

OKR / KPI Tree & Measurement Plan — GROWNET

From Company Objectives to Actionable Team Metrics

1. Purpose of This Document

هدف این سند پاسخ به سه سؤال کلیدی است:

1. «موفقیت دقیقاً یعنی چه؟»

2. «چه چیزی را، چگونه و هر چند وقت اندازه می‌گیریم؟»

3. «کدام عدد چه تصمیمی را فعال می‌کند؟»

این سند ابزار کنترل، هشدار زودهنگام، و تصمیم‌گیری است؛ نه گزارش تزئینی.

2. Company-Level OKRs (North Star Layer)

Objective 1: Create Sustainable User Value

KPI	Definition	Formula	Good	Warning	Bad
Retention (30d)	% کاربران فعال پس از 30 روز	Active D30 / Activated	≥25%	15–25%	<15%
Core Action Rate	انجام اکشن اصلی محصول	Core actions / Users	≥60%	40–60%	<40%

Decision Trigger

Bad → Freeze feature dev, user interviews mandatory •

Warning → UX iteration sprint •

Objective 2: Revenue Validation

KPI	Definition	Formula	Good	Warning	Bad
MRR Growth	رشد درآمد ماهانه	$(MRR\ t - MRR\ t-1) / MRR\ t-1$	≥15%	5–15%	<5%
Paying Conversion	% کاربران پرداخت‌کننده	Paying / Active	≥8%	3–8%	<3%

Decision Trigger

Bad → Pricing & value prop redesign •

Good → Scale acquisition channel •

Objective 3: Unit Economics Control

KPI	Definition	Formula	Good	Warning	Bad
CAC Payback	زمان بازگشت CAC	$CAC / \text{Monthly Gross Margin}$	$\leq 6 \text{ mo}$	6–12 mo	$>12 \text{ mo}$
Gross Margin	حاشیه سود	$(\text{Revenue} - \text{COGS}) / \text{Revenue}$	$\geq 60\%$	40–60%	$<40\%$

3. KPI Tree Breakdown (Company → Teams)

3.1 Product Team KPIs

KPI	Definition	Formula	Tool	Cadence
Activation Rate	%فعال‌سازی	$\text{Activated} / \text{Signups}$	Mixpanel	Weekly
Feature Adoption	استفاده از فیچر کلیدی	$\text{Users using feature} / \text{Active}$	Mixpanel	Monthly
Time-to-Value	زمان تا اولین ارزش	Avg hours	Internal logs	Monthly

Alert Rule

Activation $<30\%$ → onboarding redesign •

3.2 Engineering / Tech KPIs

KPI	Definition	Formula	Tool	Cadence
Uptime	در دسترس بودن	$(\text{Total} - \text{Downtime}) / \text{Total}$	Cloud monitoring	Weekly
Deployment Failure	خطای انتشار	$\text{Failed deploys} / \text{Total}$	CI/CD logs	Monthly
Cycle Time	زمان تحویل فیچر	Avg days	Jira	Monthly

Alert Rule

Uptime $<99\%$ → feature freeze •

3.3 Sales & Growth KPIs

KPI	Definition	Formula	Tool	Cadence
Lead-to-Paid	تبدیل لید به پرداخت	$\text{Paid} / \text{Leads}$	CRM	Monthly
Sales Cycle	طول چرخه فروش	Avg days	CRM	Monthly
Channel ROI	بازده کانال	$\text{Revenue} / \text{Spend}$	GA + CRM	Monthly

Alert Rule

ROI <1 → channel pause •

3.4 Operations & Finance KPIs				
KPI	Definition	Formula	Tool	Cadence
Burn Rate	مصرف ماهانه	Monthly expenses	Accounting	Monthly
Runway	ماه‌های بقا	Cash / Burn	Accounting	Monthly
Budget Variance	انحراف بودجه	Actual / Planned	Accounting	Monthly
Alert Rule				
Runway <9 months → cost cut plan				

4. Measurement Stack (Single Source of Truth)

Layer	Tool
Product Analytics	Mixpanel / Amplitude
Revenue & Sales	Stripe + CRM
Infra	Cloud monitoring
Finance	Accounting software
Dashboard	Central BI dashboard
Rule:	
هر KPI فقط یک منبع داده رسمی دارد.	

5. Reporting Cadence

Level	Frequency	Output
Team	Weekly	KPI delta report
Leadership	Monthly	Decision dashboard
Board	Quarterly	Trend & risk summary

6. Decision Matrix (What Numbers Trigger What)

KPI State	Action
Good	Double down

KPI State	Action
Warning	Hypothesis test
Bad	Stop / Redesign / Kill
No action = governance failure	

7. KPI Ownership & Accountability

KPI Group	Owner
Product Metrics	Head of Product
Revenue Metrics	CEO / Sales Lead
Tech Metrics	CTO
Financial Metrics	CFO / Founder

8. Known Limitations & Unknowns

- Early data volatility
- Small sample bias
- Manual tagging risks

Discovery Plan

- Monthly metric audit
- KPI retirement/addition allowed quarterly only

9. Why This System Works

- Ties metrics to decisions
- Prevents vanity metrics
- Forces clarity under uncertainty

10. Final Principle

If a metric does not change a decision, it should not exist.

