



Venture
On-the-Line

Prepared by
Noor and Dev

Date
Mon 2037-11-09

Venture month
Month 10

Headline: the answer or the ask

Reprice to \$189, route simple calls, keep selling calls

Key number 1
\$14 margin now

Key number 2
\$81 margin after

Key number 3
23 to break even

The decision

The decision, in one sentence

Reprice to \$189 and route calls to a second provider.

Kind of decision

- ☒ Reversible: a two-way door
☐ Hard to undo: a one-way door

Why now

Margin fell from \$50 to \$14 on 2037-11-01

Options considered (three, two lines each)

Option	Upside	Downside
Persist as is	\$14 margin, 43 to break even	Needs 43; has 12
Reprice and route	\$81 margin, 23 to break even	Customers may leave
Pivot to text only	\$57 margin, 11 to break even	Not what they asked for

Rule, and the date it was written

Of the options that sell what customers asked for, pick the lowest breakeven; written Mon 2037-11-09

Evidence

Evidence	What it showed
Interviews: calls vs text	5 of 5 said calls
Margin now	\$14
Est. margin after fixes	\$81
Customers now	12

Three things that would change my mind

More than 25 percent of customers leave. The second provider's score on our test set drops. A price cut.

Two goals for the company

Checkpoint (number or date)

What changed since last time

First memo chose a pivot on an unmeasured 11

Risks and what I do not know

Customers may leave; second provider quality

Decision or next step

Reprice to \$189 with a cap; route simple calls

Owner of the next step
Noor and Dev

Done by
Fri 2038-01-01