SAMPLE CLIENT DELIVERABLE

Zero to Scale Blueprint

The Complete Business Lifecycle Blueprint

Prepared for: Mopilya.com

Space-saving metal & wood furniture for modern Egyptian homes

Cairo, Egypt · B2C E-Commerce Furniture · Founded 2019

About this sample

This is a real, worked example of the OpexEdge Zero to Scale Blueprint, built using Mopilya.com's actual business data. It illustrates exactly what a completed client deliverable looks like: real numbers, benchmarked against current industry data, mapped to named operational-excellence methodologies — covering the full arc from zero (feasibility) to scale (institutionalized, customer-centric operations). Prospective clients receive this level of specificity and rigor for their own business.

Executive Summary

Mopilya.com is a Cairo-based, founder-led e-commerce furniture business (space-saving metal & wood furniture for modern Egyptian homes), operating since 2019. Across a systematic 9-month market test, an operational build-out, and 211 completed orders generating EGP 731K in revenue, Mopilya has proven real customer demand — but is currently blocked by a specific, quantifiable unit-economics gap rather than a demand problem.

Where Mopilya stands today

Stage	Status
1 — Feasibility & Lean Validation	✓ Complete — demand validated with statistically credible funnel data
2 — Operational Build-Out	✓ Complete — suppliers, warehouse, courier, and outsourced growth functions in place
3 — Unit Economics & Capital Validation	◐ In progress — currently the active bottleneck (see below)
4 — Organization & Industrialization	○ Not yet started — gated behind Stage 3
5 — Process Standardization & Quality	○ Not yet started — gated behind Stage 4
6 — Performance Management & Scale	○ Not yet started — gated behind Stages 4–5
7 — Customer Service & Experience	○ Foundational only — founder-led, no formal system yet

Top 3 priorities, in order

- **Fix the Stage 3 unit-economics gap first: shift from buy-per-order to bulk purchasing on 1–2 proven hero SKUs to move COGS from ~70% toward ~40%, flipping contribution/order from –EGP 57 to positive.**
- **Raise the right-sized, right-audience capital: position the EGP-equivalent of a ~$200K ask to angel syndicates/micro-VCs comfortable with bridge-sized checks — not an institutional seed fund — with the 90-day proof plan as the centerpiece of the pitch.**
- **Do not build the organization, ERP, or production facility (Stage 4) until the Stage 3 gate is cleared: positive contribution/order AND 60%+ sell-through within 45 days.**

STAGE 1

Feasibility & Lean Validation

Methodology: Lean Startup (Ries) — Build-Measure-Learn; Customer Discovery (Blank) — "smoke test" MVP

What you told us

- Market gap identified: ~$2B total Egyptian furniture market, <$20M online in 2018 (grown to ~$200M online today)
- Pain point: traditional furniture is expensive and poorly suited to modern, small homes
- Validation method: live storefront + Meta paid ads across a wide SKU range, tracking the full funnel — a textbook "smoke test" MVP
- Investment: $1,000/month over 9 months → 90 orders/month, 11x ROAS

Your funnel, benchmarked against 2025–26 industry data

Metric	Mopilya vs. Industry Benchmark
Add-to-cart rate	35% vs. industry 5–10% — far above norm (expected for a curated smoke test)
Checkout initiation	7% — denominator convention should be clarified for precise benchmarking
Conversion rate	2% vs. industry healthy range 1.8–3% — squarely in the healthy zone ✓

✓ **Verdict:** Your Stage 1 validation was statistically credible, not a fluke. The 3 categories you landed on (kitchen organizers, dressings, study desks) were the correct output of this process.

STAGE 2

Operational Build-Out

Methodology: Weighted supplier scorecards; make-vs-buy / outsourcing decision framework

What you told us

- 3 suppliers selected via a scoring system (cost, quality, MOQ, lead time)
- 200 sqm warehouse, 3 fulfillment staff, courier selected for furniture-capable delivery
- Marketing, sales, and customer service outsourced to an agency; sourcing and oversight kept founder-led

Recommended upgrade: assign explicit weights

Criterion	Recommended weight
Quality	35%
Delivery / lead time	30%
Cost	25%
MOQ flexibility	10%

✓ **Verdict:** Your make-vs-buy split (outsource growth functions, keep sourcing in-house) matches textbook practice. Formalizing supplier weights turns an intuitive process into a defensible, repeatable one.

STAGE 3

Unit Economics & Capital Validation

Methodology: Contribution-margin analysis; startup funding-stage taxonomy; Blank's Customer Validation gate

Your numbers

Metric	Value
Completed orders / revenue to date	211 orders / EGP 731K
AOV	EGP 1,745
COGS %	~70% (buy-per-order)
Gross profit / order	EGP 352
CAC / order	EGP 409
Contribution / order	–EGP 57 (currently losing money per order)

! **Diagnosis:** The gap is COGS, not demand or CAC. Bulk-buying in 50-unit batches drops COGS toward ~56% (margin 30%→44%); reaching ~40% COGS via the $80K stock investment is the profitability threshold.

Your capital ask, positioned correctly

A ~$200K ask (80K stock / 30K ads / 50K operations / 30K headcount / 10K reserves) sits below a typical institutional seed round ($1.5–6M) and closer to a large angel/bridge round. Target angel syndicates and micro-VCs comfortable with pre-seed/bridge-sized checks who value a specific, falsifiable proof plan — not tier-one seed funds.

The 90-day gate (do not skip)

- Month 1: validate 3–5 hero SKUs by orders, margin, visual appeal, low return risk
- Month 2: bulk-buy 1–2 proven winners in 50-unit batches, staged delivery/payment
- Month 3: run stable, uninterrupted 30-day ad campaigns; measure CAC, sell-through, contribution/order
- **Gate: proceed to scale ONLY if contribution/order is positive AND sell-through reaches 60%+ within 45 days**

STAGE 4

Organization & Industrialization

Methodology: Greiner's organizational growth model; RACI accountability matrix

You have not yet entered this stage — correctly, since it is gated behind the Stage 3 proof. Once cleared, here is what to build:

Recommended functional org (first hires, in order)

- 1. Operations/Supply Chain Lead — relieves the founder's current sourcing + complaint-resolution bottleneck
- 2. Growth/Marketing Lead — owns CAC/ROAS as spend scales
- 3. Merchandising/Product Lead — owns the hero-SKU roadmap and margin per SKU
- 4. Finance — owns cash flow and the working-capital deployment of the raised capital
- 5. Customer Service Lead — formalizes what the founder currently does personally

Systems

Recommended ERP: Odoo (Egyptian-partner implementation ~EGP 125,000–180,000), phased — Inventory/Sales/Purchasing/Accounting first, MRP once the production cell (if pursued) launches.

✗ **Gate reminder:** Do not hire a full management layer or build a production facility until the Stage 3 gate is cleared — the factory is the least reversible move and must be earned.

STAGE 5

Process Standardization & Quality Systems

Methodology: SOP documentation discipline; ISO 9001:2015 Quality Management System

Not yet started — gated behind Stage 4's organization build. When you reach this stage:

Item	Estimate for a business your size
Gap analysis + documentation	$3,000–$10,000
Training	$500–$1,500+
Certification-body audit (if pursued)	$3,500–$8,000
Total realistic range	~$7,000–$20,000, 3–9 months

! **Recommendation:** Decide certification vs. internal-only QMS based on whether Stage 6 leads you toward GCC export or B2B/institutional buyers — those buyers often require formal ISO 9001 as a contract prerequisite.

STAGE 6

Performance Management & Scale

Methodology: KPI dashboards + OKR cycles; the Ansoff Product-Market Growth Matrix

Not yet started. When you reach this stage, rank your growth moves by risk using the Ansoff Matrix:

Move	Risk / Priority
Market penetration — more of the same hero SKUs, same Egyptian market	Lowest risk — do first
Market development — GCC export, or a B2B/contract-furniture channel	Moderate risk — do second
Product development — expand toward a 7–12 SKU portfolio	Do only after penetration + development are underway
Diversification — new products AND new markets at once	Highest risk — explicitly out of scope for now

STAGE 7

Customer Service & Experience

Methodology: NPS (Reichheld); CSAT; CES (CEB/Gartner) — the three-metric CX system

Currently founder-led (personal complaint resolution) with no formal tracking. Target bands to adopt once a system is in place:

Metric	Target for Mopilya
NPS	50+ good, 65–70+ excellent (e-commerce benchmark 45–50 average)
CSAT (post-purchase / returns)	80–85% general, 85%+ on returns resolution specifically
CES (1–7 scale)	5.0+ good, 6.0+ excellent — track returns/exchange CES separately given furniture-category return risk

✓ **Why this matters most for you:** Mopilya's original value proposition was trust and reliability versus fragmented local workshops — CES on returns/delivery is the metric that most directly measures whether that founding promise is being kept.

Your Next 90 Days

- **Days 1–30: Validate 3–5 hero SKUs; begin supplier negotiation for 50-unit bulk batches**
- **Days 31–60: Execute bulk purchase with staged delivery/payment; hold ad spend stable**
- **Days 61–90: Run the uninterrupted ad test; measure contribution/order and sell-through against the 60%/45-day gate**

This is a sample

This document illustrates the depth and format of an OpexEdge roadmap deliverable. Your own roadmap will be built from your completed Client Discovery Questionnaire and supporting data.

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