

## VI. KEY METRICS

Smash Labs will use specific and relevant to measure and manage the performance of the company. Data from each of the metrics will help us evaluate performance and be used to further optimize our division of resources to help achieve company goals.

	Metric	Purpose	Calculation	Analysis
Profitability	Revenue	Measure total income generated	Total sales revenue	Track revenue growth to monitor unusual activity and variability from projected costs to adjust pricing
	Cash Flow	Evaluate liquidity and solvency	Cash inflows - Cash outflows	Positive cash flow indicates financial health, maintaining a positive cash balance allows the company to have more financial freedom.
	Gross Profit	Assess profitability	Revenue - Cost of Goods Sold (COGS)	High gross profit signifies optimized costs.
	Return on Investment (ROI)	Evaluate the profitability of an investment	(Net Profit / Investment Cost) * 100	Higher ROI indicates a more profitable investment, this helps us identify underperforming locations, or potential new locations
Expansion	Customer Lifetime Value (CLV)	Estimate the total value of a customer over time	(Average Purchase Value * Purchase Frequency * Customer Lifespan)	Helps SMASH Labs maximize the revenue generated from one customer by increasing prices or revenue streams
	Customer Retention Rate	Measure the percentage of customers retained over a specific period	((Customers at the end - New customers acquired) / Customers at the start) * 100	High retention rates suggest customer satisfaction, increasing customer satisfaction helps us maintain positive customer experiences
	Customer Acquisition Cost (CAC)	Evaluate the cost of acquiring a new customer	Total cost of acquiring customers / Number of new customers	Compare CAC to CLV for cost-effective customer acquisition, maximizes the profit made per customer
Customer Base	Net Promoter Score (NPS)	Measure customer loyalty and satisfaction	Promoters (%) - Detractors (%)	Higher NPS indicates higher customer satisfaction and loyalty for recurring revenue
	Market Share	Assess the company's share of the total market	Work to further decrease the childcare deserts in Australia by healthy expansion and increase foothold in the market share	
Goals	Para Tennis Users	Assess the total number of para tennis players on our platform	Helps Smash Labs understand if our Para Tennis users are gaining and our model is increasing involvement in para tennis. Helps promote and gain interest.	
	Affordability	Ensure that our product is available to those that cannot afford Tennis Coaching	Over time, Smash Labs works toward affordability by reducing the cost of our Pro plan by \$5 for the first 3 years. Our companies pledge to continue reducing the price so that customers reap the benefits of profits.	