

## OKR / KPI Tree & Measurement Plan — GROWNET

### From Company Objectives to Actionable Team Metrics

#### 1. Purpose of This Document

هدف این سند پاسخ به سه سؤال کلیدی است:

1. «موفقیت دقیقاً یعنی چه؟»

2. «چه چیزی را، چگونه و هر چند وقت اندازه می‌گیریم؟»

3. «کدام عدد چه تصمیمی را فعال می‌کند؟»

این سند ابزار کنترل، هشدار زودهنگام، و تصمیمگیری است؛ نه گزارش تجزیئی.

#### 2. Company-Level OKRs (North Star Layer)

##### Objective 1: Create Sustainable User Value

KPI	Definition	Formula	Good	Warning	Bad
Retention (30d)	کاربران فعال پس از 30 روز	Active D30 / Activated	≥25%	15–25%	<15%
Core Action Rate	انجام اکشن اصلی محصول	Core actions / Users	≥60%	40–60%	<40%

**Decision Trigger**

Bad → Freeze feature dev, user interviews mandatory •

Warning → UX iteration sprint •

##### Objective 2: Revenue Validation

KPI	Definition	Formula	Good	Warning	Bad
MRR Growth	رشد درآمد ماهانه	(MRR t – MRR t-1)/MRR t-1	≥15%	5–15%	<5%
Paying Conversion	%کاربران پرداختکننده	Paying / Active	≥8%	3–8%	<3%

**Decision Trigger**

Bad → Pricing & value prop redesign •

Good → Scale acquisition channel •

##### Objective 3: Unit Economics Control

KPI	Definition	Formula	Good	Warning	Bad
CAC Payback	زمان بازگشت CAC	CAC / Monthly Gross Margin	≤6 mo	6–12 mo	>12 mo
Gross Margin	حاشیه سود	(Revenue – COGS)/Revenue	≥60%	40–60%	<40%

### 3. KPI Tree Breakdown (Company → Teams)

#### 3.1 Product Team KPIs

KPI	Definition	Formula	Tool Cadence
Activation Rate	% فعال سازی	Activated / Signups	Mixpanel Weekly
Feature Adoption	استفاده از فیچر کلیدی	Users using feature / Active	Mixpanel Monthly
Time-to-Value	زمان تا اولین ارزش	Avg hours Internal logs	Monthly

**Alert Rule**

Activation <30% → onboarding redesign •

#### 3.2 Engineering / Tech KPIs

KPI	Definition	Formula	Tool	Cadence
Uptime	در دسترس بودن	(Total – Downtime)/Total	Cloud monitoring	Weekly
Deployment Failure	خطای انتشار	Failed deploys / Total	CI/CD logs	Monthly
Cycle Time	زمان تحویل فیچر	Avg days	Jira	Monthly

**Alert Rule**

Uptime <99% → feature freeze •

#### 3.3 Sales & Growth KPIs

KPI	Definition	Formula	Tool	Cadence
Lead-to-Paid	تبديل لید به پرداخت	Paid / Leads	CRM	Monthly
Sales Cycle	طول چرخه فروش	Avg days	CRM	Monthly
Channel ROI	بازده کانال	Revenue / Spend	GA + CRM	Monthly

**Alert Rule**

ROI <1 → channel pause •

### 3.4 Operations & Finance KPIs

KPI	Definition	Formula	Tool	Cadence
Burn Rate	مصرف ماهانه	Monthly expenses	Accounting	Monthly
Runway	ماههای بقا	Cash / Burn	Accounting	Monthly
Budget Variance	انحراف بودجه	Actual / Planned	Accounting	Monthly

#### Alert Rule

Runway <9 months → cost cut plan •

### 4. Measurement Stack (Single Source of Truth)

Layer	Tool
Product Analytics	Mixpanel / Amplitude
Revenue & Sales	Stripe + CRM
Infra	Cloud monitoring
Finance	Accounting software
Dashboard	Central BI dashboard

**Rule:**  
هر KPI فقط یک منبع داده رسمی دارد.

### 5. Reporting Cadence

Level	Frequency	Output
Team	Weekly	KPI delta report
Leadership	Monthly	Decision dashboard
Board	Quarterly	Trend & risk summary

### 6. Decision Matrix (What Numbers Trigger What)

KPI State	Action
Good	Double down

KPI State	Action
Warning	Hypothesis test
Bad	Stop / Redesign / Kill
<b>No action = governance failure</b>	

---

## 7. KPI Ownership & Accountability

KPI Group	Owner
Product Metrics	Head of Product
Revenue Metrics	CEO / Sales Lead
Tech Metrics	CTO
Financial Metrics	CFO / Founder

---

## 8. Known Limitations & Unknowns

- Early data volatility
  - Small sample bias
  - Manual tagging risks
- Discovery Plan**
- Monthly metric audit
  - KPI retirement/addition allowed quarterly only
- 

## 9. Why This System Works

- Ties metrics to decisions
  - Prevents vanity metrics
  - Forces clarity under uncertainty
- 

## 10. Final Principle

If a metric does not change a decision, it should not exist.

---

