

DEVELOPER SCOPE BRIEF

VialReport LLC

Ghost CMS build | Subscription plus single-report publishing platform
June 2026 | Confidential |

1. What VialReport Is

VialReport is an independent consumer testing and verification publication for the research peptide market. We anonymously buy products from online vendors, submit them to an accredited third-party lab under blind codes, and publish graded reports comparing the lab result to the vendor's own Certificate of Analysis. We are a publisher of test data. We do not sell or distribute any compound. The closest comparable businesses are Labdoor and ConsumerLab.

Revenue comes from tiered subscriptions and one-time single-report purchases. The launch target is mid-July, ahead of an FDA advisory meeting on July 23 that drives traffic to this space. I want the site built and tested on staging well before then, ideally with a working build by end of June.

2. The Build, and the One Thing That Matters Most

This is a Ghost CMS membership site with Stripe payments. Most of it is standard Ghost work. Three pieces are not standard, and they are the pieces most likely to be left out of a quote and billed later as change orders. I want all three inside your flat fee, confirmed before we agree a number.

CONFIRM IN QUOTE

These three custom items must be covered by your flat fee: (1) Pro-tier conditional content shown only to higher tiers inside a single report. (2) Single-report one-time purchases that unlock one gated report for a non-subscriber. (3) Vendor pages with a per-vendor aggregate score that rolls up from individual reports. If any of these sits outside your quote, I need to know today.

3. Access Architecture: Four Layers

Every report is structured so the protective verdict is free and the detail and evidence are paid. Nothing that tells a buyer whether a product is safe or whether the vendor lied is ever behind the paywall. The detail behind that verdict is what people pay for.

Layer	What it includes
Free (public, indexable)	Letter grade, the score as a single number, COA Integrity flag as a label only, safety pass or fail, identity pass or fail, and a qualitative one-line summary with no precise figures. This block is public and must be search-indexable.
Standard \$19/mo or \$169/yr	Exact purity percentage and measured mg versus labeled mg, the full point breakdown, the COA claimed-versus-measured gap with numbers, plus the full searchable report library and comparison and filter tools.
Pro \$29/mo or \$259/yr	The receipts: the lab COA, the HPLC trace, chain-of-custody photos, and data export. Delivered through a tier-conditional block inside the report (custom item 1).
Practitioner \$129/mo or ~\$1,200/yr	Embeddable verified report widget, bulk or API access, and a client-facing one-pager generated from a report. This is a cross-cutting access and tools layer, not different report content.

4. Report Content Model

Each report post needs four elements in the content model from day one:

1. A public-preview verdict block, visible to everyone and indexable, sitting above the paywall.
1. A members-or-paid detail body below the paywall (the Standard layer).
1. A Pro-tier-and-above conditional block for the raw data and receipts.
1. A structured vendor association so each report rolls up into a per-vendor page and aggregate.

Ghost's native paywall is a single cut line per post (public preview above, paid content below). Elements 1 and 2 are native. Elements 3 and 4 are the custom work.

5. Single-Report Purchases (Custom)

A non-subscriber must be able to buy one specific report as a one-time Stripe purchase and unlock just that report, without becoming a member. This is a core revenue line for high-intent buyers deciding between vendors. Ghost does not do this natively, so I need to understand your approach: a separate Stripe checkout that grants access to a single post, a delivered file or magic link, or another method.

6. Vendor Pages and Aggregate Score (Custom)

Each vendor gets a page listing every report we have published on them, plus a running aggregate score across those reports. To keep cost down, I will update the aggregate number manually as new reports publish. I am not asking for a live auto-computed score at launch. What I need from you is the page template and the structured vendor association built now, so adding reports later is a quick edit and not a rebuild. The page must display the sample size, and an aggregate should only appear once a vendor has at least three tested products.

7. Pricing and Access Configuration (Stripe)

All tiers and prices to configure in Stripe and Ghost:

Product	Monthly	Annual
Standard	\$19	\$169
Pro	\$29	\$259
Practitioner	\$129	~\$1,200
Single report	one-time \$19 to \$29	n/a

Founding cohort (to set up at launch):

- A capped, named cohort. Working name Founding 100.
- A locked annual rate for life, not a pay-once lifetime deal. Proposed founding Standard \$129/yr and founding Pro \$199/yr, to be confirmed before you build the Stripe prices.
- A founding badge or recognition flag on the member.
- Time-limited: opens at launch for 30 days or until the cap fills. I need to know whether you would implement this as a separate tier or a time-limited coupon.

One practical note: set the Stripe account up describing this business as a media and subscription publication. It is peptide-adjacent and automated compliance filters are aggressive in this space.

8. SEO, Analytics, and Email

1. The free verdict layer must be indexable, with proper schema and meta and a sitemap. Site indexing is currently OFF on the temporary coming-soon page and must be ON at launch.
1. Analytics installed from day one (Plausible or Google Analytics), including conversion tracking from free reader to paid.
1. The existing MailerLite waitlist (subscriber group Coming Soon Signups) needs to convert into a launch-day email. Tell me whether you would keep MailerLite or move email into Ghost native.

9. Brand

Wordmark is all lowercase: vialreport. The word vial in true black, the word report in deep forest green (#1F4D3F). A teardrop or droplet replaces the dot on the i. A white knockout vial silhouette sits in the counter of the a. Overall look is clean and editorial, in the spirit of Consumer Reports and Labdoor, not a flashy supplement store.

10. Out of Scope at Launch (Architect For, Do Not Build)

To keep the launch lean, these are explicitly not in the launch build, but the architecture should not block them later:

- Live auto-computed aggregate scoring (manual updates at launch instead).
- A vial-submission service where members mail in samples (a later phase).
- A member journey or log feature (architect so it does not force a rebuild).

- Any vendor badge or paid-vendor program.

11. Timeline

Build starts this week on signing. I want a reviewable staging build by mid-June, a near-final site by end of June, and launch in mid-July. The single hard external date is July 13, so the site must be live and tested before it.

12. Questions for Our Conversation

1. Are all three custom items in section 2 inside your flat quote, with no later change orders?
1. How would you implement single-report one-time purchases for non-subscribers (section 5)?
1. How would you implement the Pro-tier conditional block inside a single report (section 4, element 3)?
1. What is your approach to the vendor page and aggregate template (section 6)?
1. Would the founding cohort be a separate tier or a time-limited coupon (section 7)?
1. Your Ghost staging demo: can it show the single-report one-time purchase and the Pro-tier conditional block actually working, not just standard membership?
1. What is your timeline to a staging build and to launch-ready?
1. What is your post-launch support arrangement and rate?
1. What do you need from me to start?

14. Open Items on My Side

So you have the full picture of what is still settling:

- Exact founding-cohort prices are proposed and will be confirmed before you build the Stripe prices.
- Whether the exact purchase price paid sits in the free or the Standard layer is still open. Default is Standard. This affects only the free verdict block.
- Counsel-approved disclaimer and methodology-footer copy is being finalized and will come to you before the report emplate is locked. Everything else can proceed without it.

