

## 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
<b>Explicitly NOT Doing:</b>		
	Advanced automation	•
	UI polish beyond usability	•
	Multi-market expansion	•

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## 4.2 Company Milestones

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

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## 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		
<b>Dependencies</b>		
	Validated core feature	•
	At least one repeat customer segment	•

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## 5.2 Go-to-Market

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

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## 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 •

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## 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%

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## 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	•

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## 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.**

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## 10. Measurement & Review Cadence

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

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## **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**.

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