

Below is a **strict, time-bound schedule** with **clear goals, milestones, and “stop/continue” consequences** so you can protect yourselves from pouring indefinite resources into a non-viable product. This plan is deliberately **structured and somewhat rigid**—the goal is to prevent endless drift if conversions don't materialize.

1. Overview of the “Stop/Continue” Framework

- You will follow **4 time blocks** (some 2-week, some 1-month).
- Each block has **specific measurable targets**.
- If you **hit** or **exceed** the targets, move to the next block.
- If you **fail** to meet targets, you either:
 1. **Pivot** (adjust your product/offer drastically), or
 2. **Stop** altogether (shut down or put the project on ice).

The key is to define **in advance** the numerical thresholds that trigger pivot or shutdown. This ensures you stay rational even if you feel emotionally attached.

2. Detailed Schedule with Goals & Consequences

BLOCK A (Weeks 1–2)

Goals

1. Technical Finalization

- Finish AI band score calibration: do the “few-shot” approach or a consistent “+1 band if in doubt.”
- Enforce the 25–30 second minimum on recordings.
- Finalize the \$15 “5-day plan” upsell content (the basic daily tasks).

2. Ads & Tracking Setup

- Integrate basic Google/Facebook Ads with a daily spend cap (e.g., \$10–\$20/day).
- Implement analytics to measure (a) free test completions, (b) how many see results, (c) how many click the upsell, and (d) how many actually pay.

3. Test the Funnel with Minimal Traffic

- For the next 2 weeks, you aim to get **at least 100 free test completions** from your small ad spend or any existing channels.
- **Collect** 2–4 paying users (that's a 2–4% conversion) or more.

Consequences

- **If fewer than 100 test completions** happen in 2 weeks, you might not have enough data to judge. You can choose to extend by 1 more week **only once**. But be aware, it may signal that your marketing or ad approach is too weak.
- **If you get 100+ completions but 0–1 paid conversions** (<1% conversion), you either:
 1. **Pivot** your paid offer drastically (e.g., reduce it to \$5 or offer a different solution), or
 2. **Stop** if you feel you've tried everything feasible in this short upsell model.

- If you get at least 2–4 paying (i.e., >2% conversion) or you see promising user feedback (some open to paying more), **proceed to Block B**.

Deadline: Day 14 from “start.” By the end of these 2 weeks, decide: continue or pivot/stop.

BLOCK B (Weeks 3–4)

Goals

1. Refine & Stabilize

- Tweak your calibration if data from Block A shows it’s still 1 band off.
- If you pivoted to a \$5 plan or changed the upsell, finalize that version quickly.
- Possibly add a small “live chat” or “WhatsApp link” on the results page for user questions.

2. Ad Spend Increase (Small)

- If Block A had a workable cost per lead (CPL) and a decent conversion, increase daily spend from \$10–\$20/day to maybe \$20–\$30/day.
- Aim for **at least 200 new free tests** total in these 2 weeks.

3. Conversion Check

- You want **at least 4–8** paying users out of 200 (2–4% conversion again), but **aim higher** if you suspect better traction.

Consequences

- If **cost per lead (CPL) is too high** (like \$5–\$8/lead) and your conversion is 1% or less, you’re losing money. That’s a red flag.
- If, by end of Week 4, you’re still under 2% conversions, you can:
 - Attempt one last pivot (change the product structure, shorten the free test, etc.)
 - **Or** stop to avoid draining resources further.
- If you have 2–4% or better conversions at a manageable ad cost, **proceed** to Block C.

Deadline: Day 28 from start. Decide if ROI is good enough to keep going.

BLOCK C (Month 2–3)

(We now switch to a 2-month window, giving you a bit more room to scale and gather data.)

Goals

1. Scale & Measure Real ROI

- Raise ad spend further, e.g., up to \$30–\$50/day if ROI looks positive.
- Aim for ~1,000–2,000 free test completions over the next 2 months to see if the funnel truly works at scale.

2. Break-Even or Slight Profit

- By the end of Month 3, you ideally want your monthly revenue from upsells to at least **match** your monthly ad spend **plus** AI usage costs.
- Example:

- If you spend \$1,000 total on ads over ~8 weeks, plus \$300 in AI bills, your total cost is \$1,300.
- If you convert 2.5% out of 1,000 testers → 25 paying users * \$15 = \$375. That's not enough to break even (\$375 vs. \$1,300).
- So you'd be net -\$925. That's a fail scenario.

3. User Retention or Upgrade

- Optionally introduce a second product or a "next step" for those who finish the 5-day plan. If you see they want more intense coaching or a bigger plan, you can test a \$49 or \$99 tier.
- If your original \$15 plan fails, you might pivot to \$5 or to a more robust \$29 plan with real "live calls."

Consequences

- **If by the end of Month 3** you cannot break even or at least see a path to break-even soon (i.e., conversions keep you at >\$500 net losses monthly), you risk indefinite bleed.
- If you see momentum (maybe you're at a smaller net loss but conversions are rising weekly), you can keep going for another month or two.
- If you're still nowhere near revenue that offsets costs, strongly consider **stopping** to protect finances and time.

Deadline: End of Month 3 (around Day ~90). Either see a stable funnel that's near break-even or choose to pivot drastically/stop.

BLOCK D (Months 4–6)

Goals

1. Optimized or Expanding

- If you survived Block C with break-even or small profit, you can scale up further or add advanced features like:
 - 3-minute calls
 - Advanced Pronunciation Drills
 - Higher-tier coaching
- You're only adding these if you have a stable, proven funnel for the \$15 plan or your pivoted product.

2. Begin Partnerships

- Possibly approach local IELTS tutors or small edtech micro-influencers for affiliate deals. But only if you have data that your funnel converts well.

3. Profit or Hard Stop

- By Month 6, the venture should **consistently** pay for the monthly AI/ads with some leftover or at least a clear trajectory to monthly profit.
- If it still does not, you face the tough decision: keep throwing money/time or accept the market isn't responding.

Consequences

- **Success:** You see stable or growing revenue, net positive or break-even. Then you scale or talk to investors if that's your path.

- **Failure:** If you're still negative by a large margin, you likely **stop** or "sunset" the product. Your developer can move on, and you remain an IELTS examiner without a big sunk cost.

Deadline: ~Month 6. This is your final major checkpoint.

3. "Stop or Continue" Thresholds (Summary)

Below are your **crucial numeric thresholds** in brief:

1. **Block A (Weeks 1–2):**

- **At least** 100 test completions
- **At least** 2 paying (>2% conversion)
- If <2 paying, pivot or stop.

2. **Block B (Weeks 3–4):**

- **Another** 200 completions
- Aim for **4–8** paying (~2–4%).
- If <2% again, pivot or stop.

3. **Block C (Months 2–3):**

- Increase scale to 1,000+ total completions
- Need near break-even on AI + ad spend.
- If big net loss, pivot or stop.

4. **Block D (Months 4–6):**

- Aim for consistent net positive or near break-even each month.
- If still big losses or no improvement, **stop**.

You can adjust these numbers slightly, but the point is to **lock them in** as your guardrails.

4. Additional Protections

1. **Budget Caps**

- If you see no success in the first 2 blocks, **cap your total ad spend** at, say, \$500–\$1,000. Don't keep throwing money.

2. **Time-Boxed Development**

- Developer's time is also a cost. If you fail to meet Block B goals, **no new features** get built. Focus only on "fix or close."

3. **Minimum Price**

- Don't go below \$5 for a paid product unless you're certain you can handle a huge volume. Very low price can kill your margins even if you get conversions.
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5. Example Gantt-Style Timeline

Week 1–2 (Block A)

|--- Finalize calibration

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|--- Launch minimal ads (cap $10/day)
|--- Minimum 2 paying out of 100 testers -> else pivot/stop
| (Decision Gate)
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Week 3–4 (Block B)

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|--- If continuing, refine funnel, maybe double ad spend
|--- Aim 200 testers, 4–8 paying
| (Decision Gate)
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Months 2–3 (Block C)

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|--- Scale ads if ROI ok
|--- Need break-even or near break-even
|--- Possibly add a second product or pivot if fail
| (Decision Gate at Month 3)
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Months 4–6 (Block D)

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|--- Attempt bigger scale or advanced features
|--- Must be net positive or see major improvement
| (Stop if still big losses)
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Final Takeaway

This schedule is intentionally **strict**:

- You have 2-week blocks initially to gather quick real-world data on small ad spends.
- Each “block” ends in a **decision**: continue, pivot, or shut down.
- You only progress to the next block if you’ve **met** or **exceeded** the threshold.

By using clear numerical conversion goals and expense caps, you **protect** your finances and time from indefinite drift. If the market or funnel fails to respond within these constraints, you’ll step away with minimal regret—because you gave it a fair, bounded shot.