

GROWNET — Metrics & Traction (Evidence-Based)

1. Purpose

هدف این سند:

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

قاعدہ:

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 willingness-to-pay	اثباتات
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 اوایله •

افت در هفته‌های خاص به دلیل عدم وجود onboarding ساختار یافته

4.2 Revenue Growth (Pilot / LOI)

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

Interpretation:

- Conversion > Demo > Demo از پس Conversion بدون •

- (small sample) B2B willingness-to-pay اثبات شد •

5. Funnel & Conversion Analysis

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

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 محظوظ personalization

Decision:

اولویت دادن به recommendation و ranking

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