

# Communication Plan

## Communication Plan: Bilko

“ **Project:** Bilko — Balkan Accounting SaaS **Version:** 0.1 **Date:** 2026-02-23  
**Author:** John (AI Director) **Status:** Draft **Reviewers:** Alem Bašić (CEO)

## Document History

Version	Date	Author	Changes
0.1	2026-02-23	John (AI Director)	Initial draft

## 1. Communication Objectives

This communication plan ensures all stakeholders on **Bilko** receive accurate, timely, and relevant information throughout the project lifecycle. Specific objectives:

- Transparency** — Alem has full visibility into sprint progress, risks, and architectural decisions at the right level of detail
- Alignment** — Regulatory requirements and technical constraints are surfaced before they become blockers
- Accountability** — Issues and blockers are surfaced within 24 hours and resolved through defined channels
- Documentation** — All key decisions are recorded in CLAUDE.md, ADRs, and HiveMind so they survive beyond any single session
- Regulatory signal** — SEF/eRačun/CPF regulatory changes from external sources (APR, FINA, CPF) are captured and escalated promptly

## 2. Stakeholder Communication Needs Matrix

Stakeholder	Role	Information Needs	Preferred Channel	Frequency	Detail Level	Owner
Alem Bašić	CEO / Sponsor	Sprint progress, budget burn, go/no-go milestones, legal entity status	Slack (#alai-talk or direct)	Weekly summary + milestone events	Executive summary	John
John	AI Director	Full technical status, risks, agent outputs, regulatory updates	Internal (session context)	Continuous	Detailed	Self
Asmir Merdžanović	Balkan Market Advisor	SEF API questions, regulatory changes, local market feedback	Slack / email via Alem	As needed (max weekly)	Regulatory/market specific	John
Beta users (5 SMBs + 3 accountants)	UAT participants	Beta access instructions, feedback forms, bug report channel	Email + feedback form	Beta program period only	Simple	John
Public / future users	Market	Launch announcement, pricing, feature list	bilko.io landing page + social	Launch day + monthly	Marketing	Alem

## 3. Communication Channels & Tools

Channel	Tool	Purpose	Who Has Access	Response SLA
Daily session log	ALAI system (session state)	John's internal work log, context continuity	John only	N/A
Sprint summary	Slack #alai-talk	Weekly progress to Alem	Alem, John	24 hours
Milestone notification	Slack direct message	Gate completions, go/no-go decisions	Alem	Immediate

Channel	Tool	Purpose	Who Has Access	Response SLA
Regulatory alerts	Slack	SEF/APR/FINA changelog alerts	Alem, John, Asmir	4 hours
Decision records	ALAI/products/Bilko/PI PELINE.md + ADRs	Architecture and regulatory decisions	Project team	N/A (log)
Issue tracking	Mission Control (mc.js)	Tasks, bugs, change requests	John	24 hours
Beta feedback	Feedback form (to be created)	Bug reports, UX issues, feature requests from beta	John	48 hours
External email	alem@alai.no / info@alai.no	Formal communication, beta invitations	Alem, John	24 hours
Git commit log	GitHub / Bilko repo	Technical change tracking	John	N/A

## 4. Meeting Schedule

### 4.1 Regular Cadence

Meeting	Purpose	Frequency	Format	Required Participants	Output
Sprint review	Progress against sprint goals, demo of completed features	End of each 1-week sprint	Slack message + demo link	Alem (async)	Sprint summary in Slack
Risk review	Update risk register; new risks surfaced	Weekly (Monday)	John internal	John	Updated risk-register.md
Regulatory check	Monitor SEF/eRačun/CPF changelogs	Weekly	John automated	John	Alert if changes found
Beta feedback review	Triage beta user feedback	During beta period (2 weeks)	Async written	John	Updated backlog in mc.js

### 4.2 Event-Triggered Communications

Trigger	Communication Type	From	To	Target Timing
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Pipeline gate complete	Milestone notification	John	Alem	Within 4 hours
Risk score $\geq$ 12	Risk escalation	John	Alem	Within 24 hours
SEF API change detected	Regulatory alert	John	Alem + Asmir	Within 4 hours
Backend milestone: 25/50 endpoints	Progress update	John	Alem	Same day
Backend milestone: 50/50 endpoints	Milestone complete	John	Alem	Same day
Mock data fully replaced	Milestone complete	John	Alem	Same day
Alpha ready for internal testing	Demo notification	John	Alem	Same day
Beta program launched	Kickoff notification	John	Alem + beta users	Launch day
Go/No-Go for production	Decision request	John	Alem	5 days before planned launch
Production deployed	Launch announcement	Alem	Public	Launch day

## 5. Reporting Cadence

Report	Frequency	Prepared By	Distributed To	Delivery Method	Deadline
Sprint Summary	Weekly	John	Alem	Slack message	Friday EOD
Risk Register Update	Weekly	John	Internal (PIPELINE.md)	File commit	Monday
Beta Progress Report	3x during beta	John	Alem	Slack	Days 3, 7, 14 of beta
Budget Burn Report	Monthly	John	Alem	Slack	1st of each month
Launch Readiness Report	Once	John	Alem	Slack + meeting	7 days before launch
Post-launch Review	Once	John	Alem	Slack	30 days post-launch

### 5.1 Weekly Sprint Summary Template

[Bilko] Sprint Summary – Week of [WEEK\_START\_DATE e.g. 2026-03-03]

STATUS: On Track / At Risk / Delayed

COMPLETED THIS WEEK:

- [Completed task or deliverable 1]
- [Completed task or deliverable 2]
- [Completed task or deliverable 3]

NEXT WEEK:

- [Planned task or deliverable 1]
- [Planned task or deliverable 2]

RISKS / BLOCKERS:

- [Describe risk or blocker] – Action: [What is being done to resolve it]

MILESTONES:

Milestone	Target	Status
Backend endpoints	[N]/50	On track / At risk
Mock data replacement	[N]/8 modules	On track / At risk
SEF integration	–	Not started / In progress / Done

BUDGET:

- Week burn: ~€[AMOUNT] / €17,000 total ([PCT]% used)

DECISIONS NEEDED FROM ALEM:

- [ ] [Decision required] by [DATE]

## 6. Escalation Paths & Response SLAs

Level	Trigger	Escalate To	Channel	Response SLA
L1	Technical blocker (John resolves)	John self	Internal	4 hours
L2	Regulatory question (SEF/APR)	Asmir via Alem	Slack	24 hours
L3	Scope or requirement conflict	Alem	Slack direct	4 hours

Level	Trigger	Escalate To	Channel	Response SLA
L4	Budget impact or strategic decision	Alem	Slack + call if needed	2 hours
L5	Legal / Serbian entity issue	Alem + legal counsel	Direct	4 hours
P1	Production incident (post-launch)	John + Alem	Slack + phone	15 minutes

## 7. Documentation Standards

### 7.1 File Naming Convention

[BILKO] - [DOCUMENT\_TYPE] - [DATE] - [VERSION] . [ext]

Example: BILKO-sprint-summary-2026-03-07-v1.md

Example: BILKO-beta-feedback-2026-04-14.md

### 7.2 Document Storage Locations

Document Type	Location
Project governance (charter, brief, RACI, risk)	~/ALAI/products/Bilko/docs/templates/PROJECT-GOVERNANCE/
Requirements (BRD, FRS, user stories)	~/ALAI/products/Bilko/docs/templates/BUSINESS-REQUIREMENTS/
Architecture decisions (ADRs)	~/ALAI/products/Bilko/docs/ARCHITECTURE/
Sprint summaries	~/ALAI/products/Bilko/comms/sprints/ (to be created)
Beta feedback logs	~/ALAI/products/Bilko/comms/beta/ (to be created)
Meeting notes	~/ALAI/products/Bilko/comms/meetings/ (to be created)
Pipeline tracker	~/ALAI/products/Bilko/PIPELINE.md

### 7.3 Version Control

- All documents use semantic versioning: MAJOR.MINOR (e.g., 1.0, 1.1, 2.0)
- MAJOR version = significant structural change or approval milestone
- MINOR version = content updates, corrections, additions
- Every version tracked in the Document History table at the top of each file

# 8. External Communication Protocols

Communication Type	Authorized Speakers	Approval Required	Notes
Beta user communications	John (via email system)	None — per approved beta script	Factual, professional
Press / public statements	Alem	Alem only	No feature commitments without approval
Regulatory authority contact (APR, SEF)	Asmir + Alem	Alem	Legal implications
Partnership discussions	Alem	Alem	No binding commitments without Alem sign-off
Social media (Bilko launch)	Alem	Alem	Check brand guidelines first
Investor / fundraising comms	Alem	Alem only	ALAI Holding only

# 9. Crisis Communication Plan

## 9.1 Crisis Triggers

- Production data breach or security incident affecting user financial data
- SEF API down at launch (Serbia users cannot submit invoices)
- “ 2-week unplanned project delay
- Critical accounting logic bug found in production (incorrect VAT / double-entry)
- Budget overrun > 30% above €17K ceiling

## 9.2 Crisis Communication Protocol

1. **Identify** — John identifies crisis; logs in risk register immediately
2. **Contain** — John assesses scope and containment options (max 1 hour)
3. **Escalate** — John notifies Alem within 1 hour via Slack + phone
4. **Communicate** — If user-facing: John prepares crisis email draft; Alem approves before sending
5. **Update** — Alem receives updates every 4 hours until resolved
6. **Resolve** — Crisis declared over by Alem; post-mortem within 48 hours
7. **Learn** — `/learning-opportunity` — crisis becomes system fix per ZAKON #1

## 9.3 Crisis Communication Template

SUBJECT: [URGENT] Bilko – [One-line crisis summary e.g. "Production outage – invoice submission unavailable"]

Dear [Stakeholder name / "Bilko Users"],

We are writing to inform you of an issue affecting Bilko.

SITUATION: [Factual description of what happened]

IMPACT: [What feature/service is affected] – [Number of users or organizations affected]

IMMEDIATE ACTIONS TAKEN: [Steps already taken to contain the issue]

NEXT STEPS: [Planned actions and timeline]

EXPECTED RESOLUTION: [Estimated resolution time, e.g. "Within 4 hours" or "By 2026-03-07 18:00 CET"]

We will provide updates every 4 hours until this is resolved.

Contact: John (AI Director) via Alem Bašić – alem@alai.no – +47 40 47 42 51

Alem Bašić

CEO, ALAI Holding AS

## Approval

Role	Name	Date	Signature
Author	John (AI Director)	2026-02-23	
Reviewer			
Project Manager	John	2026-02-23	
AI Director (John)	John	2026-02-23	
Project Sponsor	Alem Bašić		

Revision #3

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