

Founder Structure: Revenue-First Milestone Model

Milestones (Primary: Revenue Target)

#	Milestone	Success Criteria	Timeline
M1	₹3L MRR	10 firms × 10 users × ₹3K/user/month	Jan End
M2	Series A: ₹5 Cr	Funding closed	TBD

Revenue Math (INR)

Metric	Value
Pilot Firms (Free)	2
Paying Firms	10
Users/Firm	10
Price	₹3,000/user/month
MRR	₹3,00,000
ARR	₹36,00,000

M1 Sub-Milestones (Revenue)

Sub	Description	Success Criteria	Owner
M1.1	POC Live	Doc Mgmt + Digital Twin + Date Extraction + Research	Shivang + Parth
M1.2	2 Pilot Firms (Free)	Live usage, feedback	Shivang + Parth

Sub	Description	Success Criteria	Owner
M1.3	5 Paying Firms	Signed, paying	Parth C
M1.4	10 Paying Firms	₹3L MRR achieved	Parth C

M2 Sub-Milestones (Funding)

Sub	Description	Success Criteria	Owner
M2.1	Ops + Funding Ready	Finance, business model, deck, funding pipeline	Munish Jhaveri
M2.2	Series A Closed	₹5 Cr raised	Munish Jhaveri

Roles & Milestone Ownership

Owner	L1	L2	Milestone	Responsibility
Shivang Patel	Technology	Product Management	M1.1, M1.2	Roadmap, prioritization
Shivang Patel	Technology	Engineering	M1.1	Architecture, AI/ML, Backend, Frontend
Shivang Patel	Technology	Design	M1.1, M1.2	UX/UI, user research
Shivang Patel	Technology	DevOps	M1.1	Deployment, infrastructure
Parth C	Product	Domain Knowledge	M1.1	GOI laws/articles, legal rules → specs
Parth C	Product	Strategic Alliance	M1.3, M1.4	Industry partnerships, key accounts
Parth C	Product	BD	M1.3, M1.4	Open doors, close contracts

Owner	L1	L2	Milestone	Responsibility
Shivang + Parth	Business	Sales & Marketing	M1.2, M1.3	Joint demos, GTM
Munish Jhaveri	Business	Growth Plan & Business Model	M2.1	Pricing, unit economics, GTM strategy, scaling roadmap
Munish Jhaveri	Business	Finance	M2.1	Books, runway, cash flow
Munish Jhaveri	Business	Operations	M2.1	Admin, legal, compliance
Munish Jhaveri	Business	Fundraising	M2.1, M2.2	Deck, investor outreach, Series A close

Decision Authority Matrix

Scenario	Who Decides	Why
Legal accuracy (GOI compliance, law interpretation)	Parth C	Domain expert. Non-negotiable.
Product/UX (how feature works, UI, flow)	Shivang Patel	Product owner. User research backs decision.
Technical feasibility (can we build it?)	Shivang Patel	Engineering owner.
What to build next (prioritization)	Shivang Patel	Product owner decides roadmap.
Pricing, positioning	Joint (Shivang + Parth + Munish)	Business decision, all input matters.

Deadlock Resolution

Priority	Resolution Method
1	Domain issue → Parth C wins
2	Product/UX/Tech issue → Shivang Patel wins
3	Still stuck → Customer data breaks tie
4	Final fallback → CEO (Shivang Patel) makes call

Working Model

Builder	Domain Expert	Business Owner
Shivang Patel	Parth C	Munish Jhaveri
User research (5 customers)	GOI laws/articles expertise	Growth plan & business model
Bring trends/patterns	Define compliant solution	Financial planning & runway
Design + build technology	Validate design fits legal practice	Investor relations & fundraising
Own product decisions	Own legal accuracy	Own business operations

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