

GROWNET — 18-Month Hiring Plan & Org Design

1. Purpose

هدف این سند:

- 1. شناسایی نقش‌های کلیدی برای 18 ماه آینده
 - 2. مشخص کردن زمان جذب، هزینه و خروجی مورد انتظار
 - 3. بررسی تطبیق ساختار تیم فعلی با Milestones محصول، revenue و KPI
- Rule: بدون تیم مناسب، Milestone و Roadmap ها تحویل نمی‌شوند.

2. Current Team Structure (Month 0)

Role	Headcount	Core Responsibility	Coverage vs Roadmap
Founder / CEO	1	Vision, Product, Sales	70% Roadmap coverage
Tech Lead / CTO	1	Architecture, Infra	60% coverage
Product Lead	1	Feature definition, UX	50% coverage
Ops / Admin	1	Finance, legal, ops	60% coverage

Insight: تیم فعلی می‌تواند MVP اولیه را تحویل دهد، اما Revenue & Scaling نیاز به جذب جدید دارد.

3. Hiring Plan Overview (Months 1–18)

Role	Month	Headcount	Cost (Est)	Reason / Value	Expected Output
Growth Lead	3	1	\$70K	Drive early acquisition & retention	2 validated channels, 3 paying customers
Backend Engineer	4	1	\$80K	Scale platform, reduce tech bottleneck	Stable infra, uptime ≥99.5%
Frontend Engineer	5	1	\$70K	Improve UX, implement features	Core feature adoption ≥60%
Data Analyst	6	1	\$60K	KPI tracking, analytics dashboards	Data-driven decision-making
Customer Success	7	1	\$50K	Onboarding & retention	30d retention ≥25%
Sales Associate	8	1	\$60K	Revenue pilot & B2B	≥3 paying companies

Role Month Headcount			Cost (Est)	Reason / Value	Expected Output
QA Engineer	9	1	\$60K	Product quality, test automation	Bug rate <5%
Marketing Associate	10	1	\$55K	Brand awareness & funnel	Lead-to-paid conversion ≥8%
DevOps	12	1	\$70K	Deployment & automation	CI/CD pipelines, reduced cycle time
HR Coordinator	14	1	\$50K	Recruiting & onboarding	Time-to-hire ≤30 days
Additional Engineers	15–18	2	\$150K	Support scale & modular architecture	Milestone delivery v2.1–v3.0
Total new hires: 11					
Estimated annual salary burn: ~\$800K					

4. Milestone Alignment

Milestone Month		Required Roles	Gap / Risk
MVP Delivery	0–6	Founder, CTO, Product	Covered by current team
Paid Pilot	6–12	Sales, Growth, Customer Success	Hiring critical to reach paying users
Retention Optimization	6–12	Product, Customer Success	Needs Data Analyst
Scaling v2.0	12–18	Backend, Frontend, DevOps	Hiring required to avoid bottleneck
Enterprise / Compliance	12–18	Legal, DevOps, QA	Risk if roles vacant

Insight: بدون جذب برنامه‌ریزی شده، Revenue & Scale Milestones با تاخیر مواجه می‌شوند.

5. Role Prioritization & Dependency

- Immediate (0–6M):** Growth Lead, Backend, Frontend
 - Medium (6–12M):** Customer Success, Sales, Data Analyst
 - Long-term (12–18M):** DevOps, QA, HR, Additional Engineers
- Dependency Mapping:**
- Sales & Customer Success depend on Growth Lead for pipeline

- Scaling depends on Backend & DevOps
- QA & Data Analyst enable data-driven roadmap decisions

6. Cost vs ROI Analysis

Role	Annual Cost	Expected Value	ROI Metric
Growth Lead	\$70K	Paid users & retention	MRR growth ≥15%
Backend Engineer	\$80K	Platform stability	Uptime ≥99.5%, feature velocity
Frontend Engineer	\$70K	Adoption	Core action rate ≥60%
Data Analyst	\$60K	Decisions	Feature iteration speed
Customer Success	\$50K	Retention	30d retention ≥25%

Principle: هر استخدام مستقیماً به Milestone ها یا KPI ها وصل است.

7. Org Design: Structure Post-Hiring

- Founder / CEO
- Product Lead
- Frontend Engineer
- QA Engineer
- Tech Lead / CTO
- Backend Engineer
- DevOps
- Growth Lead
- Sales Associate
- Marketing Associate
- Ops / Admin
- HR Coordinator

8. Key Risks & Mitigation

- Hiring Delay: Backup recruiting agency
- High Salary Burn: Staggered hiring & milestone-based onboarding
- Cultural Fit: Structured interview + trial projects

9. Reporting & Accountability

- Hiring progress reported **monthly**
- Each role owner **tracked by milestone contribution**
- Vacant critical roles → **project delay alert**

10. Final Statement

تیم فعلی قادر به MVP اولیه است.
تمام Milestone های بعدی (Revenue, Retention, Scale) نیازمند این **Hiring Plan** دقیق و مرحله‌ای هستند.
بدون آن، Roadmap عملیاتی در خطر تأخیر جدی یا شکست قرار می‌گیرد.