

Mission 5.1 - OKRs

- **Objective:** To create the most used online vehicle marketplace in North America in 1 year.-
 - **Key Result:** Increase conversion rate to 25% in six months
 - **Key Result:** Increase retention to 10% in one year
- **Objective:** To provide a convenient process for financing approval
 - **Key Result:** Increase adoption of new feature to 75% in 1 year.
- **Objective:** For users selling vehicles, allow users to reach as many customers as possible.
 - **Key Result:** Increase views for users selling vehicles by 50% from its previous view rate in 3 months