

Decision API Product Suite Research (2026-02-17)

Research artifact

Decision Pack workflow, runtime validation, product candidate matrix, and 30 / 60 / 90 plan.

Prepared for Krafthaus launch review.

1) Current decidefyi Surface (verified)

Validation run date: 2026-02-17.

Observed runtime characteristics:

- 'POST /api/decide' returns deterministic yes/no style payload (`{"c":"yes|no","v":"yes|no","request_id":..."}`).
- 'GET /api/runtime-config' exposes runtime/commercial config and readiness flags.
- 'GET /api/metrics' is token-gated for full metrics and returns limited payload without token.
- 'GET /api/proof-metrics' and 'GET /api/pilot-export' are unauthorized without access token.

Implication:

- decidefyi is currently strongest as deterministic runtime + policy infrastructure.
- Krafthaus should stay as operator-facing decision operations layer that feeds normalized packets into runtime.

2) Category Benchmark Map (where gap exists)

Category | Representative tools | Strength | Gap for our thesis

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Policy engines | OPA, Cedar, DMN stacks | Rule execution, policy authoring | No sentiment-to-decision packaging workflow

Experimentation | LaunchDarkly, Statsig | Variant testing and exposure analytics | Not structured for one-owner deterministic decision packets

Survey/research | Qualtrics, SurveyMonkey | Feedback collection at scale | Weak runtime handoff and deterministic execution

Support automation | Intercom AI, Zendesk AI | Ticket automation | Narrow to support, not general product decision operations

Risk decisioning | Taktile, Alloy-like stacks | Risk flows and orchestration | Heavier integration burden, less low-friction operator loop

Gap to own:

- ****Constrained brief -> ranked evidence -> confidence gate -> deterministic runtime call -> outcome calibration.****

3) 15 Product Candidates On Top Of Decision API

Scoring model:

- Value impact (1-5)
- Proprietary moat potential (1-5)
- Adoption friction (1-5, higher is lower friction)
- Revenue speed (1-5)
- Total /20

| Candidate | Home | Value | Moat | Friction | Revenue | Total |
|---------------------------------|------------------|-------|------|----------|---------|-------|
| --- | --- | --- | --- | --- | --- | --- |
| Pricing Anchor Pack | Krafthaus | 5 | 4 | 4 | 5 | 18 |
| Offer Mix Pack | Krafthaus | 5 | 4 | 4 | 5 | 18 |
| Packaging / Plan Limits Pack | Krafthaus | 5 | 4 | 3 | 4 | 16 |
| Feature Priority Pack | Krafthaus | 4 | 4 | 4 | 4 | 16 |
| Onboarding Path Pack | Krafthaus | 4 | 3 | 4 | 4 | 15 |
| Churn Rescue Pack | Krafthaus | 5 | 3 | 3 | 4 | 15 |
| Release Go/No-Go Pack | Krafthaus | 4 | 3 | 4 | 3 | 14 |
| Sales Discount Exception Pack | Krafthaus | 4 | 3 | 3 | 4 | 14 |
| Support Exception Decision Pack | decidefyi-native | 5 | 4 | 4 | 5 | 18 |
| Dispute Evidence Bridge | decidefyi-native | 5 | 4 | 3 | 5 | 17 |
| Policy Drift Radar | decidefyi-native | 4 | 5 | 3 | 4 | 16 |
| Decision QA Cloud | decidefyi-native | 4 | 5 | 2 | 4 | 15 |
| Audit Snapshot Export Hub | decidefyi-native | 4 | 3 | 5 | 4 | 16 |
| MCP Tool Selection Orchestrator | decidefyi-native | 3 | 4 | 2 | 3 | 12 |
| Decision Benchmark Network | shared later | 5 | 5 | 2 | 4 | 16 |

4) Shortlist + Wedge

Top 3 product bets:

- ****Pricing Anchor Pack**** (Krafthaus)
- ****Offer Mix Pack**** (Krafthaus)
- ****Feature Priority Pack**** (Krafthaus)

Primary wedge for next 90 days:

- **Krafthaus Decision Pack Suite for product and growth teams**, powered by decidefyi Decision API runtime.

5) Why This Can Be Proprietary

- **Outcome-calibrated decision dataset**
- Not just votes; includes runtime verdict, execution, reversal, and KPI outcome.
- **Operational lock-in via packet contract**
- Teams standardize on constrained packet schema and weekly calibration loops.
- **Audit-grade traceability**
- Every decision can be traced from evidence to deterministic runtime call.
- **Cross-customer benchmark layer (later)**
- Anonymized benchmark distributions become a structural moat.

6) Build / Defer / Skip

Build now:

- Decision Pack Suite (Pricing, Offer Mix, Feature Priority)
- Packet validator + contract enforcement (in Krafthaus)
- Outcome scoring + threshold calibration loop

Defer:

- Benchmark network
- Full QA cloud
- Broad MCP selection orchestration

Skip for now:

- Generic survey tool positioning
- Generic experimentation platform clone
- New policy DSL/platform beyond decidefyi runtime scope

7) 30 / 60 / 90 Execution Plan

First 30 days

- Lock packet schema + validation gates by pack type.
- Ship operator-facing pack creation and packet export flow.

- Run 2-3 design-partner pilots with one active brief each.

By 60 days

- Add low-friction ingestion ('CSV', API endpoint, form-based import).
- Add outcome closure workflow and reversal tagging.
- Add weekly calibration report with threshold recommendations.

By 90 days

- Publish 2 concrete case studies (scope + date range + measured delta).
- Productize pilot pricing and readiness checklist.
- Start anonymized baseline benchmark collection.

8) Positioning Lock

- **Krafthaus:** Decision Pack workflow and operator UX.
- **decidefyi:** Deterministic yes/no runtime and policy infrastructure.
- **Message:** _"Decision Pack by Krafthaus, powered by decidefyi Decision API." _