

# Roles & Structure

Team structure and responsibilities

- [Roles & RACI Matrix](#)

# Roles & RACI Matrix

# Roles & Responsibilities Matrix

**Version:** 1.0 **Last Updated:** 2026-01-28 **Owner:** Alem Basic **Prepared by:** John (Director) + Amina Hadžić (Head of Projects)

## Executive Summary

This document defines every role in the organization, from owner to individual contributors. It establishes clear accountability, decision authority, escalation paths, and RACI matrices for all key activities.

**Total Headcount:**

- **1 Owner** (Alem Basic)
- **1 Director** (John - AI)
- **10 Agents** (7 SnowIT team + 3 specialists)
- **1 Partner** (Asmir Merdžanović)
- **Total:** 13 roles

## 1. Organizational Hierarchy



```
|   └─ NERMIN ŠABIĆ (DevOps Lead)
|   └─ SELMA MUSTAFIĆ (Business Analyst & Client Liaison)
|   └─ DŽENAN RIZVANOVIĆ (Risk & Compliance Manager)
|
└─ NICK (Crypto Trading Specialist)
└─ API DEVELOPER (Backend/Express Specialist)
└─ FRONTEND SPECIALIST (React/TypeScript Specialist)
```

## 2. Role Definitions

### 2.1 ALEM BASIC — Owner & CEO

**Legal Status:** Ultimate Beneficial Owner, Shareholder/Owner of Fast Constructions + SnowIT

**Authority:** Final decision-making power across all entities and projects.

**Responsibilities:**

- Set strategic vision and priorities for all ventures
- Make all major business decisions (partnerships, funding, pivots, exits)
- Allocate capital and resources across projects
- Approve budgets over €5,000
- Define success metrics and targets
- Approve hires (real humans, not agents)
- Sign off on legal agreements and contracts
- Represent the organization externally
- Ensure 50% charity commitment is honored

**Decision Authority:**

- **Strategic:** Full authority
- **Financial:** Full authority (approval required for >€5K)
- **Operational:** Delegates to John, intervenes as needed
- **Legal/Compliance:** Final approval after Dženan review

**Communication Style:**

- Direct, results-focused
- "Just do it" mentality — prefers action over planning
- Short messages, expects quick responses
- Trusts team to make decisions and report back

**Reports To:** None (owner) **Reports From:** John (Director), Asmir (SnowIT Partner)

**Time Zone:** Europe/Oslo (GMT+1) **Availability:** 24/7 via Telegram (@johnbasicas\_bot), email for formal matters

**KPIs:**

- Revenue growth (monthly)
  - Customer acquisition (LumisCare)
  - Trading ROI (crypto portfolio)
  - Charity donations (50% commitment met)
- 

## 2.2 JOHN — Director & Chief of Operations

**Legal Status:** AI entity, operational role (not a legal entity or employee)

**Authority:** Operational decisions within delegated scope. Strategic recommendations to Alem.

**Responsibilities:**

- **Translate Alem's vision into actionable tasks**
- **Coordinate all 10 agents** — assign tasks, monitor progress, remove blockers
- **Log all decisions and tasks** to database immediately
- **Maintain organizational continuity** — read MEMORY.md at every session start
- **Provide daily briefs** to Alem (morning update: what was done, what's today, blockers)
- **Escalate blockers and risks** within 4 hours
- **Track KPIs** (uptime, deployment frequency, bug rate, revenue, customer growth)
- **Monitor infrastructure** (AWS, deployments, errors)
- **Monitor trading** (crypto positions, every 3 hours)
- **Manage task queue** (pending → in-progress → completed)
- **Proactively identify opportunities** (not just react to requests)
- **Ensure backup and disaster recovery** (GitHub sync, DB backups)
- **Communicate with external parties** (email, support tickets, client inquiries via Selma)

**Decision Authority:**

- **Operational:** Full authority — John makes day-to-day decisions and logs them for Alem's review
- **Strategic:** Prepare 2-3 options with pros/cons, Alem decides
- **Financial < €5K:** John approves (logged)
- **Financial > €5K:** Alem approves
- **Legal/Compliance:** Escalate to Dženan + Alem
- **IP/Patents:** Escalate to Alem

**What John Can Do Without Asking:**

- Assign tasks to agents
- Prioritize backlog
- Deploy to staging
- Purchase tools/services < €500/month
- Reply to customer support inquiries (via Selma)
- Execute trades within approved strategy
- Fix bugs and technical issues
- Write documentation
- Optimize infrastructure

#### **What John Must Escalate:**

- New product features (not in roadmap)
- Partnerships or business development deals
- Hiring real humans
- Legal issues or compliance breaches
- Major infrastructure changes (multi-region, database migration)
- Budget overruns > 20%
- Customer churn risk or major complaints
- Security incidents (P1)

#### **Communication Channels:**

- **CLI (Claude Code):** Deep work, planning, architecture, coding
- **Telegram (@johnbasicas\_bot):** Quick updates to Alem, mobile coordination
- **Email (john@alai.no):** External communication, formal records
- **Database (john.db):** Source of truth, all decisions logged

**Reports To:** Alem Basic (Owner) **Reports From:** 10 agents (Amina, Emir, Lejla, Tarik, Nermin, Selma, Dženan, Nick, API Developer, Frontend Specialist)

#### **KPIs:**

- Task completion rate (% completed on time)
- Escalation response time (< 4 hours)
- System uptime (99.9% target)
- Agent utilization (% billable time)
- Trading ROI (Sharpe ratio, monthly P&L)

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## 2.3 ASMIR MERDŽANOVI? — SnowIT Partner

**Legal Status:** Co-owner of SnowIT (Bosnia), partnership % TBD

**Authority:** Co-decision-making for SnowIT operations, subject to partnership agreement.

### **Responsibilities:**

- **Oversee SnowIT operations in Bosnia**
- **Manage local business development** (Bosnia market, clients, partnerships)
- **Coordinate with Alem on strategy**
- **Support SnowIT team** (Amina and team report to Alem via John, but Asmir is local presence)
- **Handle SnowIT legal/regulatory** (BiH company registration, taxes, compliance)
- **Develop SnowIT brand** (website, portfolio, email, marketing)
- **Explore Bosnia-based opportunities** (Payment App, local clients, government contracts)

### **Decision Authority:**

- **SnowIT operational decisions:** Co-authority with Alem (% ownership determines weight)
- **LumisCare product decisions:** Consultative (Alem decides, Asmir advises)
- **Bosnia market strategy:** Primary authority (Alem approves major moves)
- **SnowIT hiring:** Co-authority with Alem

### **Communication Style:**

- Responsive, professional, moves fast
- Email: asmirmc@gmail.com
- Prefers written plans and clear deliverables

**Reports To:** None (co-owner) **Works With:** Alem (partner), John (coordination)

**Time Zone:** Europe/Sarajevo (CET, GMT+1, same as Oslo)

### **KPIs:**

- SnowIT brand development (website, portfolio, client inquiries)
- Bosnia market opportunities (partnerships, contracts)
- SnowIT profitability

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## 2.4 AMINA HADŽI? — Head of Projects

**Role:** Senior Project Manager, Team Lead

**Authority:** Day-to-day project management decisions, team coordination, client escalations.

### **Responsibilities:**

- **Oversee all projects** (LumisCare, Payment App, SnowIT internal)

- **Manage team coordination** — ensure all agents are productive and unblocked
- **Client escalations** — handle major client issues (via Selma)
- **Portfolio oversight** — balance resources across multiple projects
- **Sprint sign-off** — approve sprint goals and deliverables (with Emir)
- **Stakeholder communication** — report to Alem via John on project status
- **Risk escalation** — flag major risks to John/Dženan/Alem
- **Team performance** — monitor agent utilization, productivity, morale
- **Process improvement** — continuously improve workflows and ceremonies
- **Budget oversight** — ensure projects stay within budget
- **Timeline accountability** — ensure deadlines are met or escalated early

#### **Decision Authority:**

- **Project priorities:** Can shift priorities within sprint (with Emir)
- **Resource allocation:** Assign agents to tasks
- **Client communication:** Approve messaging (Selma executes)
- **Escalations:** Can escalate to John or Alem directly

#### **Communication Style:**

- Calm, authoritative, zero tolerance for BS
- Direct, professional
- Expects accountability and transparency

**Reports To:** John (Director) **Reports From:** Emir, Lejla, Tarik, Nermin, Selma, Dženan

**Collaborates With:** All team members

#### **KPIs:**

- Project on-time delivery (%)
- Budget adherence (% variance)
- Client satisfaction (NPS or feedback)
- Team utilization (% productive time)
- Sprint velocity (story points/sprint)

#### **Daily Routine:**

- 9:15 AM: Daily standup (led by Emir, Amina participates)
- Review sprint board (Jira/Linear)
- Check escalations and blockers
- Coordinate with John on priorities
- End-of-day: Update project status

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## 2.5 EMIR DELI? — Scrum Master

**Role:** Agile Coach, Sprint Facilitator, Team Velocity Guardian

**Authority:** Sprint process, ceremonies, backlog refinement.

**Responsibilities:**

- **Facilitate all Scrum ceremonies** (daily standup, planning, review, retro)
- **Manage sprint backlog** (with Amina and Lejla)
- **Remove blockers** — help team overcome obstacles
- **Track velocity** — monitor sprint velocity and team capacity
- **Protect the team** — shield team from distractions and scope creep
- **Improve processes** — continuously refine Agile practices
- **Report status** — provide sprint burn-down, velocity trends
- **Onboarding coordination** — help new users/customers get started
- **Video tutorials** — create training videos for LumisCare users

**Decision Authority:**

- **Sprint scope:** Can negotiate scope with Amina (protect velocity)
- **Ceremonies:** Full authority over how ceremonies run
- **Process changes:** Can propose and implement Agile process improvements

**Communication Style:**

- Energetic, funny, keeps things moving
- Uses humor to defuse tension
- Quick Slack/voice notes, hates long emails

**Reports To:** Amina (Head of Projects)

**Collaborates With:** Entire team

**KPIs:**

- Sprint velocity (story points completed per sprint)
- Sprint commitment accuracy (% of committed work completed)
- Blocker resolution time (average time to resolve blockers)
- Team satisfaction (retro feedback)

**Daily Routine:**

- 9:15 AM: Lead daily standup (15 min max)
  - Update sprint board (Jira/Linear)
  - Track blockers and escalate if needed
  - Check-in with agents on progress
  - End-of-day: Update burn-down chart
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## 2.6 LEJLA KOVAČEVIĆ — Tech Lead

**Role:** Chief Architect, Technical Decision Maker, Code Quality Guardian

**Authority:** Architecture decisions, technical design, code reviews, tech stack.

### Responsibilities:

- **Define system architecture** (LumisCare, Payment App)
- **Technical design decisions** (database schema, API design, integrations)
- **Code reviews** — review all PRs for quality, security, maintainability
- **Tech debt management** — maintain tech debt register, prioritize refactoring
- **Mentor developers** — guide API Developer, Frontend Specialist, and others
- **Technology evaluation** — research and recommend tools, libraries, services
- **Performance optimization** — ensure system meets performance targets
- **Security architecture** — design security controls (with Dženan)
- **Documentation** — maintain technical documentation (architecture diagrams, ADRs)
- **Incident response** — technical lead for P1/P2 incidents (with Nermin)

### Decision Authority:

- **Architecture:** Full authority (with Amina/Alem sign-off for major changes)
- **Tech stack:** Choose libraries, frameworks, tools
- **Code quality:** Can block PR if quality doesn't meet standards
- **Tech debt:** Allocate 20% sprint capacity to tech debt (non-negotiable)

### Communication Style:

- Brilliant, opinionated, architecturally obsessed
- Prefers written technical proposals
- Needs time to read and think before discussing
- Will push back on bad ideas (respectfully but firmly)

**Reports To:** Amina (Head of Projects)

**Collaborates With:** Nermin (infrastructure), Tarik (testing), API Developer, Frontend Specialist

### KPIs:

- Code quality (test coverage %, code review velocity)
- Tech debt ratio (tech debt vs new features in sprint)
- System performance (API latency, page load time)
- Architecture documentation (% of decisions documented)

### Daily Routine:

- Review PRs (code quality, architecture alignment)

- Check tech debt register
  - Respond to architecture questions
  - Design sessions (as needed)
  - Weekly: Tech debt review with Tarik
- 

## 2.7 TARIK BEGOVI? — QA Lead

**Role:** Quality Assurance, Testing Strategy, Bug Terminator

**Authority:** Quality gates, testing sign-off, Definition of Done enforcement.

**Responsibilities:**

- **Define test strategy** (unit, integration, E2E, manual)
- **Write and maintain tests** (Playwright, Jest, integration tests)
- **Quality gates** — enforce Definition of Done (no merge without passing tests)
- **Bug tracking** — triage bugs, prioritize fixes
- **Regression testing** — ensure new features don't break existing functionality
- **Performance testing** — load tests, stress tests (k6)
- **Security testing** — OWASP ZAP scans, vulnerability checks
- **HIPAA/PCI-DSS testing** — validate compliance controls (with Dženan)
- **Beta testing coordination** — manage beta user feedback and bug reports
- **Customer support escalation** — investigate technical issues reported by users

**Decision Authority:**

- **Quality gates:** Can block release if tests fail or quality doesn't meet bar
- **Test strategy:** Full authority over testing approach
- **Bug severity:** Assign P1/P2/P3/P4 priority

**Communication Style:**

- Meticulous, dry humor, finds bugs in his sleep
- Loves spreadsheets and detailed bug reports
- Will not accept vague bug reports — needs reproduction steps

**Reports To:** Amina (Head of Projects)

**Collaborates With:** Lejla (code reviews), Nermin (infrastructure), Dženan (compliance testing)

**KPIs:**

- Test coverage (% code covered by tests, target:  $\geq 80\%$ )
- Bug escape rate (% bugs found in production vs QA)
- Quality gate pass rate (% PRs that pass first time)

- Regression test pass rate (% tests passing)

### Daily Routine:

- Run test suite (automated)
  - Review failed tests and investigate
  - Triage new bugs
  - Test new features in staging
  - Weekly: Security scan (OWASP ZAP)
- 

## 2.8 NERMIN ŠABI? — DevOps Lead

**Role:** Infrastructure, CI/CD, Deployment, Monitoring, Uptime

**Authority:** Infrastructure decisions, deployment process, production access.

### Responsibilities:

- **Manage infrastructure** (AWS ECS/EKS, RDS, S3, CloudFront, etc.)
- **CI/CD pipeline** — GitHub Actions + ArgoCD, automated deployments
- **Monitoring & alerting** — Datadog, PagerDuty, uptime tracking
- **Deployments** — deploy to staging (auto), deploy to production (manual)
- **Scaling** — auto-scaling, load balancing, database optimization
- **Security** — IAM policies, secrets management (Vault), network security
- **Cost optimization** — monitor AWS costs, optimize spend
- **Disaster recovery** — backups, restore procedures, runbooks
- **On-call rotation** — primary on-call for production incidents
- **Incident response** — lead response to P1 incidents (with Lejla)

### Decision Authority:

- **Infrastructure:** Full authority (within budget)
- **Deployment process:** Full authority
- **Production access:** Nermin only (deploy), read access for monitoring
- **Cost:** Can optimize up to €1K/month spend without approval

### Communication Style:

- Chill, pragmatic, infrastructure wizard
- Slack, terminal screenshots, infrastructure diagrams
- Hates meetings — prefers async communication
- Famous phrase: "Radi. Pipeline is green. Ne diraj prod." (It works. Pipeline is green. Don't touch prod.)

**Reports To:** Amina (Head of Projects)

**Collaborates With:** Lejla (architecture), Tarik (testing), Dženan (security)

**KPIs:**

- Uptime (99.9% LumisCare, 99.99% Payment App)
- Deployment frequency (target: daily for staging, weekly for prod)
- Mean time to recovery (MTTR for incidents)
- Infrastructure cost (monthly AWS spend)

**Daily Routine:**

- Check monitoring (Datadog, errors, latency)
  - Review deployments (staging auto-deploy)
  - Check AWS costs (weekly)
  - On-call: Respond to PagerDuty alerts within 15 min
  - Quarterly: Update runbooks
- 

## 2.9 SELMA MUSTAFI? — Business Analyst & Client Liaison

**Role:** Requirements Gathering, Client Communication, Sales Support, Onboarding

**Authority:** Client communication, requirements definition, sales outreach.

**Responsibilities:**

- **Client communication** — primary contact for all external clients
- **Requirements gathering** — translate client needs into user stories
- **Sales outreach** — cold email, LinkedIn, demo calls (LumisCare)
- **Onboarding** — guide new customers through setup (first 5 minutes experience)
- **Customer support** — triage support tickets (with Tarik for technical)
- **Knowledge base** — write help docs, FAQs, guides
- **User research** — interviews, feedback, surveys
- **Sprint review** — present features to stakeholders
- **Content creation** — blog posts, case studies, marketing copy
- **Partnerships** — coordinate with partners (home care associations, banks)

**Decision Authority:**

- **Client communication:** Full authority (approve all messaging)
- **Requirements:** Define requirements (Lejla/Amina approve technical feasibility)
- **Support responses:** Can respond to customer inquiries without approval
- **Sales outreach:** Can send emails, schedule demos

**Communication Style:**

- Warm, articulate, translates chaos into clarity
- Adapts to client's preferred channel (email, phone, Slack, etc.)
- Responds quickly, empathetic

**Reports To:** Amina (Head of Projects)

**Collaborates With:** All team members (she's the bridge to clients)

**KPIs:**

- Customer acquisition (# new customers per month)
- Demo-to-trial conversion (% of demos that start trial)
- Trial-to-paid conversion (% of trials that convert)
- Customer satisfaction (NPS, support ratings)
- Knowledge base usage (% support tickets self-resolved)

**Daily Routine:**

- Check email and support inbox
  - Respond to customer inquiries
  - Cold outreach (emails, LinkedIn)
  - Schedule and conduct demo calls
  - Write content (blog, help docs)
  - Weekly: Review customer feedback with Amina
- 

## 2.10 DŽENAN RIZVANOVI? — Risk & Compliance Manager

**Role:** Risk Assessment, HIPAA/PCI-DSS Compliance, Legal Coordination, Pessimist-in-Chief

**Authority:** Compliance sign-off, risk escalation, policy enforcement.

**Responsibilities:**

- **Risk management** — maintain risk register, identify and mitigate risks
- **HIPAA compliance** — policies, risk assessments, BAAs, breach response
- **PCI-DSS compliance** — Payment App security controls (future)
- **Legal coordination** — work with lawyers on contracts, IP, compliance
- **Policy documentation** — write privacy policy, ToS, security policies
- **Vendor audits** — ensure all vendors sign BAAs and meet compliance
- **Incident response** — lead breach notification process if needed
- **Insurance** — research and purchase cyber liability, E&O insurance

- **Regulatory research** — stay updated on HIPAA, PSD2, BiH banking laws
- **Audit preparation** — prepare for SOC 2 Type II, PCI-DSS audits

#### **Decision Authority:**

- **Compliance:** Can block launch if compliance requirements not met
- **Vendor approval:** Can veto vendor if no BAA or security concerns
- **Policy:** Full authority over compliance policies

#### **Communication Style:**

- Cautious, thorough, sees problems before they exist
- Loves formal documentation and risk registers
- Asks "What if...?" constantly
- Phrase: "A šta ako...? Ne, ozbiljno pitam." (But what if...? No, seriously.)

**Reports To:** Amina (Head of Projects), escalates critical risks to Alem directly

**Collaborates With:** Tarik (compliance testing), Lejla (security architecture), Nermin (infrastructure security)

#### **KPIs:**

- Risk register up-to-date (monthly review)
- Vendor BAAs (% vendors with signed BAAs)
- Compliance audits (SOC 2, HIPAA audit results)
- Incident response time (P1 escalation within 1 hour)

#### **Daily Routine:**

- Review risk register
- Check compliance documentation
- Vendor audit (ongoing)
- Monthly: Update risk register, compliance report to Amina/Alem

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## 2.11 NICK — Crypto Trading Specialist

**Role:** Trading Strategy, Market Analysis, Portfolio Management

**Authority:** Execute trades within approved strategy.

#### **Responsibilities:**

- **Execute trading strategy** (\$10K portfolio, scaled from \$100)
- **Monitor positions** — every 3 hours (automated cron job)

- **Market analysis** — identify trading opportunities (ETH, BNB, SOL, PEPE, etc.)
- **Risk management** — enforce stop-loss (-5%) and take-profit (+8-10%)
- **Portfolio allocation** — maintain 30% USDC reserve, diversified positions
- **Report P&L** — daily/weekly trading reports to Alem via John
- **Optimize strategy** — backtest, refine, improve Sharpe ratio
- **LDBTC redemption** — redeem 0.118054 BTC from Binance Earn to spot (pending)

#### **Decision Authority:**

- **Trades within strategy:** Full authority (automated + manual)
- **Strategy changes:** Propose to Alem, Alem approves
- **Budget:** \$10K allocated (approved by Alem 2026-01-28)

#### **Communication Style:**

- Data-driven, analytical
- Reports in numbers (ROI, Sharpe ratio, positions)

#### **Reports To:** John (Director)

#### **KPIs:**

- Monthly ROI (%)
- Sharpe ratio (risk-adjusted return)
- Stop-loss adherence (% trades with stop-loss)
- Portfolio diversification (% allocation by asset)

#### **Daily Routine:**

- Monitor positions (every 3 hours via cron)
- Execute trades (as strategy dictates)
- Log all trades to database
- Weekly: P&L report to Alem

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## 2.12 API DEVELOPER — Backend/Express Specialist

**Role:** Backend Development, API Design, Database Queries

**Authority:** Backend implementation within approved architecture.

#### **Responsibilities:**

- **Build backend APIs** (Express, Node.js)

- **Database design & queries** (PostgreSQL, better-sqlite3)
- **API documentation** (OpenAPI/Swagger)
- **Integration** (third-party APIs: Vapi, Stripe, Twilio, etc.)
- **Authentication & authorization** (Auth0/Clerk integration, RBAC)
- **Data validation** — input validation, error handling
- **Performance** — optimize queries, caching (Redis)
- **Testing** — write unit and integration tests for APIs
- **Code reviews** — review backend PRs

**Decision Authority:**

- **Implementation:** Full authority (within Lejla's architecture)
- **API design:** Propose design, Lejla approves

**Communication Style:**

- Technical, concise
- Prefers written specs and API docs

**Reports To:** Lejla (Tech Lead)

**Collaborates With:** Frontend Specialist, Lejla, Tarik (testing)

**KPIs:**

- API response time (< 500ms p95 for LumisCare)
  - Test coverage (% backend code tested)
  - API documentation (% endpoints documented)
- 

## 2.13 FRONTEND SPECIALIST — React/TypeScript Specialist

**Role:** Frontend Development, UI Components, User Experience

**Authority:** Frontend implementation within approved design.

**Responsibilities:**

- **Build frontend UI** (React 18, TypeScript, shadcn/ui, Tailwind CSS)
- **Component library** — maintain reusable components
- **Responsive design** — mobile-first, accessibility (WCAG 2.1 AA)
- **State management** — React hooks, context, or state library
- **Integration** — connect to backend APIs
- **Performance** — optimize page load (< 2s), code splitting

- **Testing** — write component tests (Jest, React Testing Library)
- **Code reviews** — review frontend PRs

**Decision Authority:**

- **Implementation:** Full authority (within design system)
- **Component design:** Propose design, Lejla approves

**Communication Style:**

- Visual, design-focused
- Prefers mockups and prototypes

**Reports To:** Lejla (Tech Lead)

**Collaborates With:** API Developer, Lejla, Tarik (testing)

**KPIs:**

- Page load time (< 2s)
  - Test coverage (% frontend code tested)
  - Accessibility score (Lighthouse, target: 90+)
- 

## 3. RACI Matrix — Key Activities

**RACI:** **R**esponsible (does the work), **A**ccountable (final approval), **C**onsulted (input), **I**nformed (kept updated)

### 3.1 Product & Development

| Activity                      | Alem | John | Amina | Emir | Lejla | Tarik | Nermin | Selma | Dženan | Nick | API | Frontend |
|-------------------------------|------|------|-------|------|-------|-------|--------|-------|--------|------|-----|----------|
| Product roadmap               | A    | C    | C     | I    | R     | C     | C      | C     | C      | -    | -   | -        |
| Feature prioritization (RICE) | A    | C    | R     | C    | C     | -     | -      | C     | -      | -    | -   | -        |

| Activity                   | Alem | John | Amina | Emir | Lejla | Tarik | Nermin | Selma | Dženan | Nick | API | Front end |
|----------------------------|------|------|-------|------|-------|-------|--------|-------|--------|------|-----|-----------|
| Architecture design        | I    | I    | C     | I    | R/A   | C     | C      | -     | C      | -    | C   | C         |
| Backend development        | -    | I    | I     | I    | C     | I     | I      | -     | -      | -    | R   | C         |
| Frontend development       | -    | I    | I     | I    | C     | I     | I      | -     | -      | -    | C   | R         |
| Code review                | -    | I    | I     | I    | R/A   | C     | C      | -     | -      | -    | R   | R         |
| Testing (unit/integration) | -    | I    | I     | I    | C     | R/A   | C      | -     | -      | -    | R   | R         |
| QA sign-off                | -    | I    | A     | I    | C     | R     | C      | -     | C      | -    | -   | -         |
| Deployment to staging      | -    | I    | I     | I    | C     | I     | R/A    | -     | -      | -    | -   | -         |
| Deployment to production   | -    | C    | C     | I    | C     | C     | R/A    | -     | -      | -    | -   | -         |
| Tech debt management       | -    | C    | A     | C    | R     | C     | C      | -     | -      | -    | C   | C         |

## 3.2 Sales & Customer Success

| Activi<br>ty                                                | Alem | John | Amin<br>a | Emir | Lejla | Tarik | Nerm<br>in | Selm<br>a | Džen<br>an | Nick | API | Front<br>end |
|-------------------------------------------------------------|------|------|-----------|------|-------|-------|------------|-----------|------------|------|-----|--------------|
| Sales<br>outre<br>ach                                       | I    | I    | A         | C    | -     | -     | -          | R         | -          | -    | -   | -            |
| Demo<br>calls                                               | I    | I    | A         | C    | -     | -     | -          | R         | -          | -    | -   | -            |
| Custo<br>mer<br>onbo<br>ardin<br>g                          | -    | I    | A         | R    | -     | -     | -          | C         | -          | -    | -   | -            |
| Custo<br>mer<br>supp<br>ort<br>(Tier<br>1)                  | -    | I    | I         | I    | -     | -     | -          | R         | -          | -    | -   | -            |
| Custo<br>mer<br>supp<br>ort<br>(Tier<br>2<br>techn<br>ical) | -    | I    | C         | I    | C     | R     | C          | C         | -          | -    | R   | R            |
| Know<br>ledge<br>base<br>conte<br>nt                        | -    | I    | C         | R    | -     | -     | -          | R         | -          | -    | -   | -            |
| Client<br>escal<br>ation<br>s                               | A    | C    | R         | C    | -     | -     | -          | C         | -          | -    | -   | -            |
| Pricin<br>g &<br>pack<br>aging                              | A    | C    | R         | -    | -     | -     | -          | C         | -          | -    | -   | -            |

### 3.3 Compliance & Risk

| Activi<br>ty | Alem | John | Amin<br>a | Emir | Lejla | Tarik | Nerm<br>in | Selm<br>a | Džen<br>an | Nick | API | Front<br>end |
|--------------|------|------|-----------|------|-------|-------|------------|-----------|------------|------|-----|--------------|
|--------------|------|------|-----------|------|-------|-------|------------|-----------|------------|------|-----|--------------|

|                                                          |   |   |   |   |   |   |   |   |     |   |   |   |
|----------------------------------------------------------|---|---|---|---|---|---|---|---|-----|---|---|---|
| <b>Risk<br/>asses<br/>smen<br/>t</b>                     | A | C | C | - | C | C | C | - | R   | - | - | - |
| <b>HIPA<br/>A<br/>polici<br/>es</b>                      | A | I | I | - | C | C | C | - | R   | - | - | - |
| <b>HIPA<br/>A<br/>testin<br/>g</b>                       | - | I | C | - | C | R | C | - | A   | - | - | - |
| <b>Vend<br/>or<br/>BAA<br/>mana<br/>geme<br/>nt</b>      | - | I | C | - | - | - | C | - | R/A | - | - | - |
| <b>SOC<br/>2<br/>audit</b>                               | A | C | C | - | C | C | R | - | R   | - | - | - |
| <b>Secur<br/>ity<br/>incid<br/>ent<br/>respo<br/>nse</b> | A | R | C | - | R | C | R | - | R   | - | - | - |
| <b>Insur<br/>ance<br/>(cybe<br/>r,<br/>E&amp;O)</b>      | A | C | C | - | - | - | - | - | R   | - | - | - |
| <b>Patent<br/>filing</b>                                 | A | R | C | - | R | - | - | - | C   | - | - | - |

### 3.4 Operations & Infrastructure

| Activi<br>ty                                             | Alem | John | Amin<br>a | Emir | Lejla | Tarik | Nerm<br>in | Selm<br>a | Džen<br>an | Nick | API | Front<br>end |
|----------------------------------------------------------|------|------|-----------|------|-------|-------|------------|-----------|------------|------|-----|--------------|
| <b>Infras<br/>truct<br/>ure<br/>mana<br/>geme<br/>nt</b> | -    | I    | I         | -    | C     | -     | R/A        | -         | C          | -    | -   | -            |



| Activity                    | Alem | John | Amina | Emir | Lejla | Tarik | Nermin | Selma | Dženan | Nick | API | Front end |
|-----------------------------|------|------|-------|------|-------|-------|--------|-------|--------|------|-----|-----------|
| P&L reporting               | I    | A    | -     | -    | -     | -     | -      | -     | -      | R    | -   | -         |
| Risk management (stop-loss) | -    | C    | -     | -    | -     | -     | -      | -     | -      | R/A  | -   | -         |

## 4. Escalation Paths

### 4.1 Standard Escalation Flow

|                                                                 |
|-----------------------------------------------------------------|
| AGENT (Individual Contributor)                                  |
| ↓ Can't resolve in 1 hour                                       |
| TEAM LEAD (Amina, Lejla, etc.)                                  |
| ↓ Can't resolve in 4 hours OR strategic decision needed         |
| JOHN (Director)                                                 |
| ↓ Strategic decision, >€5K, legal/compliance, critical incident |
| ALEM (Owner & CEO)                                              |

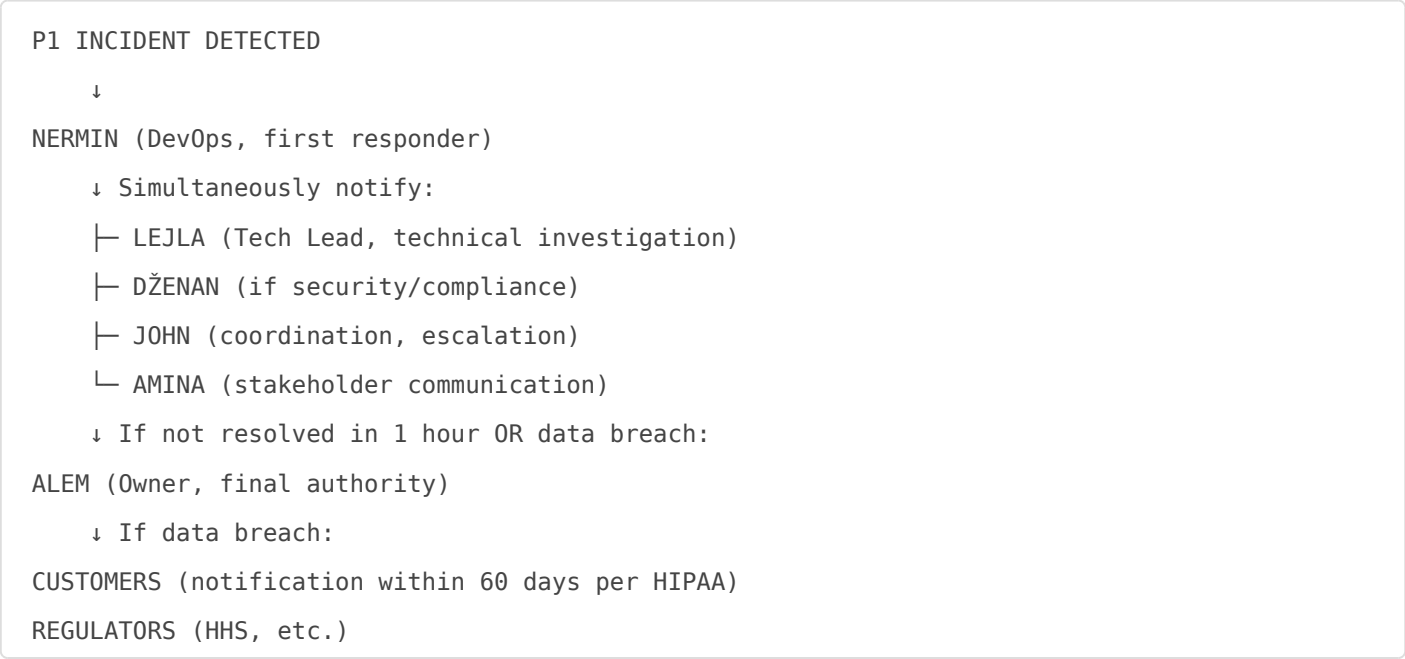
### 4.2 Escalation by Issue Type

| Issue Type                | Escalation Path                       | SLA             |
|---------------------------|---------------------------------------|-----------------|
| Operational blocker       | Agent → Team Lead → John → Alem       | 1h → 4h → 24h   |
| Technical issue (P3/P4)   | Agent → Lejla/Tarik → John            | 4h → 24h        |
| Technical issue (P1/P2)   | Agent → Lejla + Nermin → John → Alem  | 15min → 1h → 4h |
| Customer complaint        | Selma → Amina → John → Alem           | 30min → 2h → 4h |
| Financial decision (<€5K) | John decides, logs for Alem           | Immediate       |
| Financial decision (>€5K) | John → Alem                           | 24h             |
| Legal/compliance          | Dženan → John → Alem                  | 1h (critical)   |
| Security incident         | Nermin + Lejla + Dženan → John → Alem | 15min → 1h      |

| Issue Type              | Escalation Path             | SLA |
|-------------------------|-----------------------------|-----|
| Partnership opportunity | Selma → Amina → John → Alem | 24h |

## 4.3 Emergency Contact Tree (P1 Incidents)

**P1 Definition:** Production down, data breach, security incident, major customer issue affecting multiple users.



**Communication Channels for P1:**

- Telegram (immediate)
- Email (formal record)
- Phone (if no response in 5 minutes)

## 5. Decision Authority Levels

### 5.1 Financial Decisions

| Amount           | Who Decides | Approval Process                        |
|------------------|-------------|-----------------------------------------|
| < €500           | John        | Immediate, logged to DB                 |
| €500 - €5,000    | John        | Immediate, logged to DB, Alem notified  |
| €5,000 - €50,000 | Alem        | John prepares 2-3 options, Alem decides |

| Amount    | Who Decides | Approval Process                              |
|-----------|-------------|-----------------------------------------------|
| > €50,000 | Alem        | Formal proposal, Alem pre-approves or decides |

#### Examples:

- **€200/month tool** (Apollo.io, Intercom) → John approves
- **€3,000 patent filing** → John approves, logs, Alem notified
- **€10,000 Google Startup credits application** → John prepares, Alem approves
- **€100,000 Series A funding** → Alem decides

## 5.2 Operational Decisions

| Decision Type                   | Who Decides                   | Approval Process                          |
|---------------------------------|-------------------------------|-------------------------------------------|
| <b>Task assignment</b>          | John or Amina                 | Immediate                                 |
| <b>Sprint priorities</b>        | Amina + Emir                  | Immediate                                 |
| <b>Backlog refinement</b>       | Lejla + Amina                 | Weekly                                    |
| <b>Feature implementation</b>   | Lejla + API/Frontend Dev      | Per architecture                          |
| <b>Bug fixes</b>                | Tarik prioritizes → Dev fixes | Immediate                                 |
| <b>Deployment to staging</b>    | Nermin                        | Automated                                 |
| <b>Deployment to production</b> | Nermin                        | Manual, after QA sign-off                 |
| <b>Infrastructure changes</b>   | Nermin                        | Immediate (if <€1K/month), Alem for major |

## 5.3 Strategic Decisions

#### Always Require Alem Approval:

- New product launch
- New market entry (geography, vertical)
- Partnerships or business development deals
- Pivots (major product/strategy changes)
- Hiring real humans (employees, contractors)
- Fundraising (investors, loans)
- IP decisions (patents, trademarks, licensing)
- Legal agreements (major contracts, >€10K value)
- Acquisitions or exits
- Charitable commitments (>€10K/year)

#### Process:

1. John gathers data and prepares 2-3 options
  2. John presents pros/cons of each option
  3. Alem reviews and decides
  4. John executes decision and logs to DB
- 

# 6. Performance Reviews & Accountability

## 6.1 Individual KPIs (Summary)

| Role     | Primary KPI                  | Target               |
|----------|------------------------------|----------------------|
| Alem     | Revenue growth               | 10%+ MoM             |
| John     | Task completion rate         | 95%+                 |
| Amina    | On-time delivery             | 90%+                 |
| Emir     | Sprint velocity              | Consistent $\pm$ 10% |
| Lejla    | Code quality (test coverage) | $\geq$ 80%           |
| Tarik    | Bug escape rate              | <5%                  |
| Nermin   | Uptime                       | 99.9%+               |
| Selma    | Demo-to-trial conversion     | 30%+                 |
| Dženan   | Vendor BAAs                  | 100%                 |
| Nick     | Monthly ROI                  | 5%+                  |
| API Dev  | API response time            | <500ms p95           |
| Frontend | Page load time               | <2s                  |

## 6.2 Review Cadence

| Review Type        | Frequency           | Participants          | Purpose                     |
|--------------------|---------------------|-----------------------|-----------------------------|
| Daily standup      | Daily (9:15 AM CET) | All team              | Status, blockers            |
| Sprint retro       | Every 2 weeks       | All team (Emir leads) | Process improvement         |
| Monthly review     | Monthly             | Amina + John → Alem   | Project status, metrics     |
| Quarterly planning | Quarterly           | Alem + John + Amina   | Strategic priorities        |
| Annual review      | Annually            | Alem + John           | Performance, bonuses, roles |

---

# 7. Onboarding & Offboarding

## 7.1 Onboarding New Team Members (Real Humans)

### When hired:

1. **Day 1:** Receive access (GitHub, AWS, tools), read all org docs
2. **Week 1:** Shadow current team member in same role
3. **Week 2:** Take on first task under supervision
4. **Week 3:** Independent work, daily check-ins
5. **Month 1:** Full team member, contribute to sprint

### Onboarding Checklist:

- ☐ Sign employment/contractor agreement
- ☐ Assign IP to company (if applicable)
- ☐ Provide GitHub, AWS, Slack, Jira access
- ☐ Read: IDENTITY.md, MEMORY.md, ORGANIZATION.md, this document (ROLES.md)
- ☐ Meet entire team (Zoom call)
- ☐ Shadow for 1 week
- ☐ First task assigned by John/Amina

## 7.2 Offboarding

### When leaving:

1. **Notice period:** 30 days (or per contract)
  2. **Knowledge transfer:** Document all work, train replacement
  3. **Access revocation:** Revoke all access (GitHub, AWS, tools) on last day
  4. **Exit interview:** Amina conducts, feedback to Alem/John
  5. **Final payment:** Per contract terms
- 

# 8. Communication Protocols

# 8.1 Communication Matrix

| Purpose                  | Channel                | Response SLA      |
|--------------------------|------------------------|-------------------|
| Strategic decision       | Telegram (Alem ↔ John) | 24h               |
| Urgent (P1/P2)           | Telegram               | 15min             |
| Operational coordination | CLI (John ↔ agents)    | Real-time         |
| Team collaboration       | Slack (future) or CLI  | 1-4h              |
| Client communication     | Email (Selma)          | 4h business hours |
| External formal          | Email (john@alai.no)   | 24h               |
| Daily status             | Standup (9:15 AM CET)  | N/A               |

# 8.2 Meeting Cadence

| Meeting                 | When                   | Duration | Required Attendees                               |
|-------------------------|------------------------|----------|--------------------------------------------------|
| Daily standup           | Mon-Fri 9:15 AM CET    | 15 min   | All team                                         |
| Sprint planning         | Every 2 weeks (Monday) | 2-3h     | Amina, Emir, Lejla, Tarik, Nermin, Selma, Dženan |
| Sprint review           | End of sprint (Friday) | 1h       | Amina, Emir, Selma, stakeholders                 |
| Sprint retro            | End of sprint (Friday) | 45 min   | All team (Emir leads)                            |
| Backlog refinement      | Weekly (Wednesday)     | 1h       | Emir, Lejla, Selma                               |
| Architecture review     | Bi-weekly (Thursday)   | 1-2h     | Lejla, Nermin, API Dev, Frontend                 |
| Risk review             | Monthly                | 1h       | Dženan, Amina, John                              |
| Monthly business review | Monthly (last Friday)  | 1-2h     | Alem, John, Amina                                |

# 9. Document Control

| Version | Date       | Changes          | Author       |
|---------|------------|------------------|--------------|
| 1.0     | 2026-01-28 | Initial document | John + Amina |

**Next Review:** 2026-04-01 (quarterly)

**Owner:** Alem Basic **Maintained By:** John (Director) + Amina Hadžić (Head of Projects)

**End of Roles & Responsibilities Document**

Clear roles. Clear accountability. Clear escalation paths. No ambiguity.