

# Lunova: Full Operational Flow

From founding idea to fully automated user service — a step-by-step blueprint for building a technology-supported, holistic addiction support platform on a volunteer-first model.

EARLY-STAGE STARTUP PLAYBOOK



# Idea & Founder Preparation

Before any team is built or service is launched, Lunova's founders must align on a clear, shared vision. This stage lays the conceptual and operational foundation for everything that follows.

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## Clarify the Concept

Define Lunova as a technology-supported holistic platform for combating addiction — integrating digital tools with human-centered care.

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## Choose Operating Model

Commit to launching on a fully voluntary basis, with a clear plan to professionalize once investment is secured.

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## Define Mission & Services


Establish core offerings: individual online therapy, family support, legal guidance, and a 12-month free follow-up program.

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## Open Communication Channels

Set up initial contact points: **merhaba@lunova.tr** and a temporary support phone line to begin receiving inquiries.

 **Output:** A documented core vision, confirmed service list, and readiness to launch the first volunteer recruitment call.

# Volunteer Recruitment: Who to Hire First & Why

Announcements are published **sequentially** — each role builds on the previous. This order ensures operational readiness before the first client ever arrives.

## Project Coordinator

- 1 Manages all other applications, publishes announcements, organizes interviews. **Must be in place first.** 5–10 hrs/week. NGO or startup coordination experience preferred.

## Psychologist / Addiction Counselor

- 2 Core service provider. At least 2–3 must be ready before first clients arrive. Licensed, ideally addiction-certified. 3–6 hrs/week online therapy.

## Family Counselor / Therapist

- 3 Leads the family support program — Lunova's second core service. Family therapy training required. Added after psychologists are secured.

## Lawyer

- 4 Provides legal guidance in criminal, family, or labor law related to addiction. Bar-registered, 1–2 years experience minimum. A few consultations per month.

## Social Worker

- 5 Supportive role — connects clients to public resources (ÇEMATEM, probation offices, social services). Preferred but not blocking.

## Volunteer Manager


- 6 Optional role added as team grows. HR or civil society background. Manages applications, orientation, and volunteer satisfaction tracking.

**Posting channels:** LinkedIn, Kariyer.net (free listings), university career centers, TPD, bar associations, and social work professional networks.

# Volunteer Role Definitions

Every volunteer has a clearly scoped role and a realistic weekly time commitment. Transparency here prevents burnout and sets professional expectations from day one.

Role	Key Responsibilities	Weekly Hours
Project Coordinator	Team meetings, assignment rules, reporting, investor prep, announcement management	5–10 hrs
Psychologist / Counselor	1–3 online therapy sessions/week, assessment reports, emergency support	3–6 hrs
Family Counselor	1–2 family sessions/week, psychoeducational material preparation	2–5 hrs
Lawyer	1–2 legal consultations/week, information notes, legal process guidance	2–4 hrs
Social Worker	Connect clients to public resources, referrals to ÇEMATEM and probation offices	2–3 hrs
Volunteer Manager	Application review, onboarding orientation, volunteer satisfaction tracking	3–5 hrs

 **Important:** No volunteer receives any fee, salary, or benefits during this stage. After the investment round closes, professional job offers will be extended to high-performing volunteers.

# Automated Assignment Rules

Before the technical platform is built, Lunova defines its routing logic in writing. These rules ensure every client reaches the right specialist — consistently and without coordinator bias. A spreadsheet serves as the interim system.

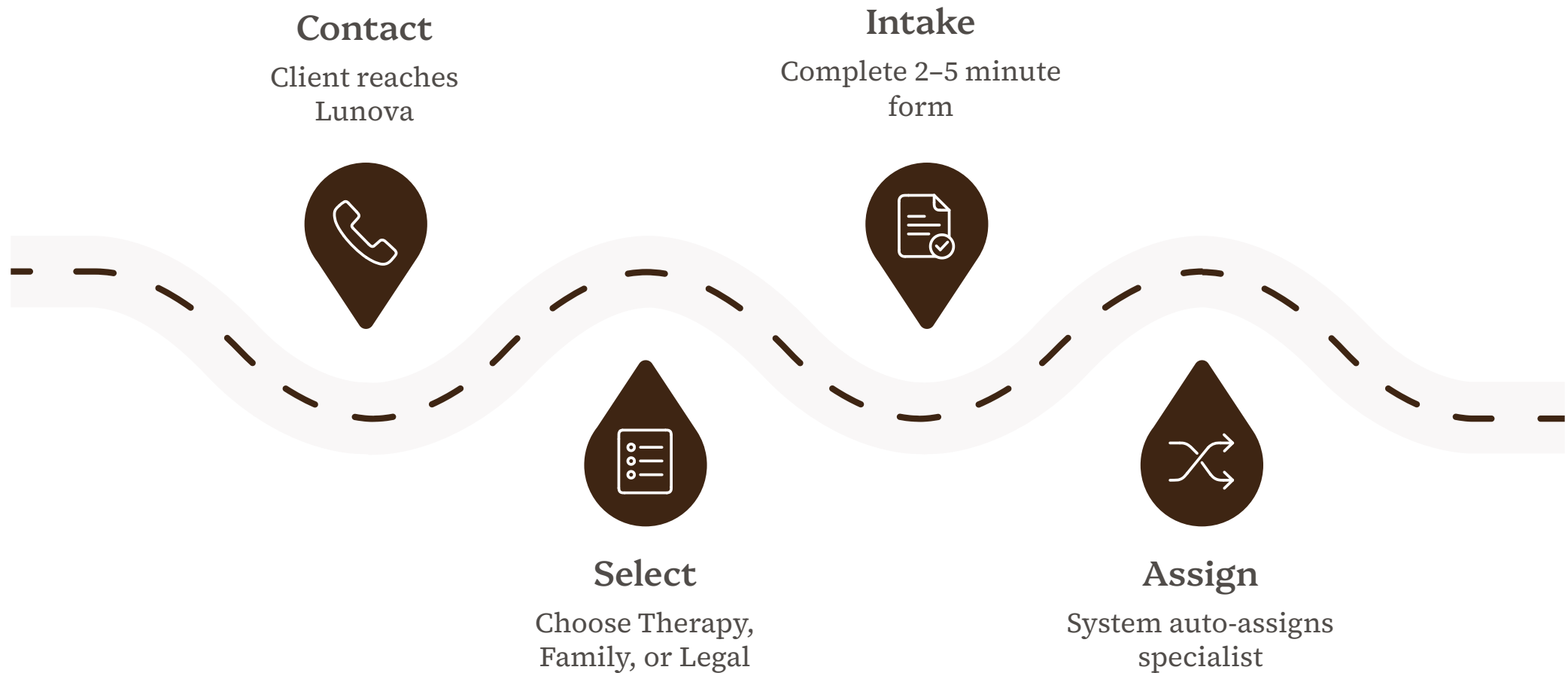
Addiction Type / Situation	Assigned Specialist
Alcohol, Substance, Opioid, Nicotine	Psychologist (addiction-experienced) or Addiction Counselor
Technology, Internet, Gaming	Psychologist (behavioral addiction focus)
Gambling, Shopping, Eating Disorders	Psychologist + Family Counselor if needed
Family communication, children affected	Family Counselor
Legal investigation, court, probation	Lawyer (criminal law)
Divorce, custody, alimony	Lawyer (family law)
Dismissal, reinstatement	Lawyer (labor law)

## How the Logic Works

Assignment is triggered automatically based on the primary topic selected in the intake form. With 2+ specialists available, a **round-robin rotation** distributes load evenly. The Project Coordinator does **not** make manual assignments — the system (or Excel formula) does.

# User Service Flow: End-to-End

From first contact to 12-month follow-up, every client interaction is structured, automated where possible, and designed to minimize friction while maximizing continuity of care.



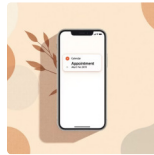
The automated flow removes coordination bottlenecks, ensures consistent specialist matching, and allows the small volunteer team to focus entirely on delivering quality care – not on scheduling logistics.

# Inside the Client Experience



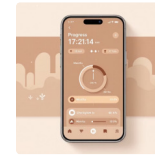
## Intake Form (2–5 min)

Client provides name or pseudonym, contact info, addiction/issue type, and urgency level. Family and legal tracks include additional context fields. No unnecessary barriers to entry.



## Instant Assignment & Confirmation

System selects the best-matched specialist, checks availability, and proposes a first appointment. Client receives an email/SMS with the specialist's name, title, and appointment time — with a one-click confirm or reschedule option.



## 12-Month Follow-Up Program

After treatment, every client is automatically enrolled in structured check-ins at months 1, 3, 6, 9, and 12. A fast-access line is available if relapse risk is flagged between sessions.

# Emergency & Crisis Sub-Flow

When a client is in crisis or facing relapse, every minute matters. Lunova's emergency protocol is designed to trigger an immediate, human response — not a queue.



## Client Triggers Alert

Calls the support line or taps the "**Emergency**" button on the platform.



## System Instantly Notifies

Relevant specialist receives an immediate SMS and email alert. No manual relay required.




## Specialist Responds

Specialist contacts the client within **2 hours maximum** for crisis assessment.



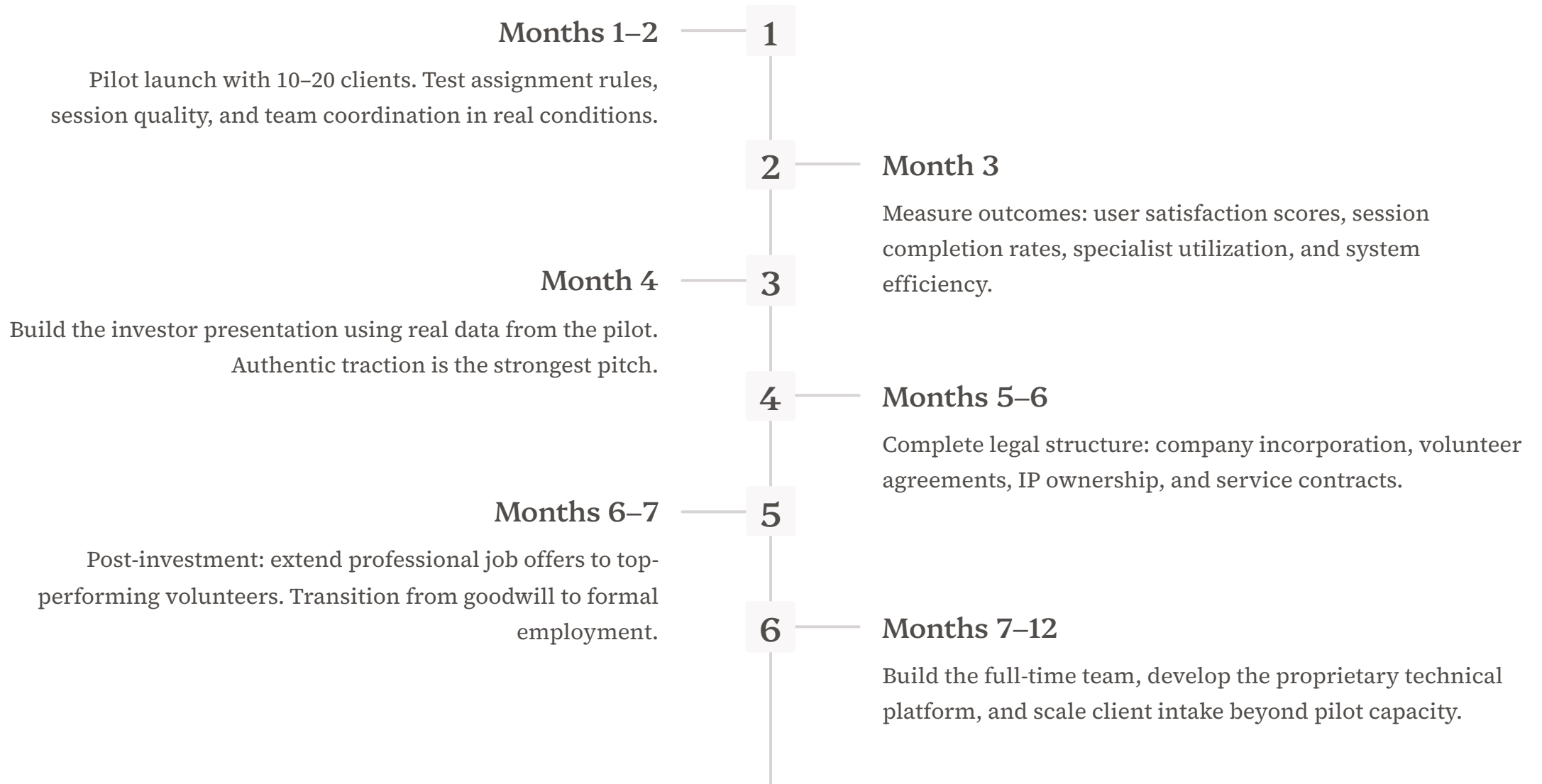
## Escalate if Needed

If the situation requires, client is referred to face-to-face services or emergency healthcare providers.

 **Design principle:** The emergency flow bypasses all standard routing. Speed and direct human contact are the only priorities at this stage.

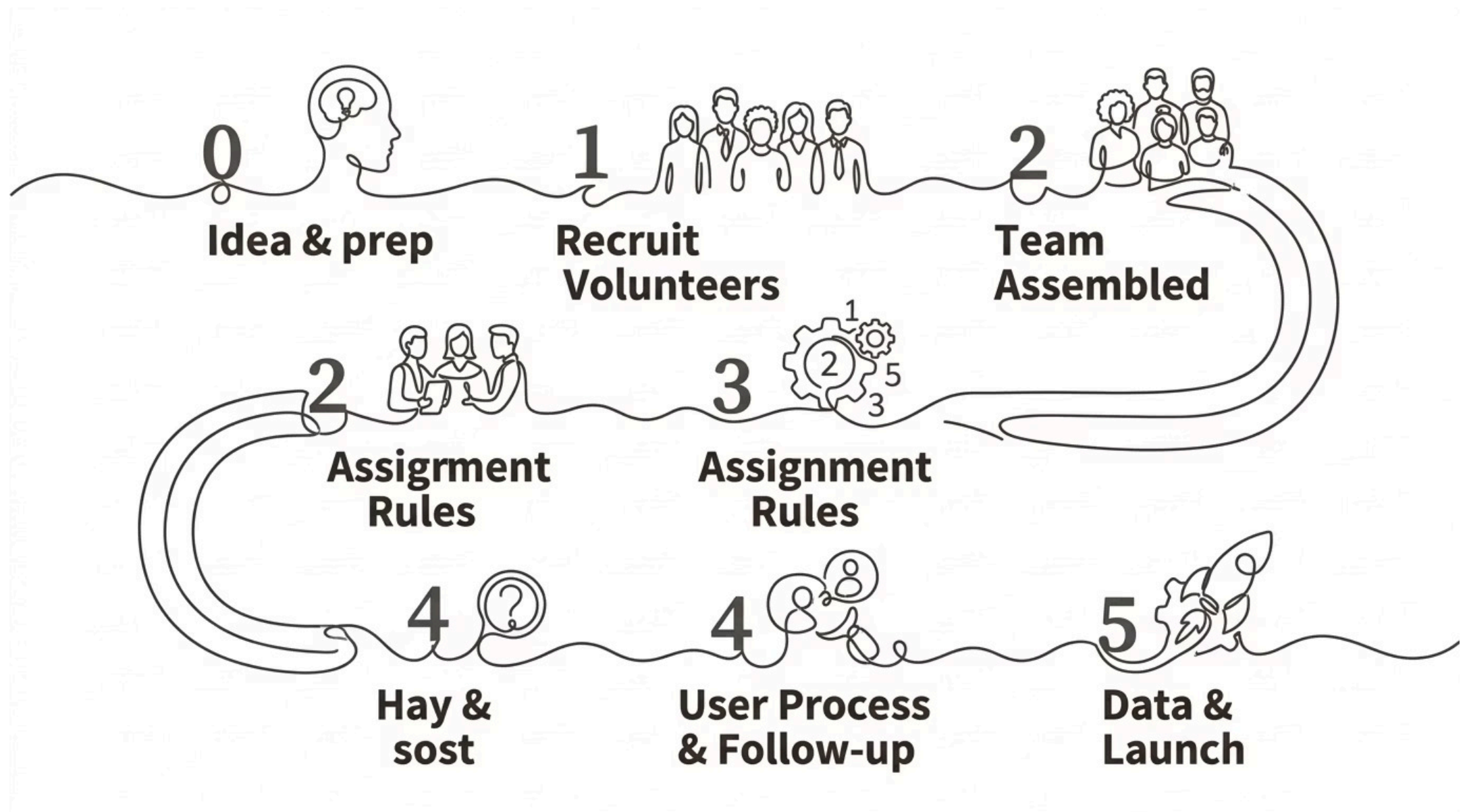
# Investment & Professionalization Roadmap

The voluntary phase is a deliberate, time-limited strategy — not a permanent state. Every milestone is designed to generate the proof points that attract investors and enable full professionalization.



# The Full Lunova Flow at a Glance

Every stage connects. From the founder's first whiteboard session to a client completing their 12-month recovery journey — this is how Lunova works, end to end.



## What Makes This Model Work

The sequential volunteer hiring order, rule-based auto-assignment, and structured follow-up aren't just operational details — they are Lunova's competitive advantage. The system runs predictably even before a single line of code is written.

## Next Immediate Actions

- Draft and publish the Project Coordinator announcement
- Build the intake form and assignment rules in a shared spreadsheet
- Activate [merhaba@lunova.tr](mailto:merhaba@lunova.tr) and the temporary support line
- Set a 60-day target for first pilot client session