

Product & Company Roadmap (12–24 Months) — GROWNET

Measurable. Trackable. Decision-Oriented.

1. Purpose of the Roadmap

این Roadmap برای پاسخ به این سؤال نوشته شده است:
در هر مقطع، چه چیزی بیشترین اثر را روی اعتبار محصول، درآمد، و کاهش ریسک دارد؟
این سند لیست آرزوها نیست؛ ابزار تصمیم‌گیری و تمرکز است.

2. Guiding Principles for Prioritization

2.1 Prioritization Criteria

هر آیتم باید حداقل یکی از این‌ها را به‌طور مستقیم بهبود دهد:

- Revenue validation
- Retention
- Unit economics
- Execution risk reduction

2.2 Explicit Non-Goals

- No feature without paying user signal
- No scaling before repeatable value delivery
- No UX polishing without behavioral metrics

3. Roadmap Structure

Horizon	Duration	Objective
Phase 1	Months 0–6	Problem–Solution Validation
Phase 2	Months 6–12	Revenue & Repeatability
Phase 3	Months 12–24	Scaling with Control

4. Phase 1 (0–6 Months): Validation & Focus

4.1 Product Version: V0.1 – V1.0

Objective: Validate core value with real users

Key Deliverables

Item	Output	KPI
Core Feature Set	Working MVP	≥3 paying users
User Onboarding Flow	Task-based onboarding	Activation ≥40%
Usage Analytics	Event-level tracking	Full funnel visibility
Manual Ops Support	Semi-manual processes	Cost per user measured
Explicitly NOT Doing:		
	Advanced automation	•
	UI polish beyond usability	•
	Multi-market expansion	•

4.2 Company Milestones

Area	Output
Legal	Company registration & basic compliance
Finance	Burn tracking & runway visibility
Team	Founder-led execution

5. Phase 2 (6–12 Months): Revenue & Repeatability

5.1 Product Version: V1.1 – V2.0

Objective: Prove users come, pay, and stay

Key Deliverables

Item	Output	KPI
Pricing Model	Paid plans live	MRR growth
Retention Mechanisms	Core habit loops	30-day retention ≥25%
Performance Optimization	Stable infra	Uptime ≥99%
Feedback System	Structured insights	Feature decisions backed by data
Dependencies		
	Validated core feature	•
	At least one repeat customer segment	•

5.2 Go-to-Market

Area	Output
Sales	Founder-led sales playbook
Marketing	One acquisition channel validated
Partnerships	1–2 strategic pilots

6. Phase 3 (12–24 Months): Scale with Discipline

6.1 Product Version: V2.1 – V3.0

Objective: Scale what already works

Key Deliverables

Item	Output	KPI
Automation	Reduced manual ops	Cost/user ↓ 30%
Advanced Analytics	Decision dashboards	Faster iteration cycles
Compliance & Security	Required standards	Enterprise readiness
Modular Architecture	Scalability	Faster feature delivery

Explicitly NOT Doing:

- New verticals
- Non-core features
- Premature internationalization

6.2 Company Scale

Area	Output
Hiring	1–2 critical roles only
Governance	Formal reporting cadence
Capital	Preparation for next round

7. Resource Allocation by Phase

Phase	Product	Tech	Sales	Ops
0–6	40%	40%	10%	10%
6–12	35%	30%	25%	10%
12–24	30%	30%	30%	10%

8. Dependency & Risk Mapping

Key Risks	
User willingness to pay	•
Retention below threshold	•
Execution bottlenecks	•
Mitigation	
Early kill criteria	•
Monthly assumption reviews	•
Feature sunset rules	•

9. Discipline Scope (What We Intentionally Do NOT Do)

Category	Explicitly Excluded
Product	Feature bloat
Market	Multi-segment targeting
Team	Premature hiring
Tech	Overengineering
Focus is a competitive advantage.	

10. Measurement & Review Cadence

Monthly roadmap review	•
Quarterly reprioritization	•
Kill / double-down decisions mandatory	•

11. What This Roadmap Proves

- The team understands leverage •
 - The team knows what to ignore •
 - The team optimizes for learning speed, not vanity •
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12. Final Statement

A good roadmap is not about predicting the future.
It is about **controlling decisions under uncertainty**.
