

# PmeStrategy

September 4, 2026

## PmeStrategy

**Kind:** Interface

**Source:** [atloria-monorepo/apps/web/src/stores/pmeStore.ts](#)

### Properties

| Property         | Type                                                          |
|------------------|---------------------------------------------------------------|
| audience         | { primary: string; painPoints: string[]; goals: string[] }    |
| valueProposition | string                                                        |
| tone             | { voice: string; adjectives: string[]; avoidTerms: string[] } |
| differentiators  | string[]                                                      |
| confirmed        | boolean                                                       |