largest remaining development block. Please scope and estimate this in full before end of September so feasibility against the Q1 target is clear early.

Payment integration

Ref	Task	Owner	Duration
3.1	Install and configure Laravel Cashier Paddle; add Billable trait, run migrations	Imtiaz	2–3 days
3.2	Configure webhook endpoint at /paddle/webhook; verify Ed25519 signature handling	Imtiaz	2 days
3.3	Handle subscription lifecycle events: created, updated, cancelled, payment failed	Imtiaz	3–4 days
3.5	Wire entitlement logic — Paddle subscription status drives tier assignment	Imtiaz	3–4 days
3.6	Flutter side: tier check on login and app open, upgrade button linking out to numonix.app in external browser	Webgenius	3–4 days

Transactional email

Ref	Task	Owner	Duration
3.7	Set up Postmark or Mailgun; configure Laravel mail and queue	Imtiaz	2 days
3.8	Build email templates (copy supplied by Lee): welcome, founder onboarding, trial-ending reminder (with optional review form link and £24.99	Imtiaz	1 week

Ref	Task	Owner	Duration
	offer link), subscription confirmation, password reset		
3.9	Configure SPF, DKIM, DMARC records for numonix.app	Imtiaz	1 day

Founder programme system

Ref	Task	Owner	Duration
3.10	Add founder fields to user model: founder flag, trial expiry, review form completion (optional, not gating)	Imtiaz	2 days
3.11	Build founder registration flow: import accepted applicants from Tally (CSV export/import) and create user records with automatic Tier 2 grant and 30-day expiry from import time; repeatable as a periodic import for post-launch stragglers	Imtiaz	3–4 days
3.12	Build review form (hosted on numonix.app) with submission capture — optional, not required for conversion	Imtiaz	3 days
3.13	Automate trial-ending email at day 25: includes optional review form link and the £24.99 conversion offer, sent to every founder regardless of form completion	Imtiaz	2 days
3.14	Generate unique per-founder £24.99 checkout links via Paddle API; send automatically to all founders at end of 30-day trial	Imtiaz	3–4 days
3.15	Cancellation logic: founder cancels, drops to Free tier at period end, £24.99 link is not reusable	Imtiaz	2 days
3.16	Admin dashboard: founder count, trial status, review form completion rate, conversion rate	Imtiaz	1 week

The founder journey is a single 30-day free trial, not two stages. Everyone gets the same trial-ending email at day 25 with the £24.99 conversion link — the review form is mentioned as a genuine, appreciated ask, but completing it is not a condition of anything. No second free month, no gating logic needed.

Full sandbox testing of the founder journey — registration through to £24.99 conversion and cancellation — before anything touches production. Budget a week for this at the end of the phase.

Founder Waitlist Landing Page

November to December 2026

Ref	Task	Owner	Duration
4.2	Build founder waitlist / registration landing page	Webgenius	1 week

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Store Testing

January 2027

NumoniX publishes under Novavec Ltd, and the Google Play organization account is already verified with a D-U-N-S number. That means the mandatory 12-tester, 14-day closed testing gate that applies to personal developer accounts doesn't apply here — this phase is simpler than it would otherwise be. Apple has no equivalent minimum tester requirement, but TestFlight is strongly advised regardless.

Ref	Task	Owner	Duration
5.1	Build signed release candidate (AAB for Android, archive for iOS)	Webgenius	3 days
5.2	Google Play: internal testing track for QA	Webgenius	1 week, ongoing as needed
5.3	Apple: upload build to App Store Connect, internal TestFlight	Webgenius	2 days
5.4	Apple: external TestFlight, Beta App Review (first build only)	Apple	2–5 days
5.5	Apple: external TestFlight testing window	Testers	2–3 weeks
5.6	Triage feedback, fix issues, rebuild as needed	Webgenius	1–2 weeks

Apple's TestFlight window is the main store-side time cost — budget three to five weeks for it end to end, including a rebuild cycle if needed.

Store Listing and Submission

February to March 2027

Ref	Task	Owner	Duration
6.7	Submit iOS binary for App Review	Webgenius	1 day (then 24–48hr review)
6.8	Respond to any review feedback and resubmit	Webgenius	Reserve 2 weeks

Submit on a Monday rather than a Friday so there's time to respond to review notes inside business hours. Reserve two full weeks for review feedback cycles — rejection on first submission is common and is not a signal that anything is wrong.

Launch

End of March 2027

Ref	Task	Owner	Duration
7.1	Switch Paddle from sandbox to live	Imtiaz	1 day
7.2	Final end-to-end test: real purchase, webhook, tier grant, app access	Imtiaz	1 day
7.6	Monitor crash reports, webhook delivery, and signup flow closely	Webgenius	First 2 weeks

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Post-Launch

April to June 2027

Ref	Task	Owner	Duration
8.8	First post-launch update release addressing founder feedback	Webgenius	June 2027

Key Milestones and Gates

Date	Milestone	Gate
End Sep 2026	Backend scope agreed and estimated	Determines feasibility of Q1
Mid Oct 2026	numonix.app live; Paddle domain submitted	Blocks payment testing
End Nov 2026	Paddle domain and account approved	Hard gate on live payments
Q4 2026	CMA decision on Apple steering published	Determines IAP requirement
End Dec 2026	Backend complete and sandbox-tested	Hard gate on testing phase
Done	Google Play organization account verified (D-U-N-S, Novavec Ltd)	Closed testing requirement avoided
Early Feb 2027	Google Play and App Store both ready for submission	Hard gate on launch
Early Mar 2027	Both binaries submitted for review	Reserve 2 weeks for feedback
End Mar 2027	Launch	Target

Risks and Contingencies

Backend scope larger than expected

Paddle, email, and the founder system together represent a significant sprint. If this estimates beyond eight weeks, consider phasing: launch with Paddle and basic entitlements, and add founder automation as a fast-follow.

Apple IAP requirement for UK

If the CMA decision does not land in Apple's steering favour before submission, reserve two to three weeks in January to add Apple in-app purchase for UK users via RevenueCat. This is a contingency only — do not build it unless instructed.

Immediate Next Actions

- Scope and estimate the full backend block (Payment integration, Transactional email, Founder programme system) and return an estimate by end of September
- Confirm whether a transactional email service already exists on the Laravel backend
- Flag anything in this scope that's unclear, technically risky, or that you'd approach differently