# MyCG Knowledge Center Executive Architecture & Governance Blueprint

**Version 1.0**
Project Lighthouse Strategic Asset

## Executive Summary

The MyCG Knowledge Center is a strategic institutional asset designed to function as the public intellectual capital platform of MyCG. It serves simultaneously as a family education center, caregiver development hub, research platform, innovation showcase, resource library, communications center, and future-of-care observatory.

## Strategic Mission

To educate, support, inspire, and inform families, caregivers, communities, partners, and future stakeholders while documenting and communicating the evolution of MyCG and the future of care.

## Knowledge Center Architecture

KC-001 Knowledge Center Gateway – Navigation Layer
KC-002 Family Care Guides – Education Layer
KC-003 Caregiver Academy – Workforce Layer
KC-004 Health & Wellness Library – Education Layer
KC-005 CareOS & Innovation – Innovation Layer
KC-006 Research & Insights – Research Layer
KC-007 Resource Center – Resource Layer
KC-008 Success Stories – Trust Layer
KC-009 Future of Care – Future Layer
KC-010 MyCG Updates & Announcements – Communications Layer

## Governance Principles

1. Everything must create value.
2. Quality over quantity.
3. Family-first decision making.

4. Human-centered innovation.
5. Evidence-based communication.
6. Consistent editorial standards.
7. Long-term institutional thinking.

## Editorial Standards

All content should be professional, compassionate, educational, trustworthy, accessible, human-centered, optimistic, and forward-looking.

## Content Governance Structure

Executive Sponsor: Founder & CEO.
Knowledge Center Administrator: Editorial ownership and governance.
Subject Matter Contributors: Care team, caregivers, leadership, CareOS team, partners, and future innovation contributors.

## Publishing Workflow

Idea Generation → Outline → Draft → Review → Approval → Publishing → Promotion → Performance Monitoring.

## SEO Strategy

Primary pillars: Family Care, Home Care, Healthy Aging, Caregiver Education, Aging in Place, Dementia Support, Care Technology, Future of Care, Care Coordination, Family Communication.

## CareOS Integration Roadmap

Phase 1: Standalone Knowledge Center.
Phase 2: CareOS integration.
Phase 3: Family App recommendations.
Phase 4: Caregiver App learning integration.
Phase 5: AI-powered content recommendations.

## Research & Thought Leadership Program

Future flagship reports:
• Future of Home Care Report
• Future of Care Report
• Aging in Place Report
• Caregiver Workforce Report
• Technology & Care Coordination Report

## Success Metrics

Engagement: page views, downloads, subscriptions, return visitors.
Trust: consultations, referrals, resource usage.
Strategic: partnerships, investor interest, media mentions, innovation collaborations.

## Five-Year Vision

The Knowledge Center becomes one of the most respected home-care knowledge platforms, supporting families, caregivers, innovation initiatives, CareOS, and future investor engagement.

## Strategic Conclusion

CareOS is intended to become the operational operating system of MyCG. The Knowledge Center is intended to become the intellectual operating system of MyCG. Together they form the foundation of a modern care organization.