

# PROJECT GROWTH STRATEGY

Strategic Business Management Framework

Project ID: \_\_\_\_\_  
Quarter: Q\_\_ / 2024

| GROWTH PHASE    | KEY OBJECTIVES                             | SUCCESS METRICS                     | MILESTONE CHECKLIST       |
|-----------------|--------------------------------------------|-------------------------------------|---------------------------|
| 1. Foundation   | Infrastructure setup & Resource allocation | Team Capacity %<br>Budget Burn Rate | Core Team Hire            |
|                 |                                            |                                     | Tech Stack Sync           |
|                 |                                            |                                     | Risk Assessment           |
|                 |                                            |                                     | Budget Approval           |
| 2. Penetration  | Market entry & Brand positioning           | Market Share %<br>Lead Gen Volume   | Channel Setup             |
|                 |                                            |                                     | Content Strategy          |
|                 |                                            |                                     | Competitor Audit          |
|                 |                                            |                                     | Beta Testing              |
| 3. Acceleration | Revenue scaling & Operational efficiency   | CLV (Value)<br>CAC Ratio            | Automation Implementation |
|                 |                                            |                                     | Upsell Framework          |
|                 |                                            |                                     | Process Optimization      |
|                 |                                            |                                     | Scaling Logistics         |
| 4. Maturity     | Sustainable growth & Market dominance      | Churn Rate<br>NPS Score             | Retention Program         |
|                 |                                            |                                     | Brand Advocacy            |
|                 |                                            |                                     | Efficiency Audit          |
|                 |                                            |                                     | New R&D Cycle             |

STRATEGIC NOTES & OBSERVATIONS

