

From first enquiry to the next cycle

BUSINESS	Lilelo Games / LEO, an online skills studio for children 7–14 that teaches through role-playing games. Co-founded by Oksana Khaidenko, who wrote this blueprint.
CONTENTS	The short version for the owner (page 2), process map and where it breaks (3–9), detailed blueprint for whoever builds it (10–11), implementation roadmap (12), what the studio has built so far (13).
PROCESS	One family, from the first enquiry to the offer of the next cycle, plus what the owner sees of it.
CASE WALKED THROUGH	One real family with two children. All names removed.
STATE	Before the studio had its own system: a CRM, a spreadsheet, a cycles file, a shared drive and two messengers.
EVIDENCE	The owner's walkthrough of one real case (the only part required), plus written feedback from a manager who worked in the old CRM and the team's schedule spreadsheet. Lines marked "Derived" are conclusions drawn from the steps, not statements by the team.

25

steps

6

lanes

6

stages

25

places where it breaks

HOW TO READ THIS MAP

- 7** A step, in the lane of whoever does it. "→ Parent" shows who it goes to; the grey line under it shows where it happens.
- 8** A step where the process breaks hardest.
- MANUAL COPY** Data typed or copied by hand from one place to another.
- MEMORY** Works only if someone remembers.
- TWO PLACES** The same thing kept in more than one place.
- RISK** A mistake the process allows.
- IN THE SYSTEM** What the studio's own system does now, confirmed by the owner.

Three breaks that cost the most, and what to do with each tool

1. Renewal runs on one person's memory

Week 2 · E1 E2

The manager has to notice that a cycle is ending, chase the report and offer the next cycle. Miss one step and the offer never goes out.

CHANGES TO The cycle ending, the report and the next-cycle offer arrive as tasks.

2. Every payment waits for the owner

Week 5 · C1 C2

The manager asks the owner whether the money arrived, then tells the family, then records it.

CHANGES TO Payment status on the child's record, and a list of what is unpaid.

3. One child lives in six places

Week 1 · D1 D2 D3 D6

CRM, spreadsheet, cycles file, shared drive and two messengers, kept in sync by hand.

CHANGES TO One record per child: group, cycles, reports and every conversation.

Your tools: keep, simplify or replace

TOOL	DECISION	WHY	STATUS
The CRM	Replace	Did not track cycles per child; the website integration kept dropping; about €700–800 a year for the configuration the studio needed.	DONE
Schedule spreadsheet	Replace	Groups, times and session status move into group records.	DONE
Cycles file	Simplify	Cycles become records the system can match and check.	BUILT
Shared drive with reports	Simplify	Each report sits on the child's record, linked to its cycles.	BUILT
WhatsApp and Telegram	Keep	Parents stay in their messengers; conversations are kept on the child's record.	BUILT
Payment link	Keep	Status shows on the child's record instead of in a chat.	PROPOSED

Cost of the CRM: the owner's figure. "Done": the team's spreadsheet already marks each child as moved to the new system.

What is at stake at renewal

30–50 active children, about 10% leave each month: **3–5 children**. At €120 a cycle, counting one missed cycle each: **€360–600 a month, €4,320–7,200 a year**. Not every family leaves because of the process; keeping one more child a month is €1,440 a year.

Owner's figures. Your blueprint is sized the same way, from your numbers.

If you build nothing

You still know which three breaks cost most, what to do with each tool, and you hold a specification any builder can quote on.

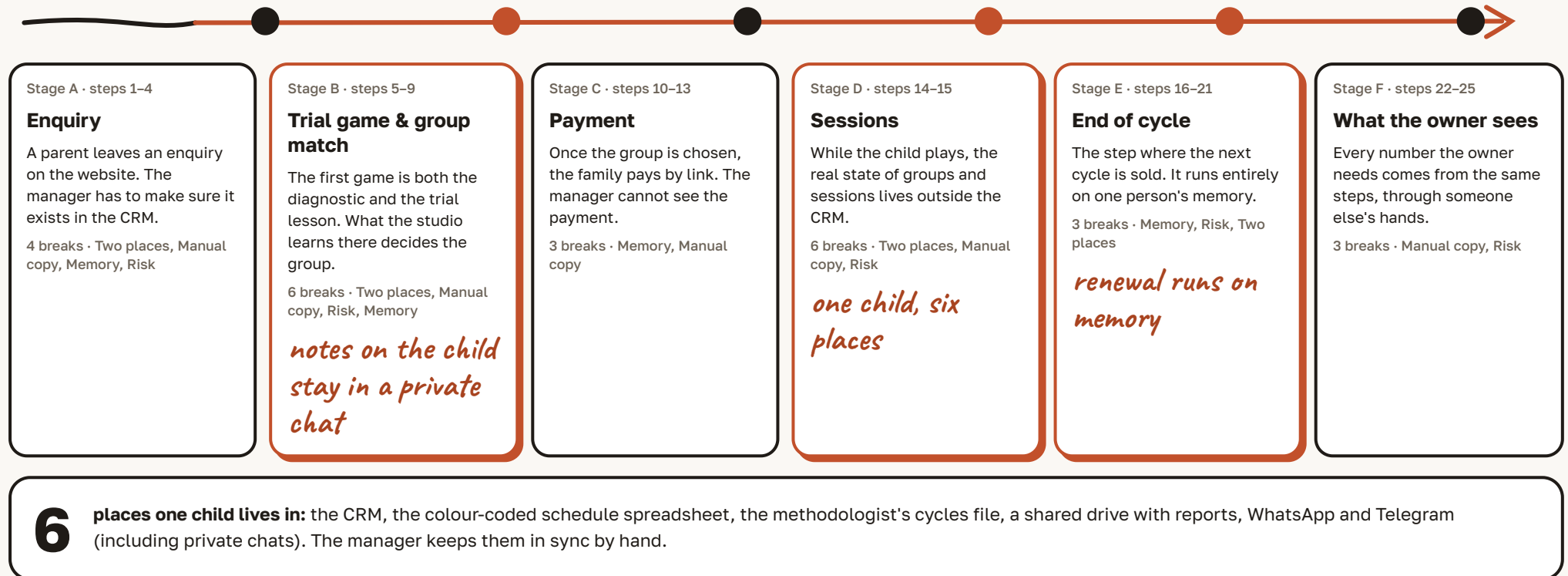
What it took from the owner

A walkthrough of one real case: the only part required. Here the owner also shared a manager's written notes and the schedule spreadsheet; both are optional.

OVERVIEW

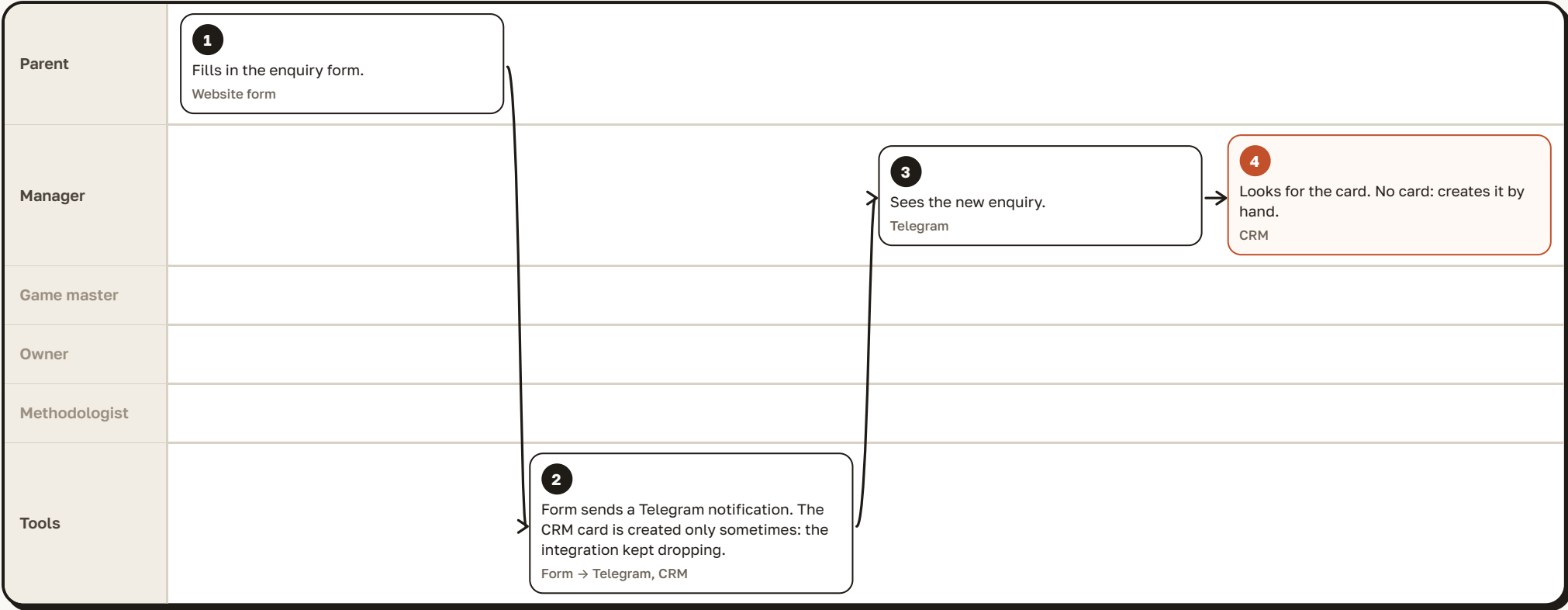
Six stages, one thread

Each stage is a page of its own. The three marked stages hold the breaks that cost the studio most: the knowledge that decides the group, the renewal, and the scatter of data behind both.



Enquiry

A parent leaves an enquiry on the website. The manager has to make sure it exists in the CRM.



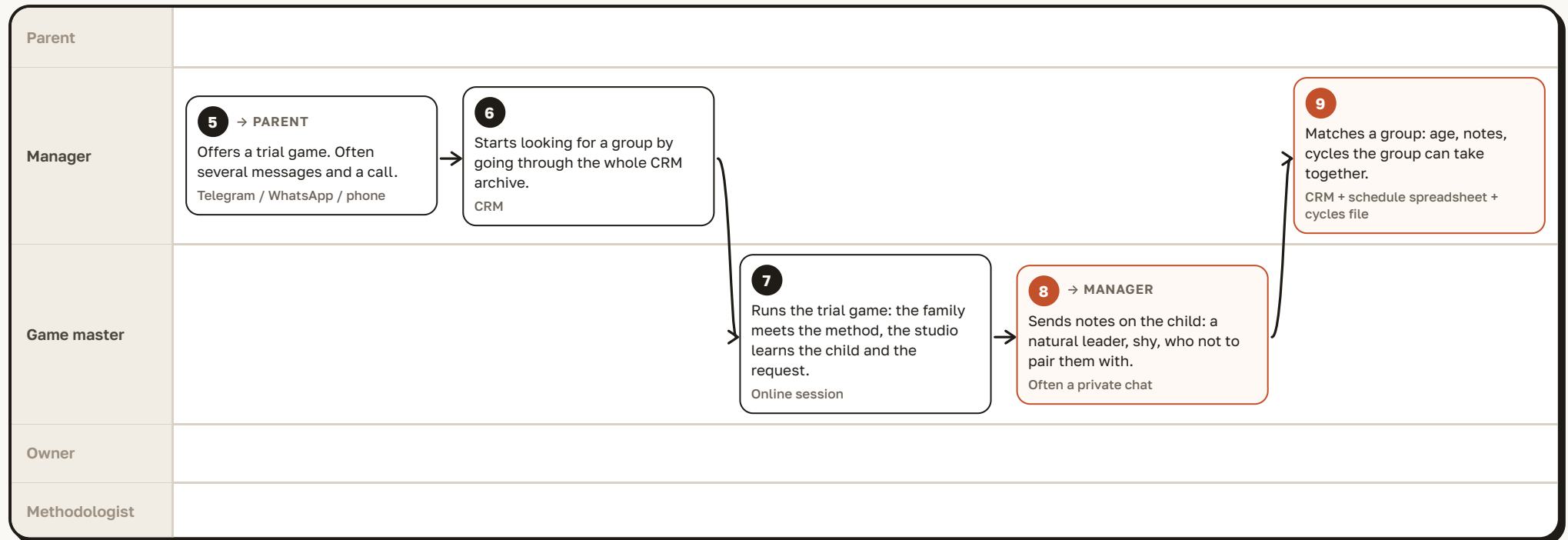
	TYPE	WHERE IT BREAKS	STEPS	EVIDENCE
A1	TWO PLACES	The enquiry lives in two places: the Telegram notification and the CRM card.	2–4	Owner’s walkthrough
A2	MANUAL COPY	The enquiry is copied into the CRM by hand whenever the integration fails.	4	Owner’s walkthrough
A3	MEMORY	Checking that the card exists depends on the manager’s attention. Nothing flags a miss.	3–4	Owner’s walkthrough
A4	RISK	A duplicate card (integration and manager both create one) or an enquiry that is in neither place.	2–4	Derived from steps 2–4

IN THE SYSTEM Not covered in this sample.

STAGE B OF F

Trial game & group match

The first game is both the diagnostic and the trial lesson. What the studio learns there decides the group.

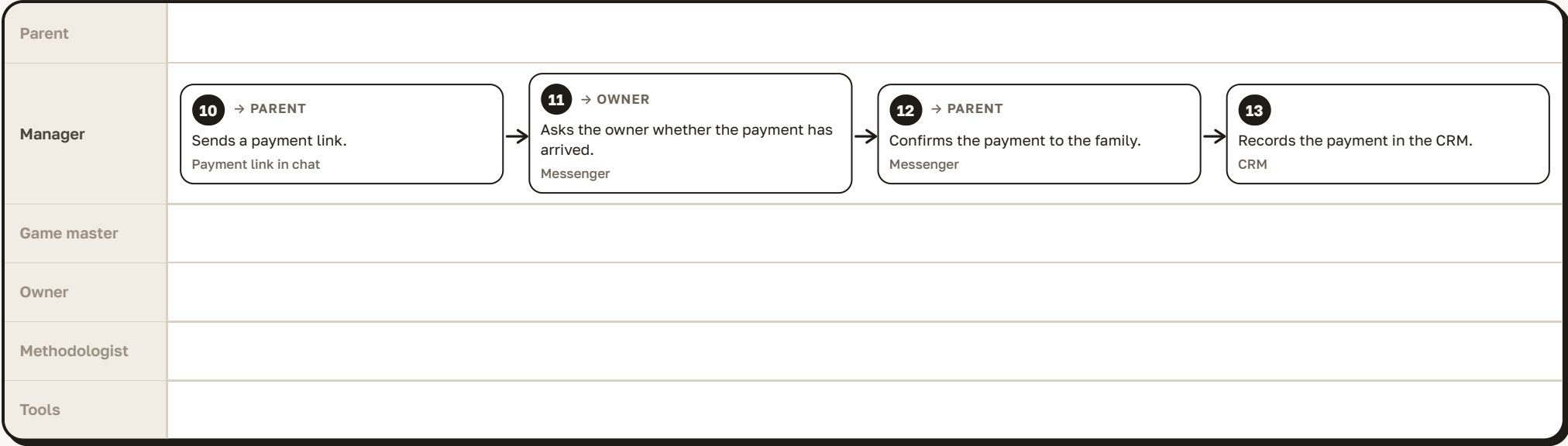


	TYPE	WHERE IT BREAKS	STEPS	EVIDENCE
B1	TWO PLACES	Notes on the child live in a private chat and never reach the child's record.	8	Owner's walkthrough
B2	MANUAL COPY	Finding a group means going through the whole archive. There is no view of who is waiting for a group.	6	Owner's walkthrough; Earlier manager's written feedback
B3	MANUAL COPY	Cycles a group can take together are collected and matched by hand.	9	Earlier manager's written feedback
B4	RISK	Nothing stops an unsuitable cycle, for example a cycle for younger children offered to a 12-year-old.	9	Earlier manager's written feedback
B5	MEMORY	Several touches to book the trial game; the next one is not tracked anywhere.	5	Derived from step 5
B6	RISK	The search starts before the game master's notes arrive, so part of it may be redone.	6-8	Derived from steps 6-8

IN THE SYSTEM Trial-game notes sit on the child's record: internal, for the manager and the methodologist, apart from the report parents get.

Payment

Once the group is chosen, the family pays by link. The manager cannot see the payment.



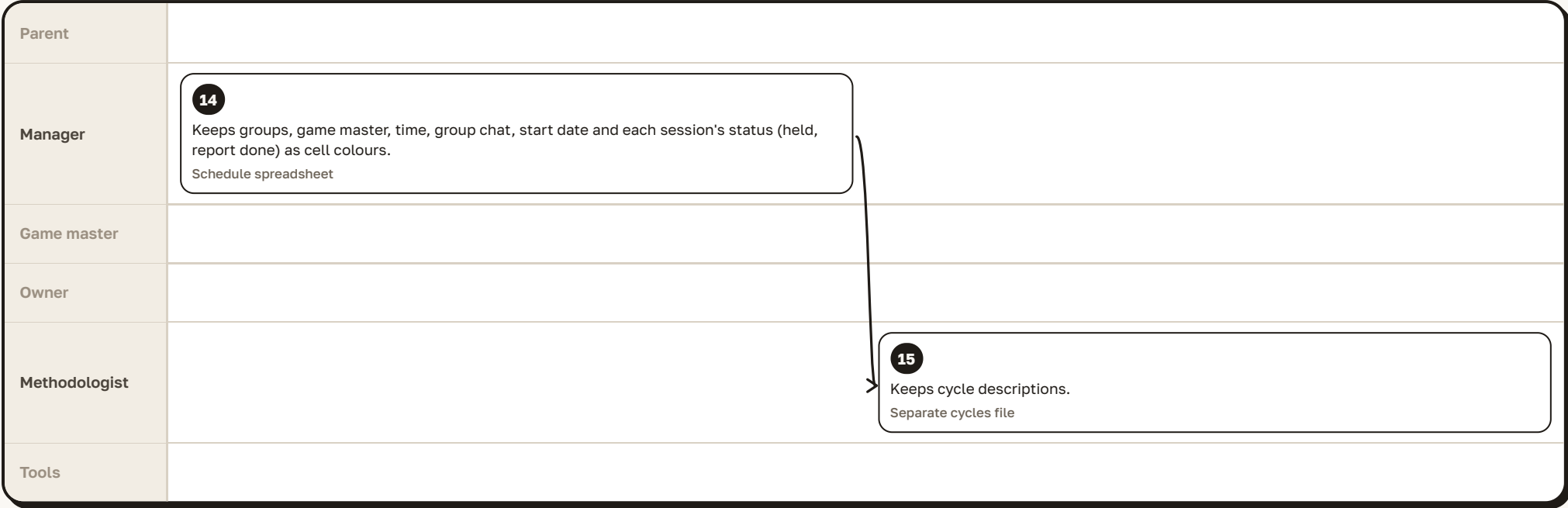
	TYPE	WHERE IT BREAKS	STEPS	EVIDENCE
C1	MEMORY	The manager has to ask the owner whether the money arrived. Every payment waits for that answer.	11	Owner's walkthrough
C2	MANUAL COPY	One payment is handled in three places: a question to the owner, a message to the family, a CRM entry.	11-13	Owner's walkthrough
C3	MANUAL COPY	Debt and expiring-subscription alerts exist in the CRM, but the manager tracks them through hand-made tasks.	13	Earlier manager's written feedback

IN THE SYSTEM

Not covered in this sample.

Sessions

While the child plays, the real state of groups and sessions lives outside the CRM.

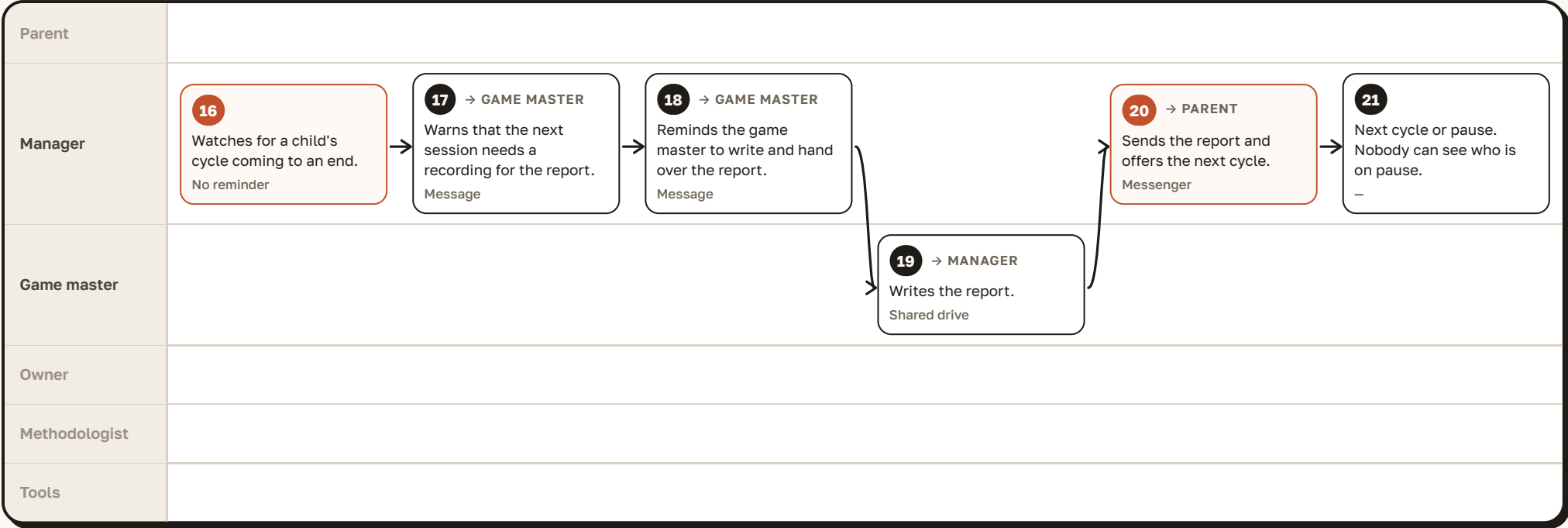


	TYPE	WHERE IT BREAKS	STEPS	EVIDENCE
D1	TWO PLACES	Schedule, group make-up and session status sit in a colour-coded spreadsheet next to the CRM. Colours carry the status, with no history.	14	Team schedule spreadsheet
D2	MANUAL COPY	The cycles a child has completed are entered by hand twice: in the card description and in the subjects list.	14	Earlier manager's written feedback
D3	TWO PLACES	Game masters' reports are kept on a shared drive, not linked to the cycles they cover.	14	Earlier manager's written feedback
D4	TWO PLACES	Siblings are not linked to one parent contact. The parent's WhatsApp contact is named after one card, so messages go out with the other child's name.	—	Earlier manager's written feedback
D5	RISK	Editing a group's sessions from one child's card changes them for every child in the group. New staff make this mistake while learning.	—	Earlier manager's written feedback
D6	TWO PLACES	Conversations with parents run in two messengers.	—	Earlier manager's written feedback

IN THE SYSTEM One record per child: group, cycles, game master's reports and every conversation with the parents.

End of cycle

The step where the next cycle is sold. It runs entirely on one person's memory.

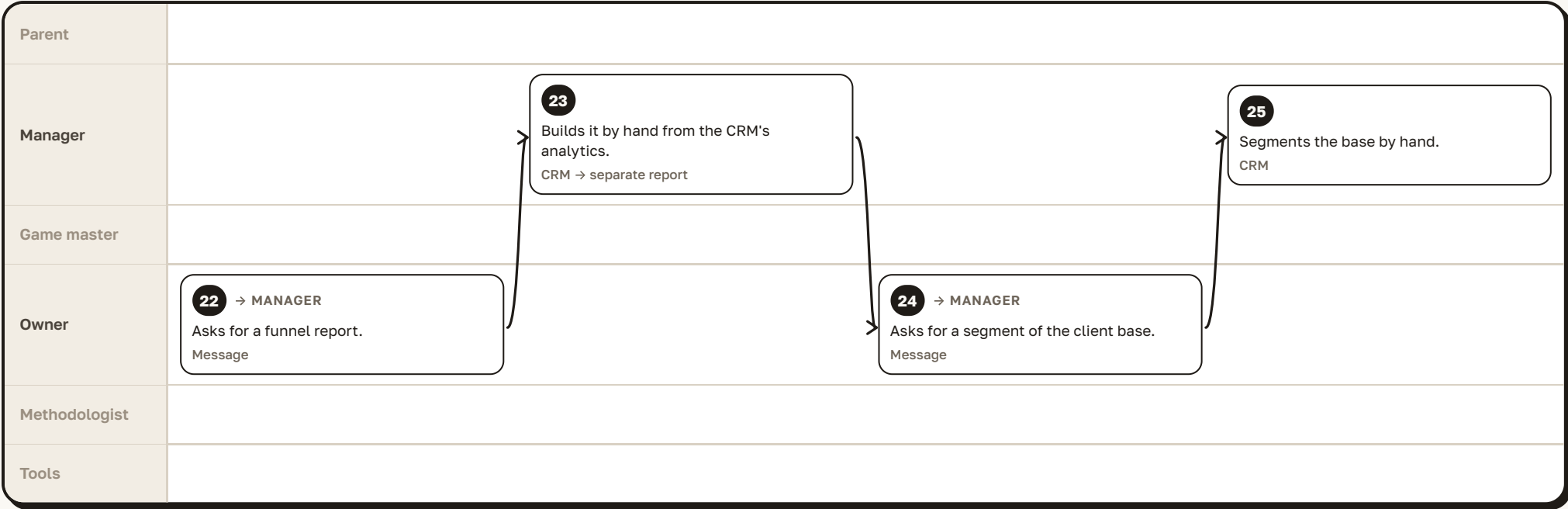


	TYPE	WHERE IT BREAKS	STEPS	EVIDENCE
E1	MEMORY	The whole stage runs on the manager's memory: four manual touches per child.	16-20	Owner's walkthrough
E2	RISK	Miss one step and there is no recording, no report and no next-cycle offer.	16-20	Derived from steps 16-20
E3	TWO PLACES	Children on pause are not visible anywhere.	21	Earlier manager's written feedback

IN THE SYSTEM The cycle ending, the report and the next-cycle offer arrive as tasks. Still manual: the reminder about the recording.

What the owner sees

Every number the owner needs comes from the same steps, through someone else's hands.



	TYPE	WHERE IT BREAKS	STEPS	EVIDENCE
F1	MANUAL COPY	The funnel is rebuilt by hand on each request.	22-23	Owner's walkthrough
F2	MANUAL COPY	Segments of the client base are built by hand.	24-25	Owner's walkthrough
F3	RISK	The owner sees the business only through the manager's time, and only as of the day the report was made.	22-25	Derived from steps 22-25

IN THE SYSTEM The owner reads the funnel and segments the base in the system, without asking the manager.

What the system holds

Written for this map. **Built:** the studio's own system already does it. **Proposed:** closes a break and is not confirmed as built. The "Closes" column points to the breaks on pages 3–8.

Records: one place for every fact

	ELEMENT	WHAT IT IS	CLOSES	STATUS
R1	Family	Parent's contacts and channels. Brothers and sisters linked to the same parent.	D4	PROPOSED
R2	Child	Age, status, group, cycles completed, internal notes from the trial game, game master's reports, every conversation with the parents.	B1 D1 D2 D3 D6	BUILT In the studio's system; notes confirmed by the owner
R3	Group	Game master, time, group chat, start date, sessions. A flag: open or closed for new children.	D1	BUILT Schedules in the studio's system; the open/closed flag is proposed
R4	Cycle	Description, order and the age range it suits. Replaces the methodologist's separate file.	B3	BUILT Modular programme in the studio's system; the age range is proposed
R5	Enquiry	The website form creates the record directly. No notification to copy from.	A1 A2 A4	BUILT Website leads arrive in the studio's system
R6	Payment	Payment status on the child's record, visible to the manager.	C1 C2	PROPOSED

Statuses and rules

	ELEMENT	WHAT IT IS	CLOSES	STATUS
S1	Child status	New enquiry → Trial booked → Trial done → Waiting for a group → In a group → Cycle ending → Next cycle · Pause · Left.	B2 E3 F1	PROPOSED List written for this map
G1	Group edits	A group's sessions can be changed only on the group's page, never from a child's record.	D5	PROPOSED
G2	Age guard	A cycle outside the child's age range cannot be assigned.	B4	PROPOSED
G3	Common cycles	On a group's page the system lists the cycles every child in it can still take.	B3	PROPOSED

What the system does, and what stays with people

Tasks the system creates

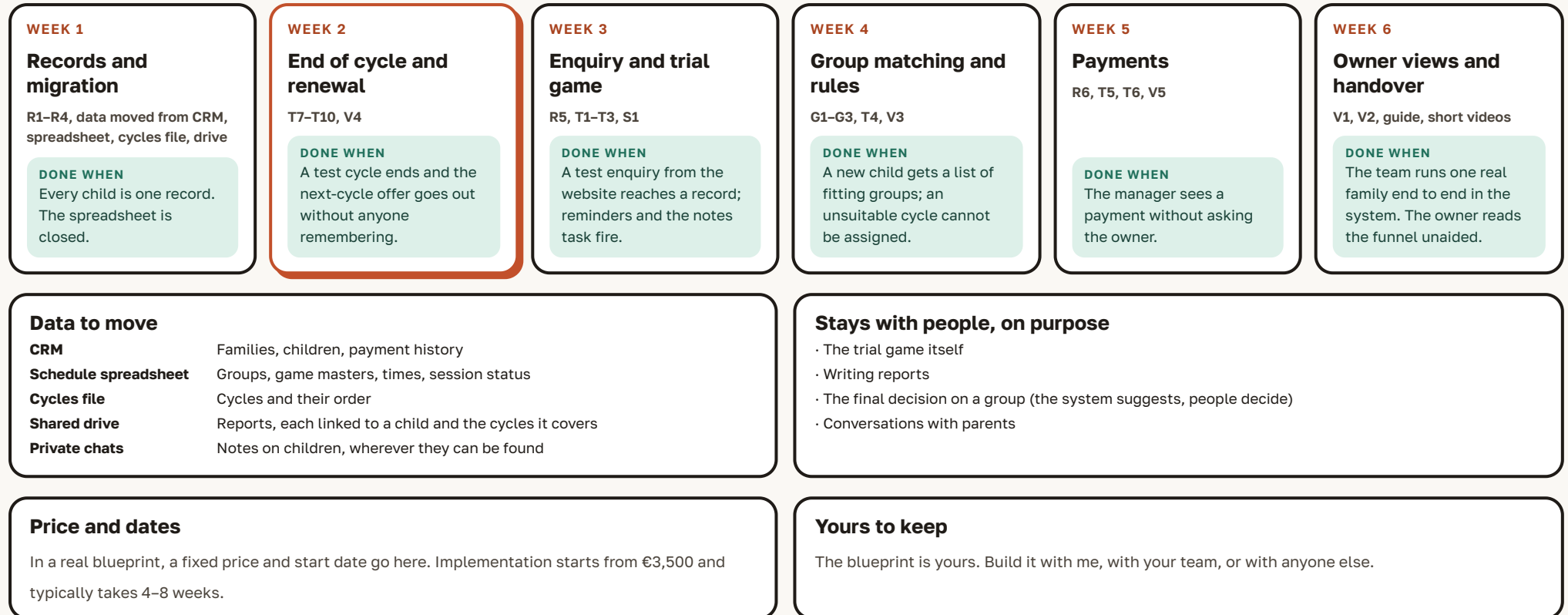
	WHEN	TASK	FOR	CLOSES	STATUS
T1	A website enquiry arrives	Welcome message goes out; reply task for the manager	Manager	A3 A4	BUILT Studio system
T2	A trial game is booked	Reminder to the family	Parent	B5	BUILT Studio system
T3	Trial game done, no notes after a day	Write notes on the child	Game master	B1 B6	PROPOSED
T4	A child waits for a group	Match a group (list of fitting groups attached)	Manager	B2	PROPOSED
T5	Payment link sent, not paid in 3 days	Follow up with the family	Manager	C3	PROPOSED
T6	Session tomorrow	Reminder to the parents	Parent	—	BUILT Studio system
T7	A child's cycle is about to end	Plan the end-of-cycle report	Manager	E1	BUILT Confirmed by the owner
T8	Report due	Write and hand over the report	Game master	E1 E2	BUILT Confirmed by the owner
T9	Report ready	Send it and offer the next cycle	Manager	E1 E2	BUILT Confirmed by the owner
T10	Last session of a cycle is next	Record the session for the report	Game master	E2	PROPOSED Still manual in the studio

Views

	VIEW	SHOWS	FOR	CLOSES	STATUS
V1	Funnel	How many children are at each status, this month and before	Owner	F1 F3	BUILT Confirmed by the owner
V2	Segments	Filter the base by age, status, cycles done, last session	Owner	F2	BUILT Confirmed by the owner
V3	Waiting for a group	Children after the trial with no group yet, with age and notes	Manager	B2	PROPOSED
V4	On pause	Children between cycles, and since when	Manager	E3	PROPOSED
V5	Payments due	Unpaid links and ending subscriptions	Manager, owner	C1 C3	PROPOSED

Six weeks, renewals first

Records come first because everything else reads from them. Renewal comes right after, because that is where the studio loses income. Payments follow once groups and enquiries run through the system. Each week ends with a check the team can see.



PROOF

What the studio has built so far

The studio built its own system. Only changes the owner has confirmed are listed here; the rest of the blueprint stays marked Proposed.

BEFORE One child lives in six places; the manager keeps them in sync by hand.	IN THE SYSTEM One record per child: group, cycles, game master's reports and every conversation with the parents. Studio system, as built
BEFORE The end of the cycle and the renewal run on the manager's memory.	IN THE SYSTEM Cycle ending, report and next-cycle offer arrive as tasks. The recording reminder is still manual. Confirmed by the owner
BEFORE Notes from the trial game go to the manager in a private chat.	IN THE SYSTEM Internal notes on the child's record, for the manager and the methodologist, apart from the parents' report. Confirmed by the owner
BEFORE The owner gets the funnel and segments through the manager's manual work.	IN THE SYSTEM The owner reads the funnel and segments the base in the system. Confirmed by the owner

your process next

Your blueprint is made the same way: you show one real case, I map every step and mark where it breaks, you confirm the map, and you get the system blueprint and a roadmap with a fixed price. Five working days.