

Defining Key Metrics for Product–Market Fit

To monitor product–market fit and track sustainable growth, *Kind Visit* will implement measurable KPIs (Key Performance Indicators) across impact, engagement, and revenue dimensions.

Key Metrics Dashboard

Category	KPI	Target by 2026	Purpose
User Growth	Number of participants	2,000+ users/year	Measure adoption rate.
Retention	% of repeat or referred users	20%	Indicates satisfaction and organic growth.
NGO Partnerships	Active NGO partners	15–20	Supply-side engagement.
Activity Utilization	Avg. participants per activity	6–8	Operational efficiency.
Revenue Metrics	Total revenue	€25–30k	Financial sustainability.
Impact Metrics	Volunteer hours contributed	3,000+ hrs	Tangible community benefit.
User Feedback	Avg. satisfaction rating (1–5)	≥4.5	Product validation and trust.
Social Reach	Mentions / shares on social media	+30% YoY	Awareness growth.

KPI Strategy

- Collect quantitative metrics from the platform (users, bookings, partners).
- Gather qualitative feedback through interviews and social media.
- Update dashboard quarterly and align marketing/partnership actions accordingly.

1. **Sustainable revenue model** → proves viability.
2. **Strong partnerships and funding network** → builds credibility.
3. **Deep understanding of user–NGO needs** → ensures fit.
4. **Clear KPIs** → keeps the startup accountable and scalable.