

Assumptions & Kill Criteria

GROWNET

1. Executive Summary

- هدف: شفاف کردن تمام فرضیات کلیدی محصول، بازار، مشتری و کسب و کار
- هر فرض شامل:
 1. وضعیت فعلی و شواهد
 2. آزمایش بعدی
 3. KPI موفقیت/شکست
 4. زمان و هزینه
 5. Kill Criteria (تصمیم اگر موفق نشدیم)

2. Customer Problem Assumptions

Assumption	Current Evidence	Next Experiment	KPI Success	KPI Failure	Time & Cost	Kill Criteria
Users want to share product experiences	20 pilot interviews	50 more interviews + survey	70% say they'd use daily	<50% engagement	3 weeks, \$2k	Pivot: refocus on content type or niche
SMEs want to advertise via GROWNET	5 pilot SMEs	10 more outreach calls	5 sign LOI	<3 sign LOI	2 weeks, \$1.5k	Stop: GTM approach reevaluation

🔴 شفافیت: هر فرض قابل اندازه گیری است

3. Product/Feature Assumptions

Assumption	Current Evidence	Next Experiment	KPI Success	KPI Failure	Time & Cost	Kill Criteria
Ranking system increases engagement	Beta users, anecdotal	AB test feature	+20% engagement	<5%	4 weeks, \$5k	Pivot: algorithm or UX redesign
Monetization via Stars works	Pilot 2 companies	Test 5 more	\$500 MRR per company	<\$200	4 weeks, \$2k	Stop: reconsider pricing model

4. Market / GTM Assumptions

Assumption	Evidence	Next Test	KPI Success	KPI Failure	Time & Cost	Kill Criteria
Initial TAM is large enough for traction	Market research	Customer surveys + pilot	>500 users in 3 months	<200	1 month, \$1k	Pivot: refine segment
Early adopters pay for content	LOI / pilot	5 paid pilots	3+ paying	<2	1 month, \$1.5k	Stop: adjust monetization strategy

5. Team / Execution Assumptions

Assumption	Evidence	Next Test	KPI Success	KPI Failure	Time & Cost	Kill Criteria
Current team can deliver MVP in 6 months	Internal plan	Weekly milestone check	On-time delivery	>2 delayed milestones	6 months, internal	Pivot: hire key roles or adjust roadmap
Key hires available	Recruiting pipeline	Interview 5 candidates	2 hires accepted	0 hires	1 month, \$2k	Stop: pause hiring or contract work

6. Financial Assumptions

Assumption	Evidence	Next Test	KPI Success	KPI Failure	Time & Cost	Kill Criteria
CAC < \$50	Pilot ads	Campaign test	< \$50 per paying user	>\$80	1 month, \$1k	Pivot: optimize channels or pricing
Burn <= \$20k/month	Budget plan	Track expenses monthly	On budget	>\$25k	1 month	Stop: cost cut, runway extension

7. Monitoring & Decision Process

Weekly Check-ins: KPI tracking dashboard •

Decision Rules: •

- Green → Continue ○
- Yellow → Adjust / Pivot ○
- Red → Stop / Pivot ○

8. Summary Statement

«تمام فرضیات کلیدی GROWNET شفاف و قابل اندازه‌گیری هستند Kill Criteria. مشخص می‌کند که تیم واقع‌بین است، داده‌محور است و آماده تغییر است تا ریسک سرمایه‌گذاری کاهش یابد».