06 Quick Start

Icarus Orbital Systems — Quick Start

> *If she has 60 minutes today, here's the next move.*

Decision tree

The 5-step quick start (today's 60 min)

Step 1 — 15 min — Pick the next critical-path item

Open `05_gap_analysis.md`. Pick the lowest-effort CRITICAL item that's open. Don't optimize; just pick.

Step 2 — 30 min — Execute

Do the thing. Examples: - Contact block: pull email · phone · Calendly · mailing address. Update `Investor_Packet_v1_DRAFT.md` Page 7. Save. - Designer brief: write 1-page brief. Attach packet HTML. Send. - Hosting URL decision: 5 min decision (just pick one). Update wherever needed. -

QR generation: visit `https://api.qrserver.com/v1/create-qr-code/` with the URL. Save PNG. Replace placeholder in flyer.

Step 3 — 5 min — Update gap analysis

Mark the gap closed. Or note partial progress.

Step 4 — 5 min — Slack/email Troy

If the change is substantive (content edit · new advisor · price change), send Troy a one-paragraph note. He's CVO; he stays in the loop.

Step 5 — 5 min — Pick tomorrow's item

Look at the gap analysis again. Pick what's next. Write it on a sticky note for tomorrow.

If she has only 5 minutes

Update `_knowledge/PROJECT_STATUS_MASTER.md` Tier 1-C and Tier 1-D rows with current state. That alone keeps the project alive.

Voice rules — Icarus zone (different from Sandi personal!)

- ❌ "Revolutionary" · "10x" · "disruptive" · "game-changing"
- ❌ Exclamation points in body text
- ❌ Hype-stack ("amazing · powerful · life-changing")
- ✅ Architectural prose · specific technical mechanism · conservative numbers
- ✅ Defensible posture > impressive posture
- ✅ Inter font · Void Cartography palette · deep space black + electric blue + gold-amber

If a line of pitch text feels generic, rewrite. If it feels load-bearing, keep.

Cross-references

- [[02_action_plan]] · [[05_gap_analysis]]

- [[../../../../sandi-system-engine/_skills/icarus-pitch-producer/SKILL.md]]
- [[../../../../sandi-system-engine/_knowledge/TIER_1_ACTION_CARDS]] T1-C, T1-D