SIMULATION. Zairly has not launched; every result here is made up.

They came. Did they finish?

Zairly: the first year, and the next one

Management review, January 2028. Drafted with Claude Code; not from a job.



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Two goals reached, and the one that matters missed

1,000

owners counted

goal 800 — Reached

12

partners

goal 10 — Reached

29%

finished December

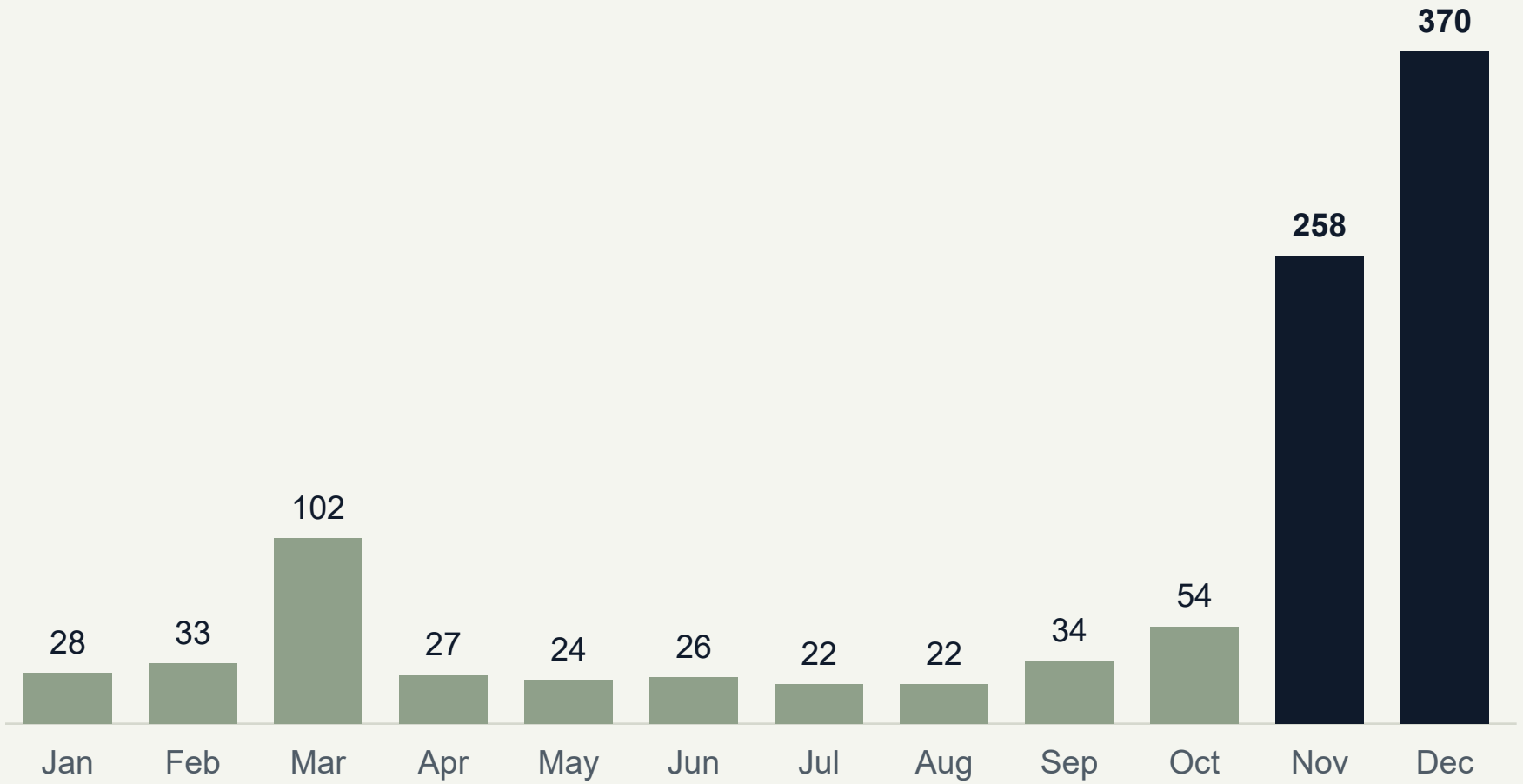
goal 35% — Missed

What we ask today: partners first in year two, repairs before features, and a date on which we stop if it does not work.

December = the yearly coordination. The March step is still ahead, so who stayed on the track can't be read yet. Counts are lower bounds. Shares come from people who agreed to be counted and tapped "done", so they probably flatter us.

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Almost two thirds of the year came in two months



63%

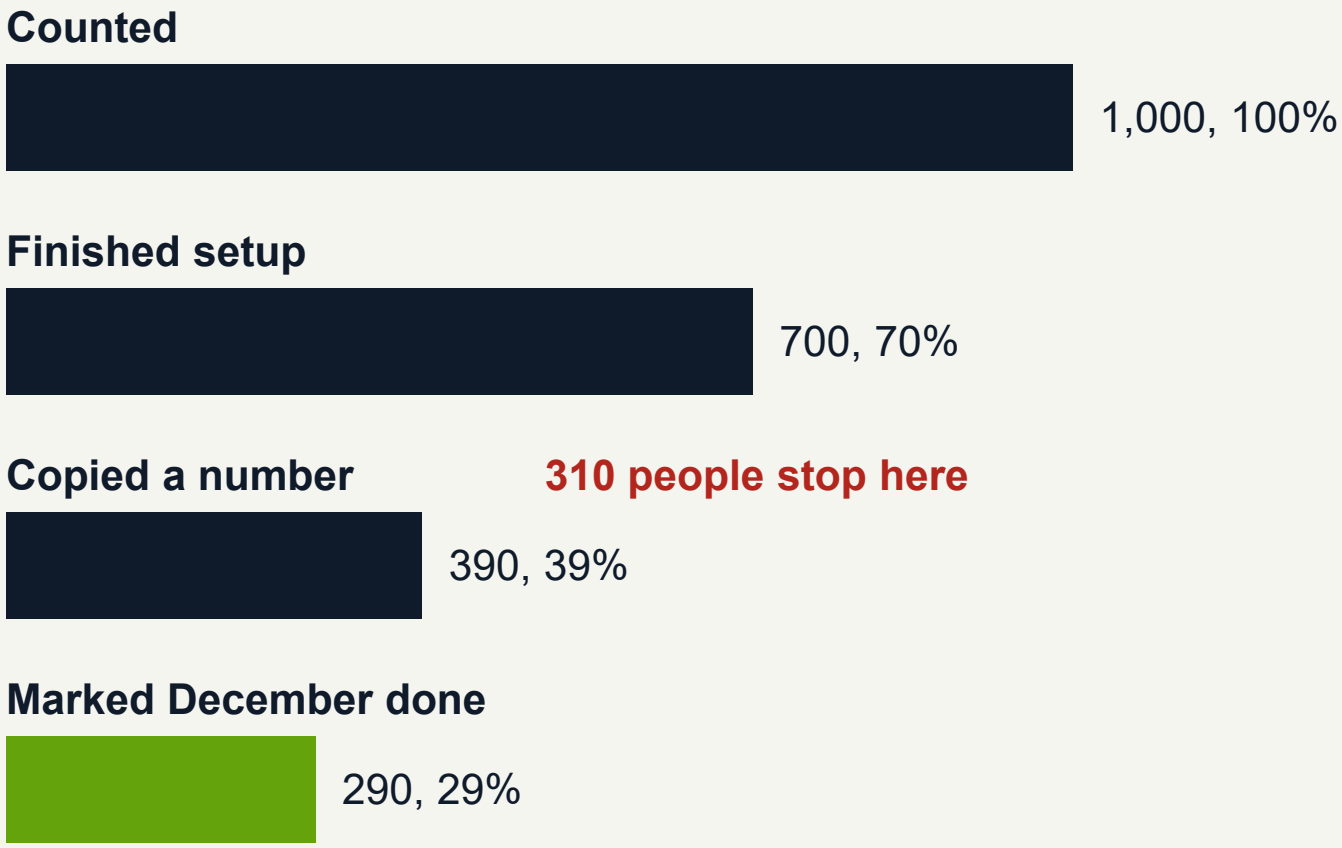
came in November and December. Without the ads: 50%

56%

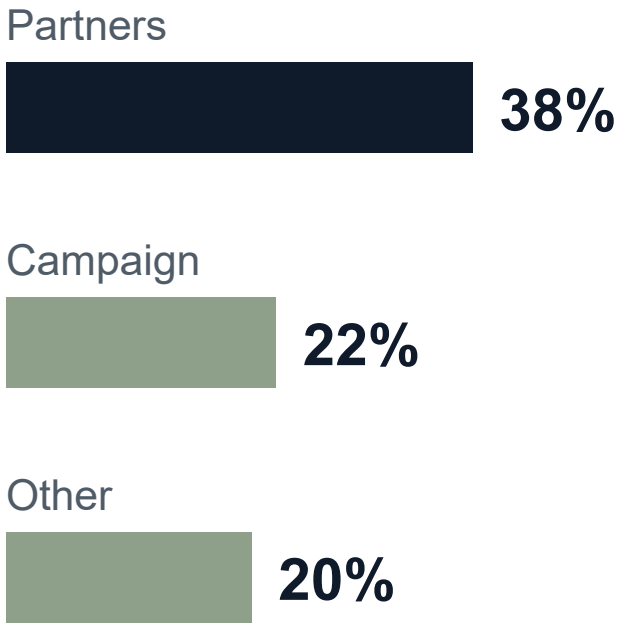
of those who started by March opened the app again in Nov or Dec

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The hole is between setup and the first number



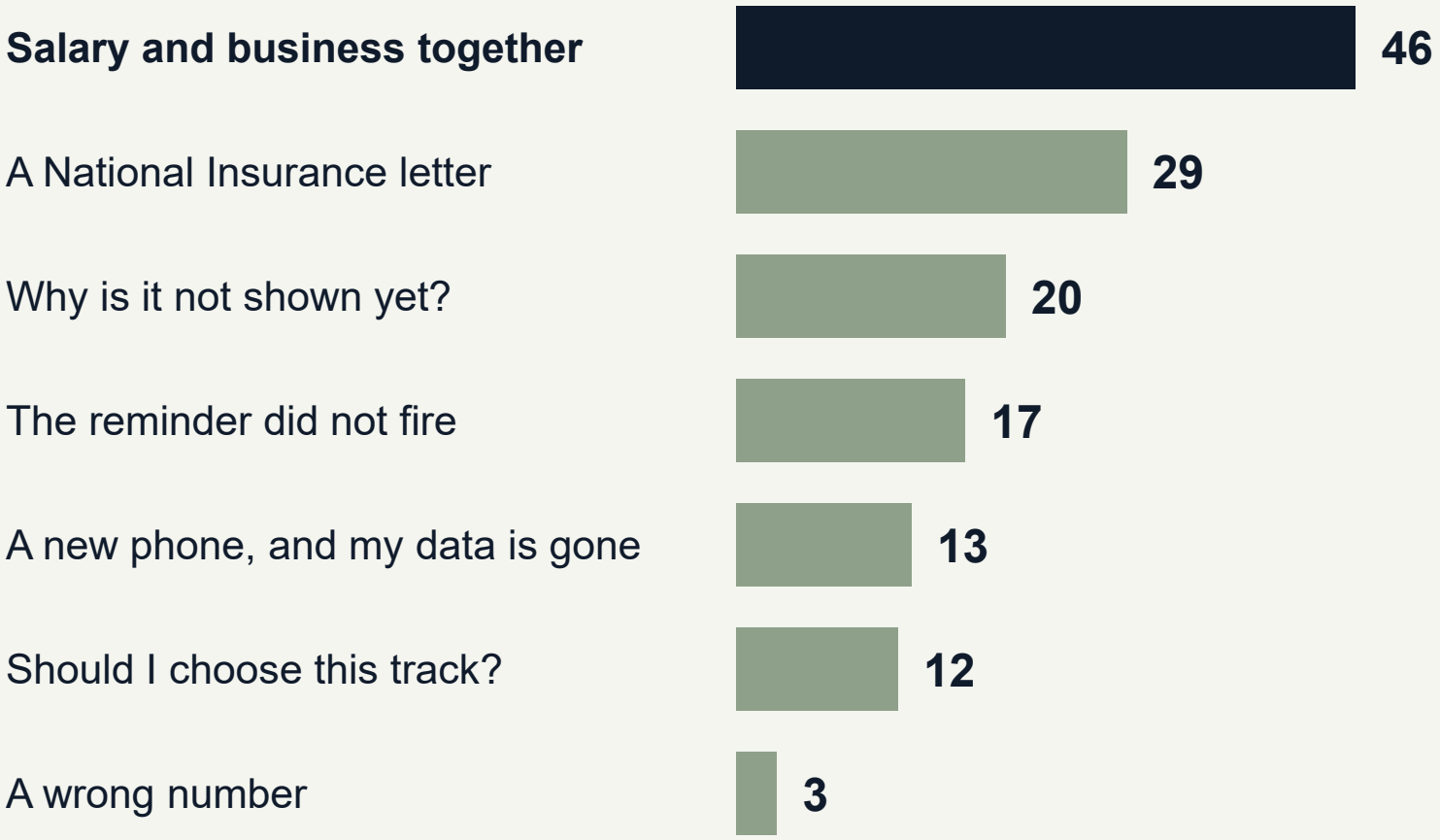
Finished, by how they came



Different people, so not a fair test

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The questions point at the same place



148

questions, 8 of them not shown

31%

are one topic: a salary and a business together

3 of 3

wrong numbers paused the same day

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Partners: two need us this month

Partner	Renewal in	Finished	Health	Next step
Beauty trade school	36 days	30%	At risk	Find the new contact this week, then a recovery plan
Student union North	46 days	44%	Watch	Renewal talk now, with one session for members
Tutors' guild	31 days	44%	Healthy	Renewal talk now, and a second contact
Courier co-op	107 days	19%	At risk	Close the open questions, then one joint session
Home bakers' club	101 days	too few	Not enough data	Ask who our contact is, in writing
Photographers' collective	126 days	too few	Not enough data	Invite again; too few to judge

12 partners: 3 healthy, 3 to watch, 2 at risk, 4 too small to judge. 4 renewals in 90 days, worth 16,600 of 47,800 shekels.

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Four fake doors, and one yes

Income from a file
71 of 310 tapped



Build it, after the guide

Export for my accountant
53 of 296 tapped



Not passed: it may be 14%

A reminder in WhatsApp
162 of 305 tapped



No. It needs a phone number

Russian and Arabic
16 of 320 tapped



No conclusion: asked the wrong people

Dot: share that tapped. Line: 95% interval. Red dashes: the pass mark.

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Four product decisions for year two

Build

A guide for owners with a salary

31% of the questions. 54% of those who coordinated for 2025 also have a salary (official data).

Build

Alarms that fire, and a backup in time

17 people wrote that no alarm came, 13 that their data was gone. First we find out why.

Build

A partner page with totals only

Today it is an email by hand. Groups under 30 get no number, and neither do we.

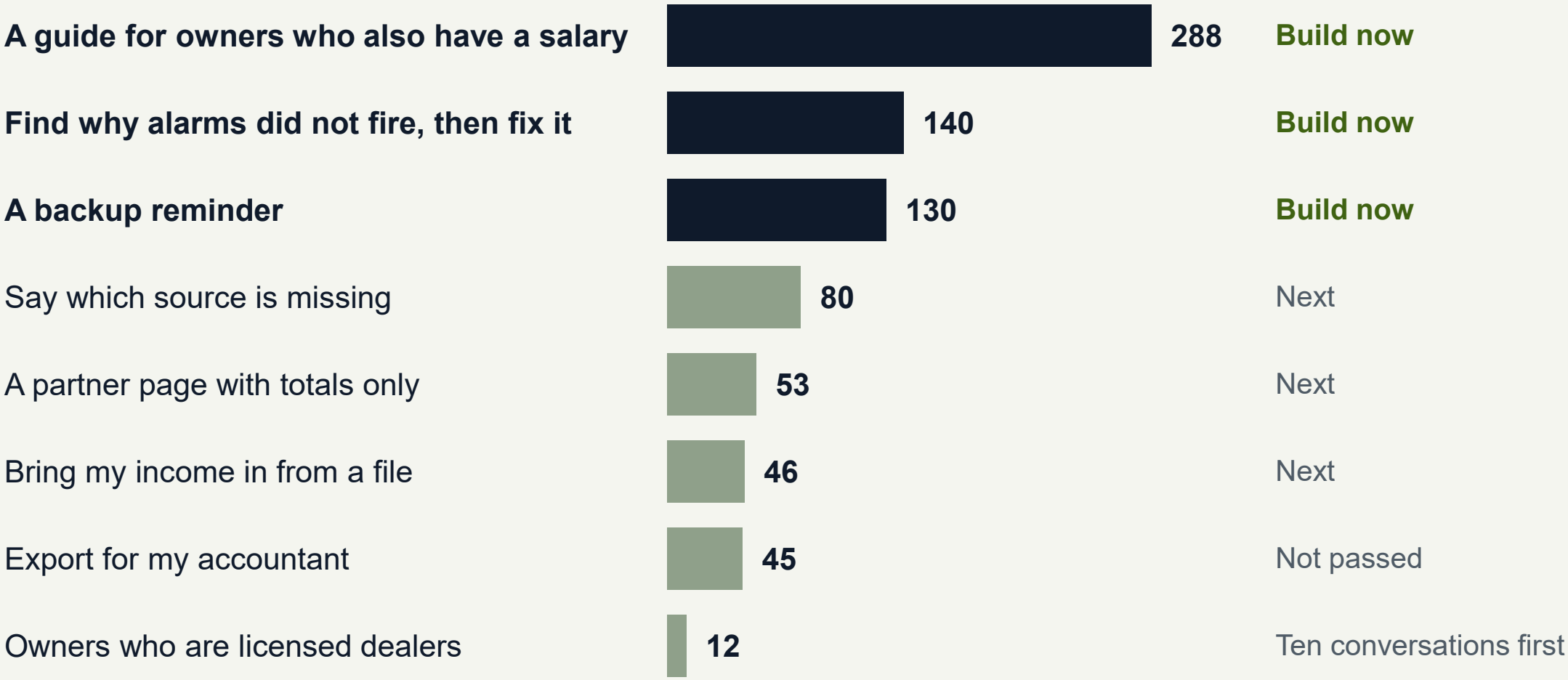
Do not build

WhatsApp reminders

53% tapped. It needs a phone number and a server, and our first screen promises no IDs.

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The backlog, by RICE



Not in the list: receipt photos (6), Russian and Arabic (6), WhatsApp (0, a rule forbids it). Five weeks for the three at the top.

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Where it can grow, and the cheapest way to find out

1	**More partners like the ones that work** Guilds and professional circles, not schools	Offer it to 8. Drop it if fewer than 3 say yes by May
2	**Owners who are licensed dealers** The track is open to them, and our guides are not	Ten conversations. Drop it if fewer than 4 need a guide
3	**Russian and Arabic** Through partners who serve these communities	One guide, by hand, in 2 partners. Drop it if under 30 open it
4	**The months between the steps** A reason to open the app from April to September	One card inside the app, no message. Drop it if under 1 in 5 of those counted opens it

The road: four stops and one stop sign



January to March

Salary guide, alarms, backup

Three renewals decided

April to June

Missing source, partner page, new partners

Five renewals decided

July to September

Income from a file

6 of the 8 partners with a number ask for it again

October to December

Autumn campaign, partners first

35% finish the December step

The stop sign

From January to April of the first year, without ads, 45 of 94 who finished setup copied a number: 48%. On 1 May we look at the same months. The low end of the 95% interval must be above 48%: 58 of 100, or 47 of 80. Less than that, or fewer than 80 people: the autumn money is not spent.

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The decision we need today

A

More campaign

24,000 shekels of ads. About 100 more owners finish December (80 to 125).

B

We recommend

Partners first

12,000 for up to five new partners, 12,000 of ads only if the 1 May line holds. About 125 more finish if both work, about 45 if three join and the ads stop.

C

Pause and fix

No new money in 2028. Repair two partners, ship the three repairs, and measure again.

One yes today, one number on 1 May, one owner for each.