

P1

Content & Creative

Convert MIIGO engineering knowledge into accurate, premium, reusable customer-facing assets.

THE ROLE IN ONE LINE

Technical source -> content architecture -> visual production -> technical/brand QA -> approved reusable asset

Opportunity Founding partner, MIIGO Digital Marketing Division	Application seat P1 Content & Creative
Location Pocharam, Hyderabad from the agreement stage	Basis Partnership with profit-share - not conventional employment

This guide explains the work itself: what you own, how the workflow operates, what outputs are expected, how the role connects to the other portfolios, and what capability you must demonstrate.

Commercial and legal terms are governed by the full Partner Invitation and, ultimately, the signed partnership agreement.

What this role is really responsible for

P1 is the production layer that turns MIIGO's technical knowledge into usable communication across catalogues, datasheets, application notes, websites, presentations, social media, videos and distributor/sales material.

WHY THIS ROLE MATTERS

Every other growth portfolio depends on approved assets. Weak or inaccurate content weakens search visibility, campaigns, distributor communication and client delivery.

This is not the role

- A routine social-post designer role.
- A Canva-only production role.
- A role where visual attractiveness can override technical truth.
- A role where AI-generated content can be published without verification.

The working mindset

MENTAL MODEL

Technical truth -> readable story -> premium design -> reusable asset

Common partner standard

- Own outcomes, not merely activities.
- Work from approved technical sources and resolve uncertainty before publishing, sending or reporting.
- Use AI to increase quality and speed, but keep human judgement and verification in the loop.
- Keep source files, data, links, decisions and reports traceable.
- Document repeatable workflows so another partner can continue them.
- Report poor results, blockers and errors early rather than hiding them.

The complete production scope

Technical documentation

- Product catalogues and digital flipbooks
- Datasheets and specification sheets
- Application notes and selection guides
- Manuals and technical instructions
- Comparison matrices and decision aids
- SEO-ready technical articles and long-form content
- Sales, distributor and training presentations

Visual communication

- Technical infographics and diagrams
- Feature and process illustrations
- Product architecture graphics
- Product imagery and web banners
- Social, email and WhatsApp creatives
- Exhibition and campaign graphics
- Reusable templates, icons and component libraries

Video & motion

- Product introductions and feature videos
- Technical and application explainers
- Software, installation and training videos
- Short-form reels and campaign videos
- Storyboarding, motion graphics, subtitles, voice-over sync, audio balancing and multi-format export

Product-image discipline

PRODUCT FIDELITY RULE

Background removal, cleanup, perspective and presentation may improve the asset, but product geometry, connectors, display, dimensions, model identity and technical details must never be inaccurately altered.

How a P1 assignment should move from source to release

- 01 Receive an approved technical source, objective, audience, channel and required output.
- 02 Extract the facts that are allowed to be used; flag missing or conflicting information.
- 03 Build the information hierarchy: what the reader must understand first, second and third.
- 04 Choose the most suitable production format: page, infographic, presentation, image, video or reusable module.
- 05 Design with MIIGO brand rules, real product assets, readable typography and appropriate technical visualisation.
- 06 Run technical QA: model names, numbers, units, claims, callouts, dimensions, links and source traceability.
- 07 Run brand/production QA: logo, colours, spacing, image fidelity, mobile readability, export format and file naming.
- 08 Release the approved output and store the editable source, final export and reusable components in the controlled asset library.

Where AI fits

AI may support research, structure, drafting, visual ideation, background creation, storyboard development, video generation and QA. It does not replace design judgement, source verification or final human approval.

QUALITY GATE

A visually attractive asset is not releasable if a specification, product detail, label, geometry, logo or technical claim is wrong.

What P1 is expected to leave behind

Approved content blocks Reusable product descriptions, feature explanations, FAQs and source-backed copy.	Release-ready documents Catalogues, datasheets, manuals, application notes and presentations with controlled revisions.
Reusable visual system Templates, icon sets, page components, approved product imagery and brand assets.	Video library Explainers, product videos, training modules, campaign edits and final mastered outputs.
Web-ready assets Responsive banners, product/application visuals and supporting graphics for Odoo pages.	QA evidence Source references, correction notes, version control and release checklist.

Core MIIGO tool environment

- Canva Pro - primary rapid design and reusable template production
- Phot.AI - product-image cleanup/enhancement without changing product truth
- InVideo / FlexClip - rapid campaign and short-form video production
- HeyGen - avatar/narration/multilingual explainers where appropriate
- ChatGPT / Claude / Gemini / Perplexity - research, content structure, drafting and second-pass review
- DaVinci Resolve or equivalent - higher-control finishing when browser tools are insufficient

Quality measures

- Technical correction count after release
- Brand/off-template correction count
- Revision discipline and release lead time
- Asset reuse across web, sales, distributors and campaigns
- Readability and mobile suitability
- Evidence that every published claim came from an approved source

P1 does not work alone

P2 -> P1 Search intent, keyword/topic priorities and page/FAQ requirements become content briefs for P1.	P1 -> P3 Approved creative, technical copy, videos and landing-page assets feed social, email, LinkedIn and WhatsApp campaigns.
P1 -> P5 Released assets, campaign IDs and content versions must remain traceable so performance can be measured correctly.	MIIGO technical source -> P1 Engineering/product information is the authority. P1 does not create missing specifications from inference.

Boundary questions P1 should ask

- Is this fact approved for public use?
- Which product/model/configuration is being represented?
- What must remain exact in the product image?
- Who is the intended buyer and what decision must the asset support?
- What is the approval gate before release?
- Where will the editable source and final version be stored?

Who is likely to succeed in P1

Strong fit • Technical writer/designer comfortable with engineering information • Designer who can build systems, not only individual creatives • Video producer who can work with product truth and controlled source material • Person who welcomes correction on technical details • Person who maintains organised editable files and version control • AI-assisted creator who can explain verification and human QA	Weak fit • Template-only production with little hierarchy or technical judgement • Changing products or claims to make a design look better • Publishing AI output without source checking • Keeping only flattened exports with no editable source • Treating every channel as the same design/copy format • Ignoring revisions, file naming or controlled release status
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From orientation to reproducible ownership

Days 1-7 Understand Products, portfolios, tools, approved sources, access rules, current assets and reporting cadence.	Days 8-30 Own first blocks Take responsibility for defined outputs, create first deliverables, document the workflow and establish baseline measurement.
Days 31-60 Scale Turn early work into repeatable production with QA, handoffs and controlled automation where it genuinely helps.	Days 61-90 Prove rhythm Show consistent delivery, measurable quality, clear reporting, documented handoffs and bottleneck removal.

What this means specifically for this seat

- Create a controlled inventory of existing MIIGO templates, product images and recurring content modules.
- Produce first source-backed catalogue/web/social/video assets using the approval workflow.
- Build reusable page, infographic and video systems rather than restarting every asset from zero.
- Establish a release checklist covering technical accuracy, product-image fidelity, brand compliance and file control.
- Demonstrate that P2/P3 can consume P1 outputs without reworking basic content or design.

DAY-90 TEST

By Day 90, the partner should not only be able to do the work. The partner should own a reproducible block workflow that can be measured, reviewed and continued by the Division.

How MIIGO will recognise real capability

The selection philosophy is evidence-led. Tool names, self-ratings and interview confidence are not enough. The strongest evidence is a candidate who can explain the method, execute a MIIGO-type task, accept correction and show how quality was verified.

What we look for

Capability Can you actually perform the work, not just describe it?	Accuracy Can you work with technical B2B information without introducing factual or commercial errors?
Systems thinking Can you turn work into a repeatable workflow rather than one-off manual effort?	Measurable output Can you connect activity to useful, traceable business outcomes?

Typical practical evidence

- One technical catalogue or datasheet page from controlled MIIGO content.
- One LinkedIn/WhatsApp creative adapted to the audience and channel.
- One product-image cleanup/enhancement that preserves actual device geometry and labels.
- One short product or application video with a clear storyboard and source-safe claims.

Evidence that strengthens an application

- Technical/B2B catalogue, manual, infographic or presentation samples.
- Before/after product-image work where fidelity can be verified.
- Video work showing structure, editing and technical communication.
- Reusable template/component systems rather than only finished images.
- A clear explanation of how AI was used and how every output was verified.

NON-NEGOTIABLE

Fabricated facts, invented MIIGO claims, copied work, hidden errors, false evidence or deliberate reporting manipulation are incompatible with this role.

Understand the opportunity before you apply

4 founding seats The public application seats are P1, P2, P3+P4 and P5.	50% partner-group pool The partner group participates in 50% of Division net profit, divided by involvement/activity blocks.
No required capital MIIGO funds the entire Year-1 cost base.	Rs 10,000 monthly advance An advance against future profit-share, not a salary or wage.
Shared accommodation Provided for partners relocating to Pocharam, Hyderabad.	3-10 working-day trial Remote and unpaid before the agreement stage.

How to apply

- 01 Send your CV over WhatsApp and name the seat: P1 Content & Creative.
- 02 Add 3-4 lines on the most demanding piece of work you personally produced and why it was demanding.
- 03 Be ready to discuss your workflow, evidence, corrections, use of AI and the parts you can or cannot currently do.
- 04 Shortlisted candidates may be asked to complete role-relevant practical work before final block assignment.

APPLICATION CONTACT

WhatsApp: +91 93986 93085 | Location: Pocharam, Hyderabad, Telangana, India | Website: www.miigoonline.com

Important: this role guide is informational. It does not create employment, partnership, ownership or guaranteed income rights. Only the signed partnership agreement creates binding terms, and where any summary differs from that agreement, the agreement governs.