

GROWTH PLANNING CHART

VERSION 1.0.4

PROJECT NAME
PROJECT LEAD
TARGET DEADLINE

STATUS	GROWTH PHASE	KEY OBJECTIVES & KPIS	RESOURCE REQUIREMENTS
	01. Market Foundation	Define MVP, Core USP, & Target Personas	Market Research Tools, Lead Analyst
		Establish baseline conversion metrics	
	02. Traction & Testing	A/B testing marketing channels; 10% WoW growth	Ad Spend Budget, CRM Access
		Optimize landing page performance	UI/UX Designer (Part-time)
	03. Scaling Strategy	Automate lead gen; Expand to secondary markets	Automation Suite, Sales Hire
		Scale infrastructure to support 5x traffic	DevOps Engineer

STATUS	GROWTH PHASE	KEY OBJECTIVES & KPIS	RESOURCE REQUIREMENTS
	04. Maturity & Moat	Retention optimization; Referral loops	Customer Success Team

STRATEGIC NOTES & RISK MITIGATION