

GROWNET — ICP + Personas + JTBD

1. Ideal Customer Profile (ICP)

Attribute	Description
Company Size	1–50 employees (startups & SMEs)
Industry	Tech, E-commerce, Services, Knowledge-based
Geography	US, EU, MENA (Phase 1)
Revenue	\$50K–\$5M/year
User Behavior	Active on digital channels, seeks networking & learning
Payment Capacity	Able to pay \$50–\$200/year for SaaS / Content subscription
Access Channel	Online marketing, referrals, LinkedIn, community events

Rationale: Focus on customers who need networking + learning + product exposure in one platform; fastest adoption and feedback loop.

2. Personas

2.1 Persona: End User / Learner

Attribute	Description
Name	Sara, the Startup Founder
Age	28–35
Role	Product / Founder / Freelancer
Goal	Learn actionable skills, network, test ideas
Pain Points	Fragmented platforms, low-quality content, unclear feedback
Channels	Online communities, LinkedIn, YouTube
JTBD	“When I need to learn a skill or find advice, I want a single platform with trusted peers so that I can apply it quickly without wasting time.”
Current Solution Gaps	Multiple platforms, scattered resources, no monetization for contribution

2.2 Persona: Decision-Maker / Admin

Attribute	Description
Name	Amir, Startup CEO
Age	32–40
Role	Company Founder or Product Head
Goal	Boost company visibility, attract talent, learn industry trends
Pain Points	High cost of marketing, fragmented learning platforms
Channels	LinkedIn, startup forums, email lists
JTBD	“When I want to promote my product or team, I want a platform that provides targeted exposure and measurable engagement so that my efforts translate to growth.”
Current Solution Gaps	Social media is noisy, high ad spend, low engagement

2.3 Persona: Paying Customer / Sponsor

Attribute	Description
Name	Lina, Marketing Manager
Company	SME / Startup
Goal	Increase product adoption, run educational campaigns, measure ROI
Pain Points	No integrated platform for learning + promotion, high CAC on traditional channels
Channels	Direct outreach, LinkedIn, paid search
JTBD	“When I invest in content or sponsorship, I want measurable engagement and conversion metrics so that my marketing budget delivers real ROI.”
Current Solution Gaps	Ads expensive, low trust, fragmented content

3. JTBD Framework

Persona	Job	Desired Outcome	Current Gaps
End User	Learn skills	Apply knowledge fast, network effectively	Multiple platforms, fragmented, unpaid efforts

Persona	Job	Desired Outcome	Current Gaps
Decision-Maker	Promote company	Increase visibility and recruit talent	Social media noise, low engagement
Paying Customer	Run campaigns	ROI on spend, measurable metrics	Expensive ads, unclear impact

4. Pain Points & Opportunity Map

Pain Point	Persona	GROWNET Solution	Expected Outcome
Scattered knowledge	End User	Centralized platform, ranked content	Faster learning, higher retention
No reliable feedback	End User	Ratings, reviews, community discussion	Confidence, actionable insights
High marketing cost	Decision-Maker	Affordable, targeted exposure	Lower CAC, measurable ROI
No integration	Paying Customer	Unified education + promotion platform	Higher engagement, repeat spend

5. Channels & Touchpoints

Persona	Channel	Preferred Interaction
End User	LinkedIn, Discord, Online communities	Interactive learning, Q&A, peer reviews
Decision-Maker	LinkedIn, startup forums	Analytics dashboard, engagement reports
Paying Customer	Email, LinkedIn, platform dashboard	Campaign setup, performance metrics

6. ICP Segmentation Priority

Segment	Priority	Rationale
Startups & SMEs (Founders)	High	Fast adoption, valuable feedback, repeat engagement
Freelancers / Creators	Medium	Early content creation, small revenue, test content model
Enterprise	Low	Slow adoption, high cost, not initial focus

7. Impact on Product & Go-To-Market

PRD: Personas + JTBD → guide features (content ranking, networking, analytics, monetization) •

Marketing Messaging: Pain points → value proposition, ad copy, campaigns •

Sales Playbook: Targeting high-value personas first, focusing on measurable ROI for sponsors •

8. Success Metrics per Persona

Persona	Metric	Threshold
End User	30d retention, feature adoption	≥25%
Decision-Maker	Engagement per campaign	≥10 interactions per exposure
Paying Customer	Conversion rate & repeat spend	≥5% → ROI positive

9. Assumptions & Validation

Users will pay \$50–200/year for value-added education + networking •

Early adopters are mostly startups with <50 employees •

Paid campaigns will have measurable conversion •

Validation Plan:

Pilot with 5–10 startups, measure engagement, retention, paid adoption •

Update personas and JTBD quarterly •

10. Summary

ICP: Startups & SMEs in tech/e-commerce, digitally active, paying \$50–200/year .1

Personas: End User (learner), Decision-Maker (founder/admin), Paying Customer (sponsor) .2

JTBD: Clear understanding of what each persona wants, current gaps, and measurable outcomes .3

Actionable: Directly informs PRD, Marketing Messaging, Sales Playbook .4

Result

این سند تضمین می‌کند تیم:

• می‌داند چه کسی مشتری ایده‌آل است

• می‌داند چه کاری می‌خواهد انجام دهد و چرا راه‌حل‌های فعلی ناکافی‌اند

• می‌تواند ویژگی‌ها، پیام و کانال‌ها را اولویت‌بندی کند

