DECISIONFLOW

Controlled Scale Results and Strategic Review

Assessing repeatability, standalone-product limits, and the next investment path

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-07
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

Review Objective and Decision

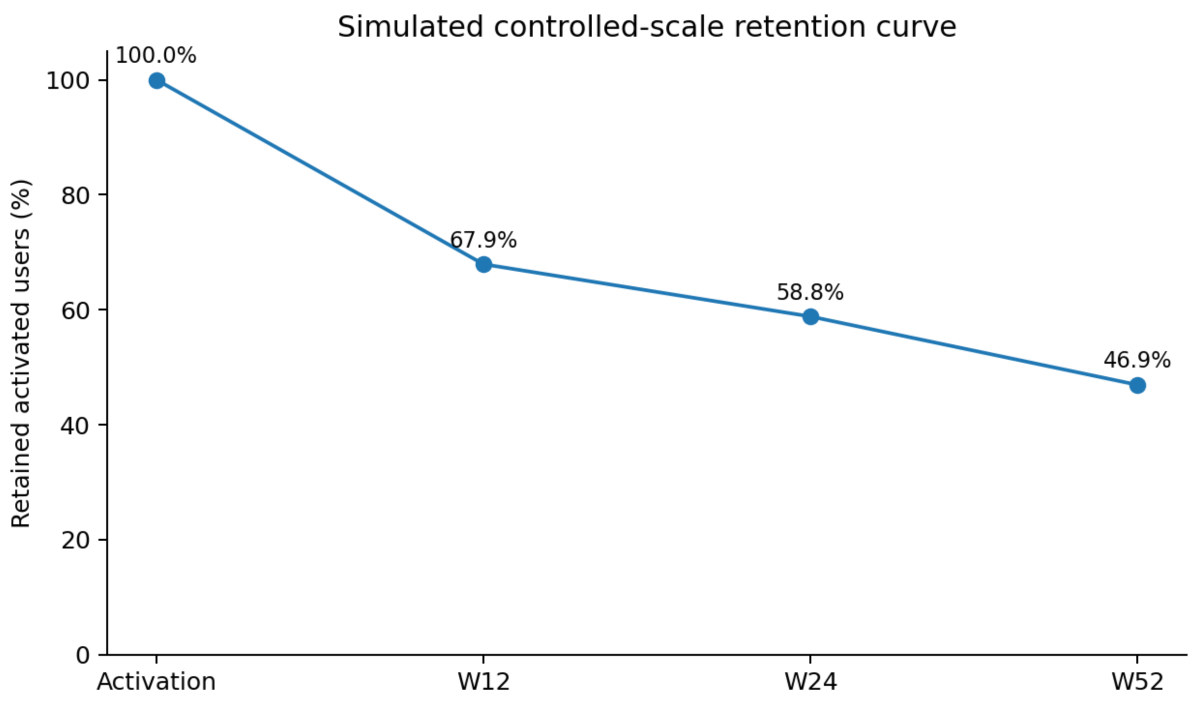
This review determines whether the controlled-scale program produced repeatable value and whether DecisionFlow should accelerate, continue within bounds, fund a broader platform, maintain the core, seek a partner, or prepare for eventual retirement.

Review decision - MAINTAIN CONTROLLED SCALE AND OPEN A STANDALONE-PRODUCT STRATEGIC REVIEW. The individual core is valuable, trusted, and economically supportable, but long-horizon retention, limited expansion revenue, and the cost of enterprise transformation argue against broad acceleration.

Planned Versus Delivered

Planned condition	Simulated outcome	Assessment
W24 retention >=55%	58.8%	Pass
Measure W52 retention	46.9%	Measured; meaningful but reveals ceiling.
Second acquisition channel	Partner referrals qualified at 9.7-month payback.	Pass
AI gates maintained	All quality gates pass; ECE 0.065.	Pass
Support contribution >=60%	65%	Pass
80-job capacity	43s p95 / 0.8% failures.	Pass
No unqualified platform expansion	Collaboration/integrations/enterprise remain discovery only.	Pass
Enterprise rebuild business case	Not supported by current evidence.	Not approved, by design.

Customer and Product Outcomes



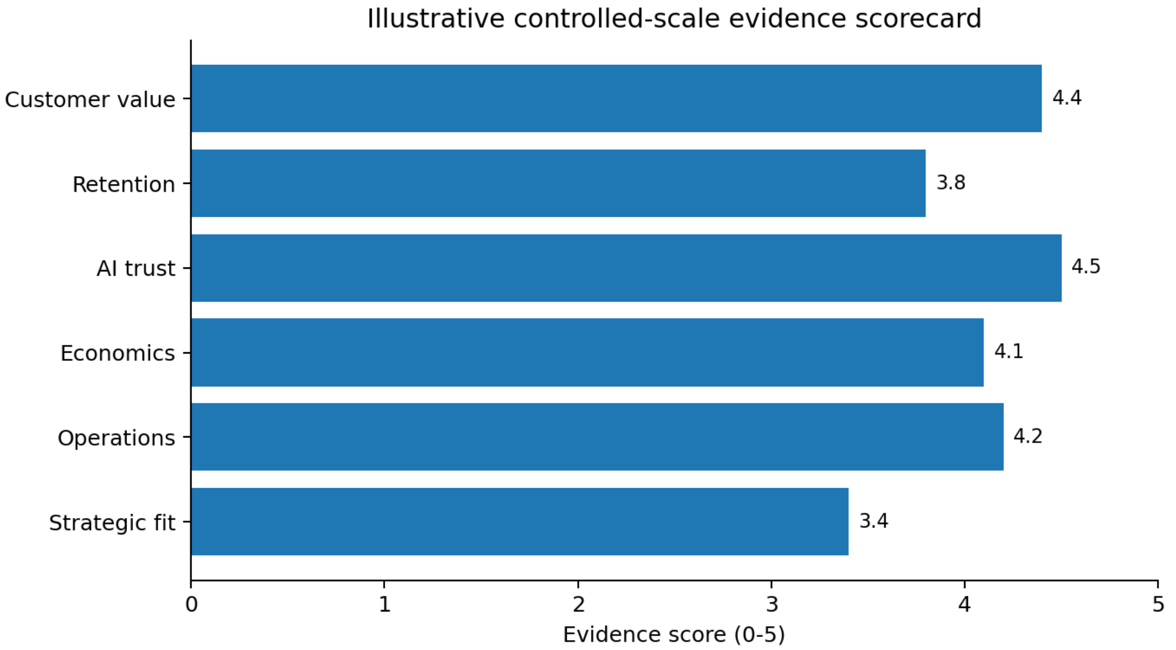
Retention outcome

Measure	Controlled-scale result	Meaning
Activated users	520	Large enough for more meaningful segment/cohort analysis in the scenario.
Start-to-finalize	84.1%	Core workflow remains usable at higher volume.

Measure	Controlled-scale result	Meaning
Second decision in 30 days	75.4%	Strong repeated-use evidence.
W24 retention	58.8%	Qualifies continued beachhead scale.
W52 retention	46.9%	Durable for many users but below a universal recurring-workflow profile.
PMF very disappointed	48.6%	Strong among the beachhead; not broad-market proof.

- The product creates meaningful value for frequent decision owners.
- Usage is naturally episodic for some roles; daily engagement is not an appropriate universal target.
- Requests for collaboration represent a different product and operating model, not a simple retention feature.

AI, Commercial, and Operational Outcomes



Controlled-scale evidence scorecard

Dimension	Simulated evidence	Assessment
AI trust	Owner 93.4%; due date 92.5%; hallucination control 98.1%; ECE 0.065.	Strong within approved use case.
AI economics	$0.23 per finalized decision; 24s p95; 0.6% fallback.	Healthy and improving.
Commercial	78 paying accounts; $31,420 MRR; 88.5% paid logo retention.	Meaningful controlled business.
Channel repeatability	Product-led and partner channels pass payback gates.	Two channels qualified.
Service economics	85.5% gross margin; 65% support-adjusted contribution.	Healthy within scenario.
Reliability	99.97% availability; 80 jobs pass; 150 jobs fail gate.	Bounded capacity is clear.
Incidents	0 critical; 1 simulated high-severity incident resolved.	No unresolved blocker; learning retained.

Strategic Constraints

Constraint	Evidence	Implication
Long-horizon retention ceiling	W52 retention 46.9%.	Standalone recurring demand is meaningful but finite.
Limited expansion revenue	8% of revenue.	Individual product has limited account expansion without changing scope.
Enterprise gap	No shared workspace, SSO, admin, audit, integrations,	Enterprise move requires major new

Constraint	Evidence	Implication
	or procurement capability.	product/architecture/GTM investment.
Collaboration demand fragmentation	Requests range from comments to formal approvals and complex integrations.	No single simple collaboration feature solves the segment.
Capacity investment step	80 jobs pass; 150 jobs do not.	Broader scale requires new infrastructure investment.
Market concentration	Strongest evidence in frequent individual decision roles.	Broad horizontal positioning is not justified.
Provider dependence	Primary AI route remains material.	Long-term risk and margin require ongoing governance.

Options Evaluated

Option	Benefits	Costs / risks	Assessment
Accelerate broad standalone growth	More customers and revenue.	Retention ceiling, capacity, and broader-market uncertainty.	Reject.
Fund enterprise collaboration rebuild	Larger contracts and expansion potential.	Major multi-tenant, security, workflow, support, and GTM investment.	Not justified.
Continue controlled scale	Preserves customer value, revenue, learning, and optionality.	Growth remains bounded.	Selected near-term.
Partner / license capabilities	Potential distribution and reduced standalone GTM burden.	Partner fit and control uncertainty.	Investigate.
Integrate into another platform	Preserves strongest AI/evaluation/workflow assets.	Requires strategic host product.	Investigate.
Maintain / harvest	Serve existing customers with lower investment.	Reduced innovation and slower growth.	Future option.
Retire responsibly	Ends standalone cost and risk while preserving assets.	Customer transition and lost future upside.	Future option if review thresholds fail.

Final Recommendation and Next Horizon

Final recommendation - CONTINUE THE CURRENT PRODUCT AT CONTROLLED SCALE FOR A DEFINED REVIEW HORIZON, while evaluating partner/license, capability-integration, maintain/harvest, and retirement paths. Do not fund a broad enterprise rebuild on current evidence.

Next horizon	Action	Decision trigger
0-6 months	Serve validated segments; preserve quality, reliability, and bounded acquisition.	Failed safety, contribution, retention, or capacity gate.
Strategic review	Quantify standalone economics and reusable asset value.	Executive option decision.
Partner / integration	Assess platforms that value the decision workflow and AI assets.	Credible partner and transition case.
Enterprise	Reassess only with funded multi-user value and security evidence.	Separate qualification.
Retirement readiness	Keep export, contract, decommissioning, repository, and knowledge-transfer plans current.	Standalone investment falls below threshold.

- The controlled-scale phase is successful: the product grows without losing its core quality, economics, or operational discipline.
- Success does not remove the obligation to examine the standalone product's strategic ceiling.
- A later retirement decision can be responsible and value-preserving rather than evidence of product failure.

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