🧠 Drexus Example Framework

Turn "we think" into "we know."
This is the same cadence used by funded founders to validate fast, impress investors, and show traction in weeks, not months.

🎯 Goal:

Create a 4-Experiments-Per-Month loop that converts user behavior into learnings, decisions, and visible traction.

⚙️ The Core Framework

Step	Action	Output	Frequency
1. Define Hypothesis	Pick one measurable assumption about user behavior (e.g., "Shorter onboarding increases activation").	1-line hypothesis statement	Every 2 weeks
2. Design Experiment	Change one variable — copy, flow, or incentive. Keep everything else stable.	Test plan with start/end date	Every 2 weeks
3. Instrument & Measure	Track key metric (activation, retention, or repeat). Set success/fail criteria before testing.	Event tracking dashboard	Ongoing
4. Run & Review	Launch experiment, monitor results, collect feedback, note anomalies.	Experiment report	End of week
5. Decide & Document	Scale what works, cut what doesn't. Feed insights back into next sprint.	Updated Product Log	Weekly

📊 Example Run

Experiment Title: Shorter Onboarding Flow
Hypothesis: Reducing onboarding from 4 screens to 2 will increase activation by 25%.
Change: Combined "Profile" + "Preferences" steps into one screen.
Duration: 14 days
Metric: Activation Rate (users completing first chef booking)
Result: +22% activation, +15% retention after 7 days.
Decision: Keep shorter flow, test microcopy next.

📑 Weekly Feedback Loop

Friday Progress Receipt Includes:
✅ What shipped
⚙️ What's being tested
📈 What changed in metrics
💬 What users said
🎯 What's next

Friend tip: Visibility beats velocity. When you show proof weekly, you never need to "convince" investors again.

📈 The Drexus Rhythm

Week	Focus	Outcome
1	Define 2 experiments	Hypotheses locked
2	Run & measure	1 learning logged
3	Iterate & rerun	Clear retention signal
4	Demo & decide	Investor-ready traction proof

Final Reminder:
Your app isn't failing — your feedback loop is sleeping.
Wake it up, measure everything, and traction follows
.

Don't add features. Add proof.

FROM
YOUR FRIENDS
@ DREXUS