DECISIONFLOW

Commercial Scaling and Channel Economics Report

Growing paid adoption through bounded channels, transparent packaging, and observed unit economics

CONTROLLED SCALE PHASE | Version 1.0 | Illustrative 12-month bounded-growth program

EVIDENCE & PUBLISHING INTEGRITY

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Control	Definition
Document code	CS-03
Version / status	2.0 — Final Public Portfolio Edition — Simulated Controlled-Scale Scenario
Baseline / author	14 July 2026 - Min Thu Kyaw
Scenario horizon	Illustrative 12-month period after Deliver; outcome data is simulated.
Lifecycle continuity	Actual MVP -> assumed productionization -> simulated Launch -> Qualify -> Deliver -> Controlled Scale.
Scale decision	Grow the individual workflow within tested customer, AI, commercial, support, and capacity boundaries.
Scope boundary	No broad collaboration, integrations, richer ingestion, multilingual promise, SSO, or enterprise-platform claim.
Evidence rule	Actual, assumed, simulated, target, and recommendation statements are separated.

Actual Project Artifacts

Artifact	Reference
Low-Fidelity Prototype	View prototype
High-Fidelity Prototype	View prototype
MVP Frontend Repository	Open repository
MVP Backend Repository	Open repository

Contents

Commercial Objective

Commercial scale seeks repeatable paid demand for the released individual workflow. It does not use enterprise-style promises to improve short-term conversion. The commercial system must remain consistent with product scope, support capacity, AI cost, and observed retention.

Commercial gate	Threshold
Paid logo retention	>=80% over the defined 90-day cohort.
Gross-profit payback	<=12 months by channel.
Gross margin	>=80%.
Support-adjusted contribution	>=60%.
Channel concentration	No single new channel accepted as repeatable without cohort-quality evidence.
Scope integrity	No sale depends on unshipped collaboration, integration, or enterprise controls.

Packaging and Entitlement Boundary

Package	Released value	Not included
Starter	Limited decision volume, core AI workflow, personal history and retrieval.	Collaboration, integrations, enterprise controls.
Professional	Higher usage, advanced templates, richer personal exports where released, priority support.	Shared workspace, SSO, admin, broad ingestion.
Team concept	Discovery artifact only.	Not sold or contracted.
Enterprise concept	Design-partner research only.	No current product, SLA, compliance, or security claim.

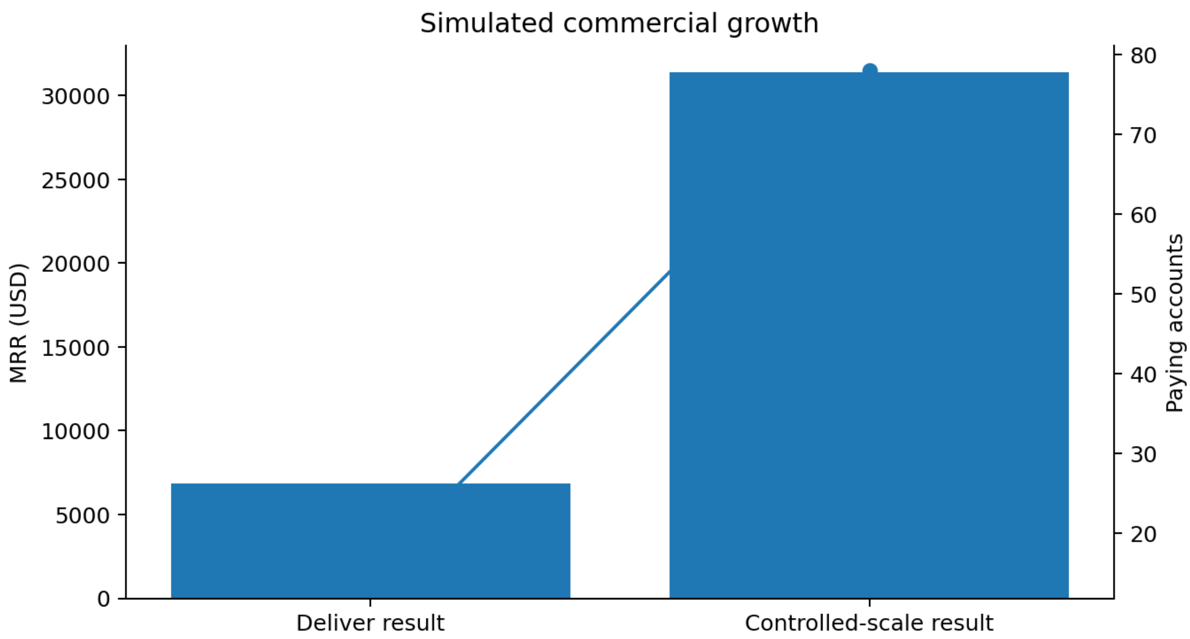
Packaging rule - Entitlements map only to deployed and tested capabilities. Sales materials, checkout, onboarding, and support documentation use the same product boundary.

Channel Portfolio

Channel	Role	Simulated evidence	Decision
roduct-led inbound	Primary channel from case-study content, templates, search, and referral.	Healthy activation and 10.4-month payback.	Continue.
artner referrals	Selected coaches, consultants, and product communities.	18% of MRR; 9.7-month payback; good segment fit.	Qualified second channel.
argeted outbound	Small experiment for high-frequency roles.	Higher support and 14.8-month payback.	Pause / refine.
nterprise sales	Potential future channel.	Requires unbuilt product and procurement surface.	Not active.

Channel control	Practice
ohort quality	Activation, W24, paid retention, support and payback reported together.
o vanity acquisition	Traffic and leads do not qualify a channel without retained paid value.
ffer consistency	No custom promise outside current product and support policy.
xperiment cap	Budget and cohort size are bounded before launch.

Commercial Results



Commercial growth

Measure	Deliver result	Controlled-scale result	Assessment
Paying accounts	15	78	Meaningful increase; still a focused market.
MRR	$6,840	$31,420	Supports standalone operation in the scenario.
Average revenue per account	$456	$403	Mix broadened toward smaller Professional accounts.
90-day paid logo retention	86.7%	88.5%	Healthy for the controlled cohorts.
Expansion revenue share	Not established	8%	Limited because product remains individual.
Partner-sourced revenue share	Not established	18%	Second channel contributes without dominating.

Unit Economics

Measure	Simulated result	Interpretation
Gross margin	85.5%	AI and infrastructure costs remain compatible with software economics.
Support-adjusted contribution	65%	Self-service and support improvements pass the growth gate.
Variable AI cost / finalized decision	$0.23	Lower than Deliver result of $0.29.
Observed blended payback	10.2 months	Passes <=12-month gate.
Product-led payback	10.4 months	Qualified primary channel.
Partner payback	9.7 months	Qualified second channel.
Targeted outbound payback	14.8 months	Fails gate and is paused.
Sensitivity	**Risk**	
AI cost +50%	Contribution remains positive but model-routing and pricing review trigger.	
Support contacts return to 0.30/activation	Contribution falls below scale target.	

Measure	Simulated result	Interpretation
Paid retention falls below 75%	LTV and payback no longer support current acquisition.	
W52 retention remains below 50%	Limits long-run expansion and raises maintain/harvest strategic option.	

Revenue Quality and Risk

Risk	Evidence	Control
Small-market concentration	Most value comes from frequent decision owners.	Keep TAM claims bounded and test adjacent jobs deliberately.
Low expansion within individual product	Expansion revenue is 8%.	Do not invent team upsell; assess standalone ceiling honestly.
Channel dependence	Product-led and partner channels dominate.	Maintain two-channel discipline and avoid unqualified outbound spend.
Feature-led selling	Some prospects ask for collaboration and integrations.	Mark as not available; do not close with roadmap promises.
Annual retention uncertainty	W52 is 46.9% among activated users.	Use longer cohort economics in strategic review.

Commercial Decision

Decision - COMMERCIAL SCALE IS QUALIFIED WITHIN STARTER AND PROFESSIONAL PACKAGES AND TWO CONTROLLED CHANNELS. Targeted outbound is paused, and enterprise packaging remains unavailable.

- Continue product-led and selected partner acquisition while payback and retention remain within gates.
- Optimize the Professional package around templates, accountable records, and individual retrieval value.
- Use W52 retention and limited expansion revenue to inform the standalone-product strategic review.
- Do not use future collaboration or enterprise concepts to inflate current commercial performance.

Evidence discipline: replace all simulated controlled-scale values with observed, reproducible results before presenting them as actual product performance.