

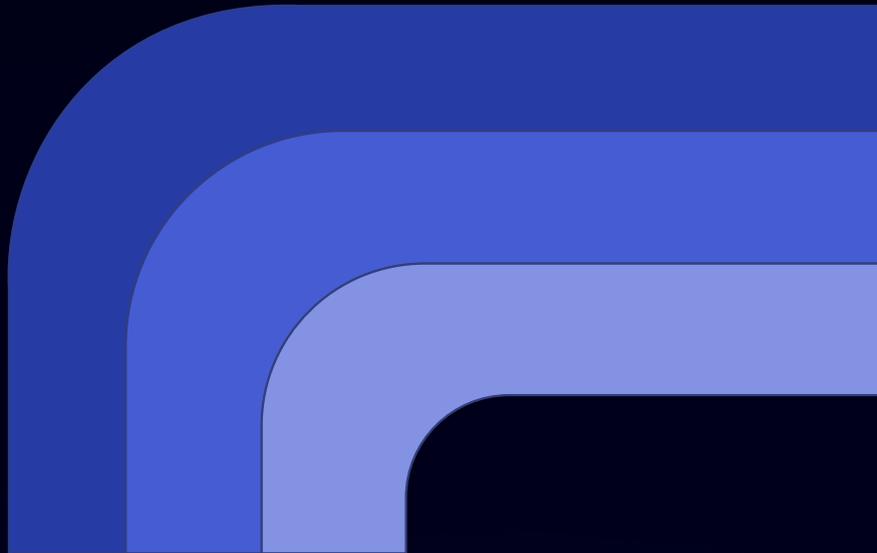
Q-PEP™ Protocol

Qualitative-Profitability Efficiency Protocol

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The Objective: Decoupling Growth from Headcount

The "Scale-Up" fallacy believes that to grow 2x, you must hire 2x. Q-PEP is a turnaround protocol designed to break this link. It forces the organization to increase revenue while *freezing* or *reducing* headcount. It transforms "Feature Factories" into "Profit Centers."



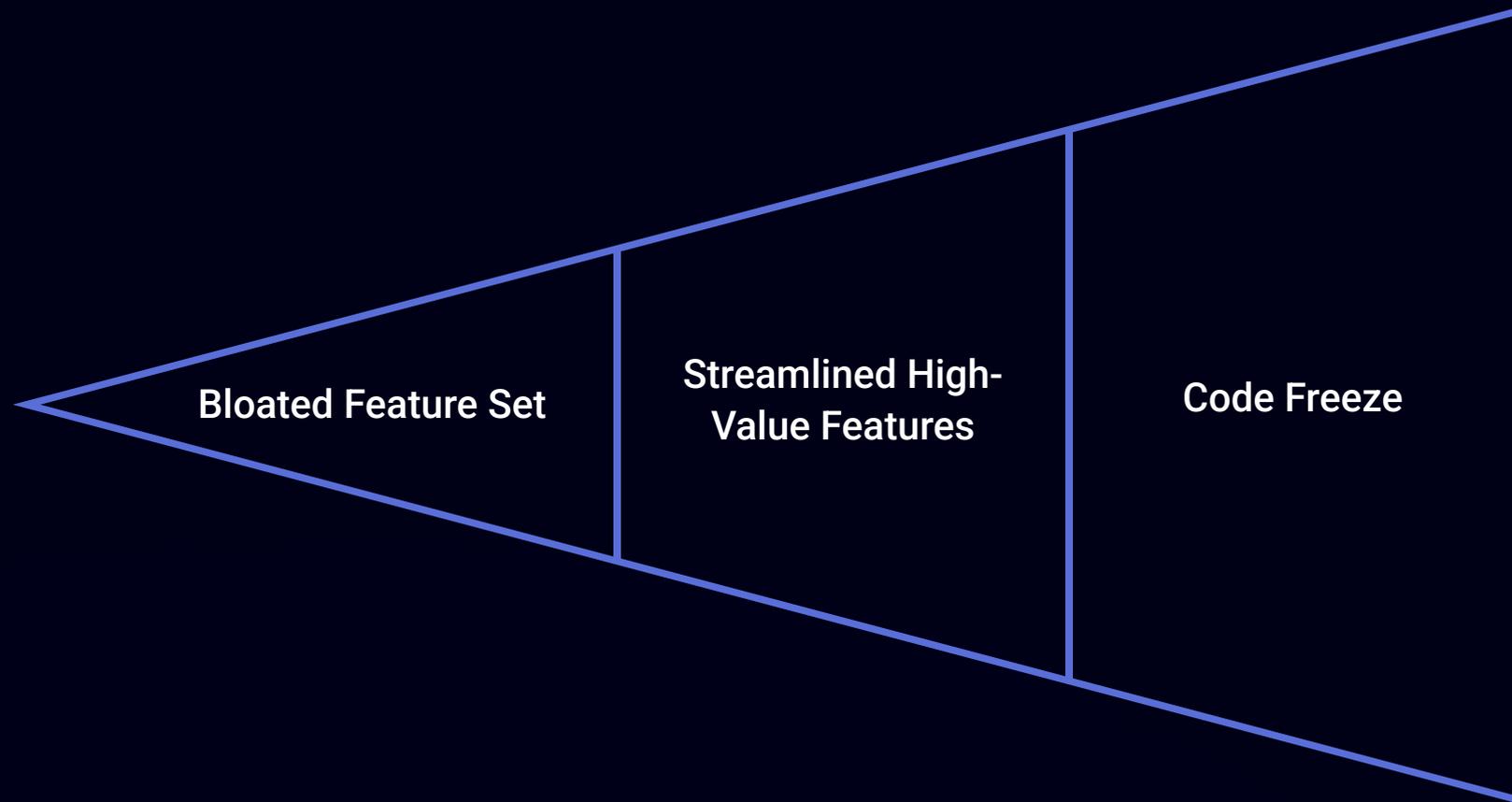
Growth = 2x Headcount

Revenue Growth + Headcount Freeze

Feature Factory → Profit Center

Phase 1: The Inventory Flush (Kill Week)

Before we build, we subtract.



The Action

We institute a "Code Freeze" on new features.



The Purge

We deprecate the bottom 10% of features by usage.



The Logic

Every line of code is a liability. Reducing the surface area of the product reduces the "Tax" on engineering, instantly increasing velocity on high-value items.

Phase 2: The "Win Locker" Implementation

We stop democratizing the roadmap. We move to an "Investment Committee" model.

The New Rule

No feature enters the build queue without a "Win Locker" case: A pre-defined financial outcome (e.g., "This reduces support costs by \$50k" or "This adds \$100k ARR").

The Gatekeeper

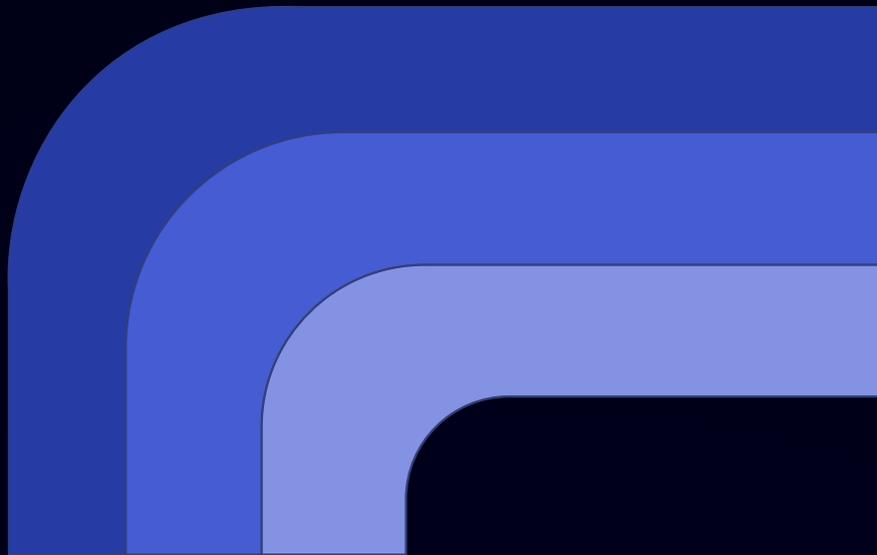
The Product Economist (or CPO) holds Veto power over any ticket that lacks a Win Locker.



Win Locker Case Required: Every feature must demonstrate clear financial impact before entering the build queue.

Phase 3: Capital Re-Classification (CapEx vs OpEx)

We restructure how engineering time is booked.



Before: 80% Maintenance

Reclassify & Automate

After: 60% Innovation

The Promise: Algorithmic Solvency

Q-PEP is not about working harder. It is about working with financial physics. By applying constraints, we force leverage. The result is a Product Organization that functions like a high-performing hedge fund: **Capital is allocated only where it generates alpha.**

3

Phases

Systematic transformation

90

Days

To complete implementation

1

Goal

Decouple growth from headcount