

GROWNET — Metrics & Traction (Evidence-Based)

1. Purpose

هدف این سند:

«نشان دادن شواهد واقعی یا شبه‌واقعی (pilot / LOI / usage) از اینکه کاربران و مشتریان رفتار مورد انتظار را دارند و رشد یا افت علت قابل توضیح دارد».

قاعده:

نمودار بدون تفسیر = بی‌ارزش
عدد بدون علت = غیرقابل اعتماد

2. Data Maturity Level

وضعیت فعلی داده‌ها:

Layer	Status	Evidence
Product Usage	Pilot-level	Event tracking MVP
Revenue	Early / Pilot	Pilot payments + LOI
Retention	Measured	Cohort analysis
Conversion	Measured	Funnel analytics
Growth	Early-stage	Organic + pilot acquisition

3. North Star Metrics

Metric	Definition	Why it Matters
Weekly Active Contributors (WAC)	کاربران فعال تولیدکننده محتوا/نظر	کیفیت شبکه
Content Engagement Rate	(Views + Reactions) / Content	ارزش واقعی محتوا
Paid Conversion Rate	Paid users / Active users	اثبات willingness-to-pay
30-Day Retention	Active day30 / Activated users	Product-market signal
Revenue per Account	ARPA	پایداری درآمد

4. User & Revenue Growth

4.1 User Growth (Pilot)

Month	New Users	Total Users	MoM Growth
M1	120	120	—
M2	210	330	+75%
M3	290	620	+88%

Interpretation:

رشد عمدتاً ناشی از:

- Community seeding
 - Referral اولیه
- افت در هفته‌های خاص به دلیل عدم وجود onboarding ساختاریافته

4.2 Revenue Growth (Pilot / LOI)

Month	Paying Accounts	Revenue
M1	2	\$120
M2	5	\$420
M3	9	\$1,080

Interpretation:

- Conversion پس از Demo > Conversion بدون Demo
- B2B willingness-to-pay اثبات شد (small sample)

5. Funnel & Conversion Analysis

Stage	Conversion Rate	Key Insight
Visit → Sign-up	12%	Messaging شفاف
Sign-up → Activation	54%	Onboarding متوسط
Activation → Paid	6.5%	Pricing قابل قبول
Paid → 30d Active	28%	retention محتمل

Action Taken:

بهبود onboarding و nudging برای هفته اول

6. Retention Cohort Analysis

6.1 30-Day Retention

Cohort	Users	Retention
Early Users	120	32%
Mid Pilot	210	27%
Latest	290	24%

Interpretation:

کاهش retention به دلیل:

- افزایش کاربران passive
- عدم personalization محتوا

Decision:

اولویت دادن به ranking و recommendation

7. Engagement Metrics

Metric	Value	Benchmark
Avg Session / Week	2.3	Acceptable
Reactions / Content	7.1	Strong
Comments / Content	2.4	High-value
Content Publish Rate	18% users	Healthy

8. Experiment Log (What Worked / What Didn't)

Experiment	Result	Decision
Free content seeding	High engagement	Scale
Paid ads (LinkedIn)	High CPL	Pause
Referral rewards	+22% sign-ups	Continue
Long-form content	Low completion	Replace

Key Signal:

Network-driven growth > paid acquisition

9. Evidence Beyond Metrics

9.1 LOIs & Pilots

- 3 signed LOIs (SMEs, EdTech, SaaS) •
- 2 paid pilots (3 months) •

9.2 Qualitative Signals

- Founders requesting analytics •
 - Companies requesting custom ranking •
 - Users monetizing comments •
-

10. Why Growth Happened / Why It Dropped

Growth Drivers:

- Social proof (ranking) •
- Direct value exchange (earning via feedback) •
- Community-driven trust •

Drop Drivers:

- Weak onboarding •
 - No early “aha moment” for passive users •
-

11. What We Changed Because of Data

Data Signal	Decision
Drop in week-1 retention	Onboarding redesign
Low paid conversion	Added B2B bundles
High comment engagement	Promote expert comments
Content overload	Introduce quality threshold

12. Data Gaps & Next Evidence

Gap	Plan
Long-term retention	6-month cohort tracking

Gap	Plan
Revenue predictability	Annual contracts
CAC/LTV	Channel stabilization
Scale proof	1,000+ active users

13. Readiness Assessment

Dimension	Status
Product Signal	✓
Willingness to Pay	✓
Network Effect	Emerging
Scalability Proof	⌚
Repeatability	⌚

14. Investor Takeaway

GROWNET نشان داده کاربران حاضرند مشارکت کنند، شرکت‌ها حاضرند پرداخت کنند، و رشد قابل توضیح است. چالش‌ها شناخته شده‌اند و اقدامات اصلاحی در حال اجراست.»

15. Next Milestones (Traction-Oriented)

- 1,000 MAU
- 50 paying B2B accounts
- ≥30% 30-day retention
- Predictable conversion funnel