

# Startup Dashboard

Team Innovation Metrics  
Performance Metrics and Dashboards



# Dashboard Strategy

- Communicate the following to justify valuation:
  - Impressive growth and sustained innovation
  - Cost control
  - Room for growth
  - Solid customer satisfaction but room for improvement

# Company Valuation and Performance

## Assessment of company performance:

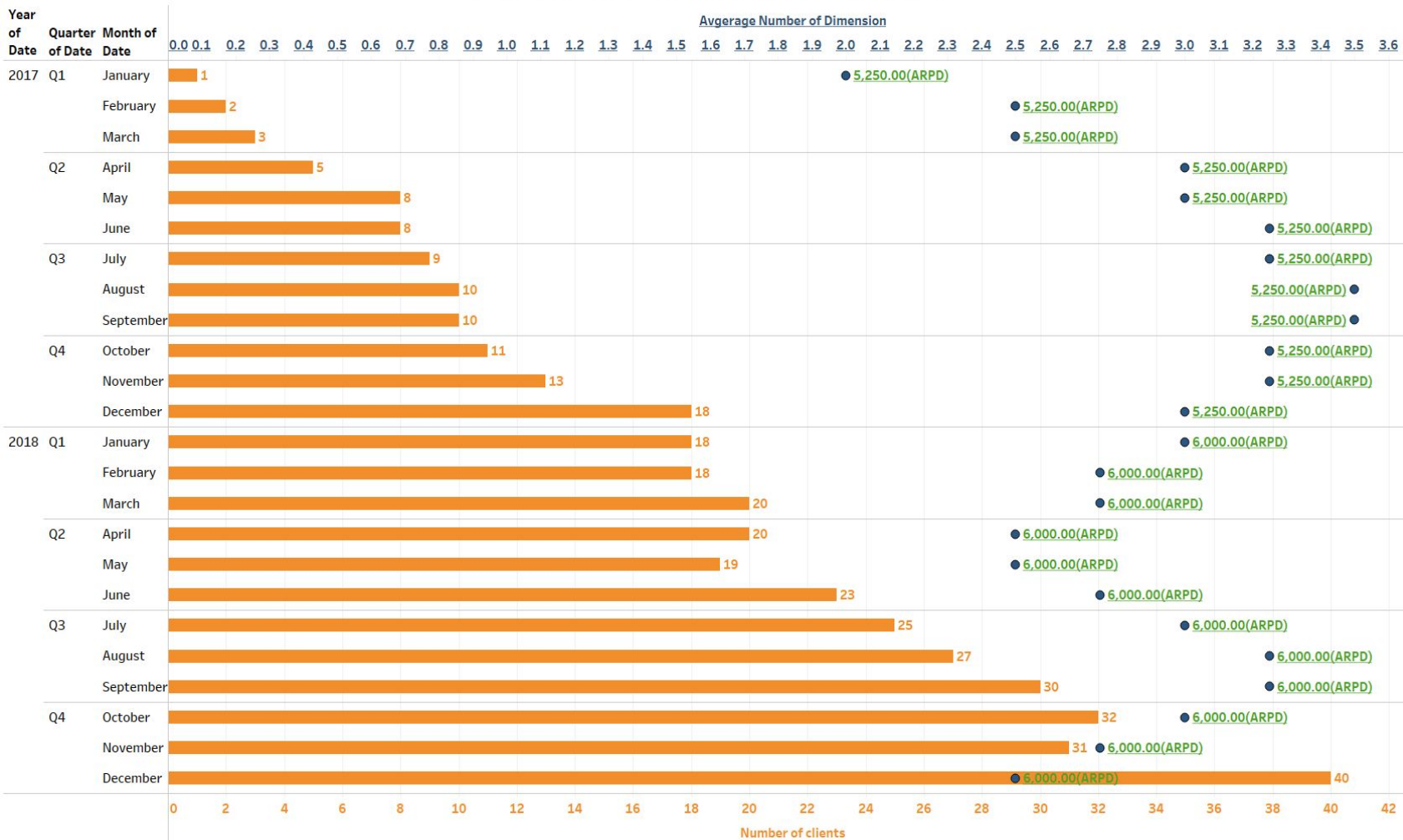
- i) Product Demand & supply in the market shows growth in customers and its impact on gross revenue, cost per unit & Net Income.
- ii) Profitability shows increase in Revenue & Margins and operational efficiency.
- iii) Month-over-month comparison is done to assess company's revenue and performance.

## Growth in Client & Avg. Revenue Per Dimension

Measure Names

■ Average Number of ..

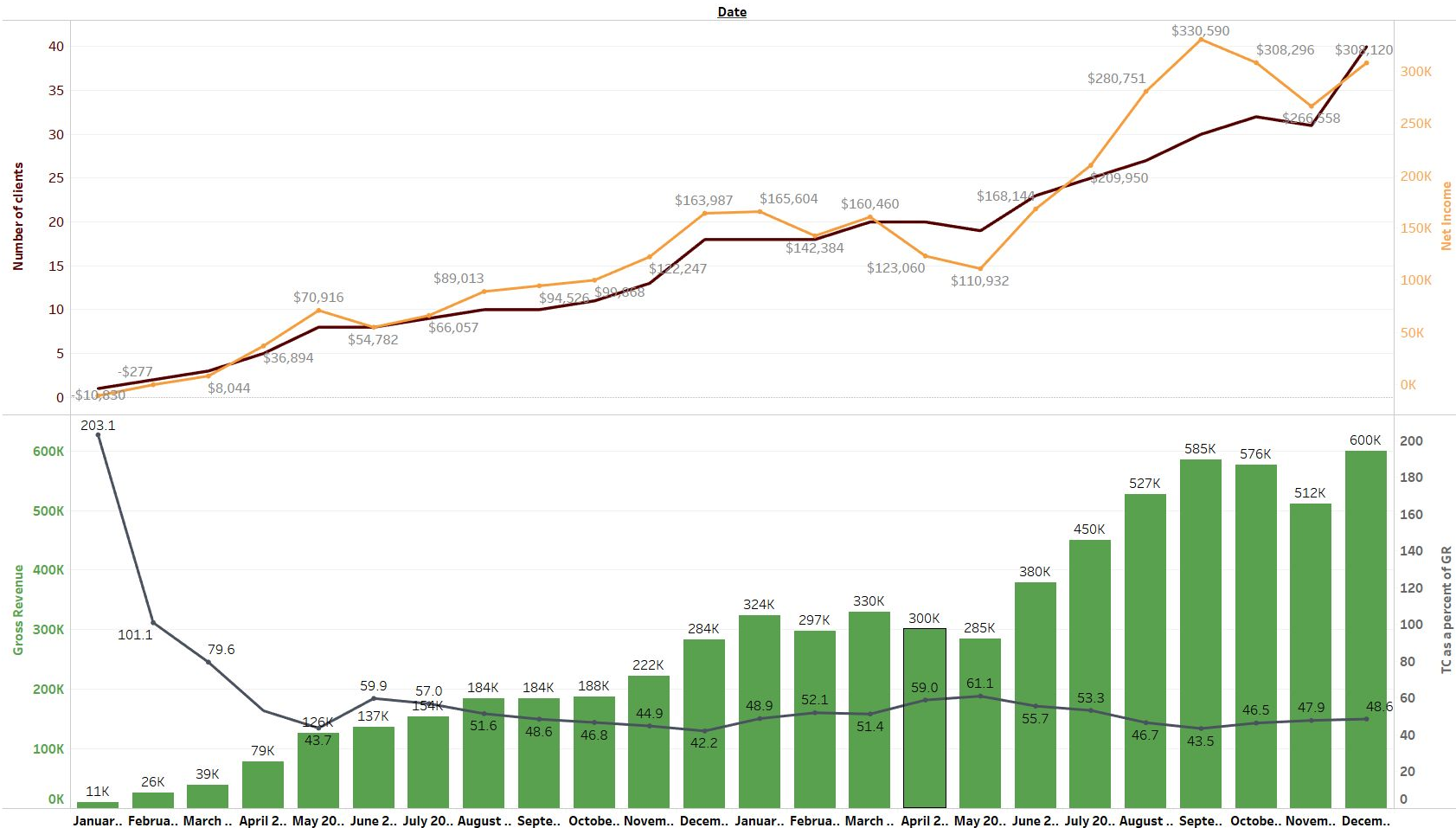
■ Number of clients



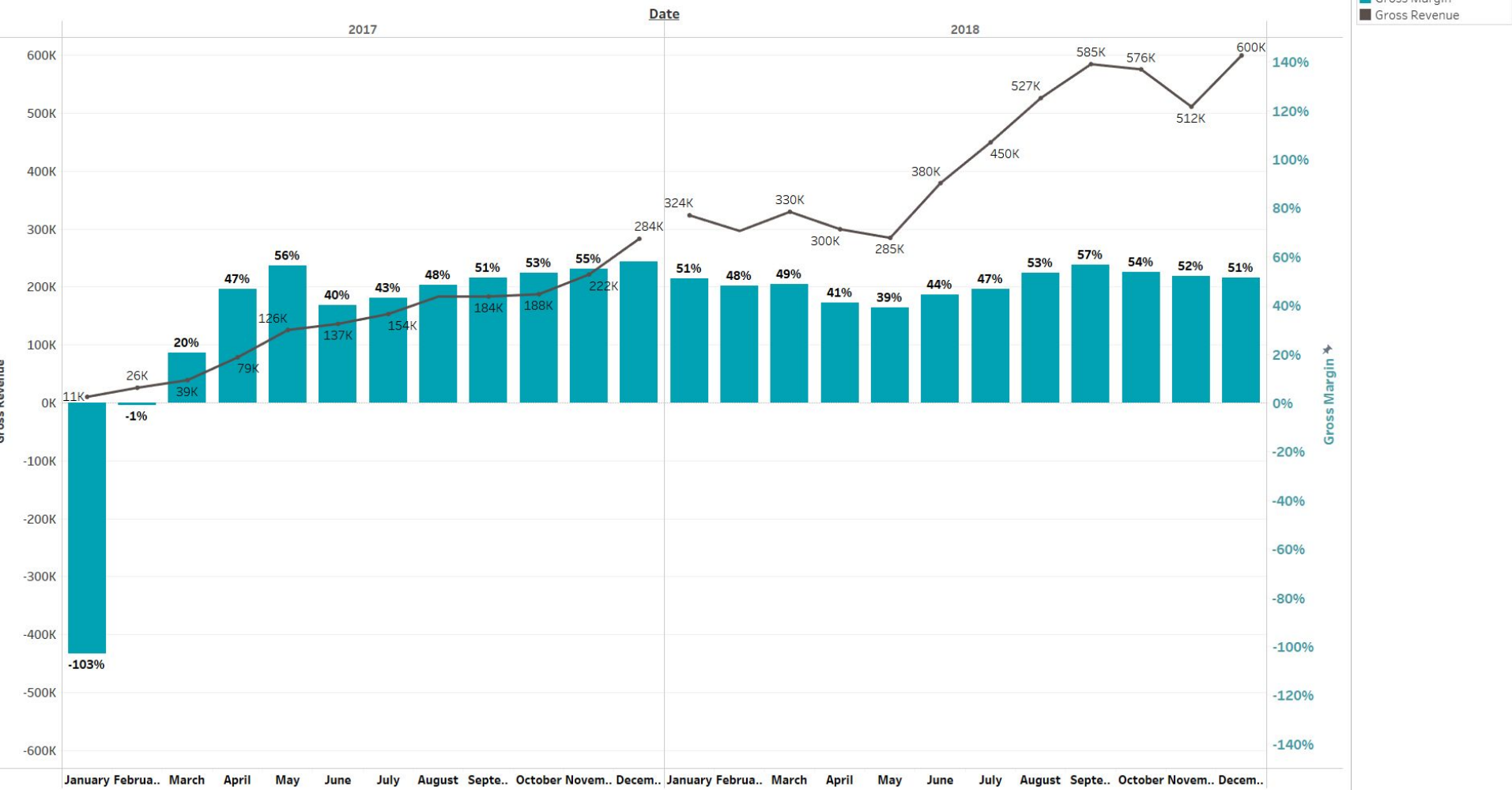
## Growing Net Income & Number Of Clients

Measure Names

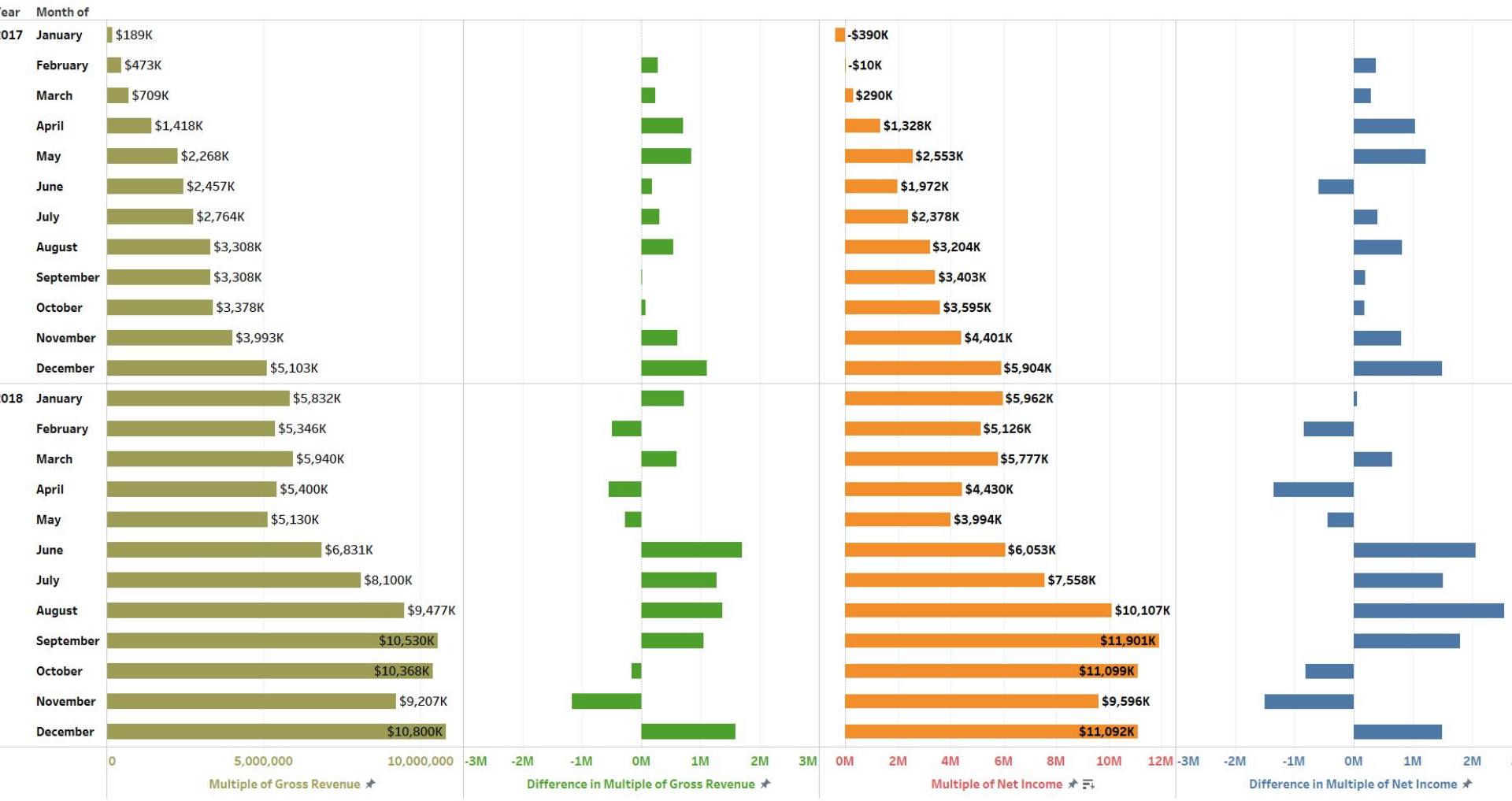
- Gross Revenue
- Net Income
- TC as a percent of GR



# Revenue&Margin



## Frequency of Valuation Multiples

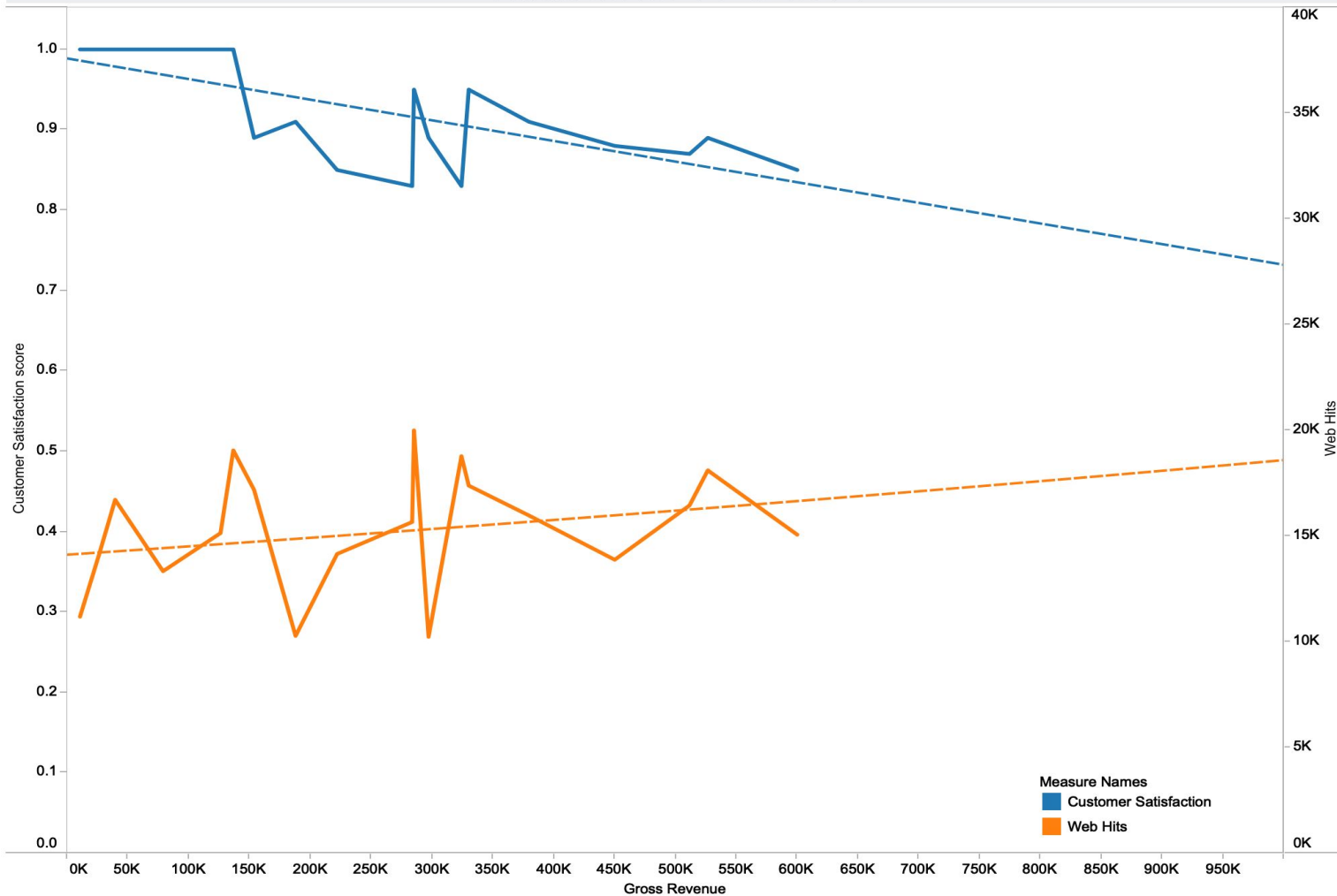


# Customer Satisfaction & Landscape

- Satisfaction Score
  - Expect the customer satisfaction score to lower as more customers acquired
  - Happy customers are more likely to give you referrals and buy more products
- Web Traffic
  - Growth indicates that the market can bare another company



Forecasted Satisfaction and Internet Growth



# Product Innovation

## Innovation Index:

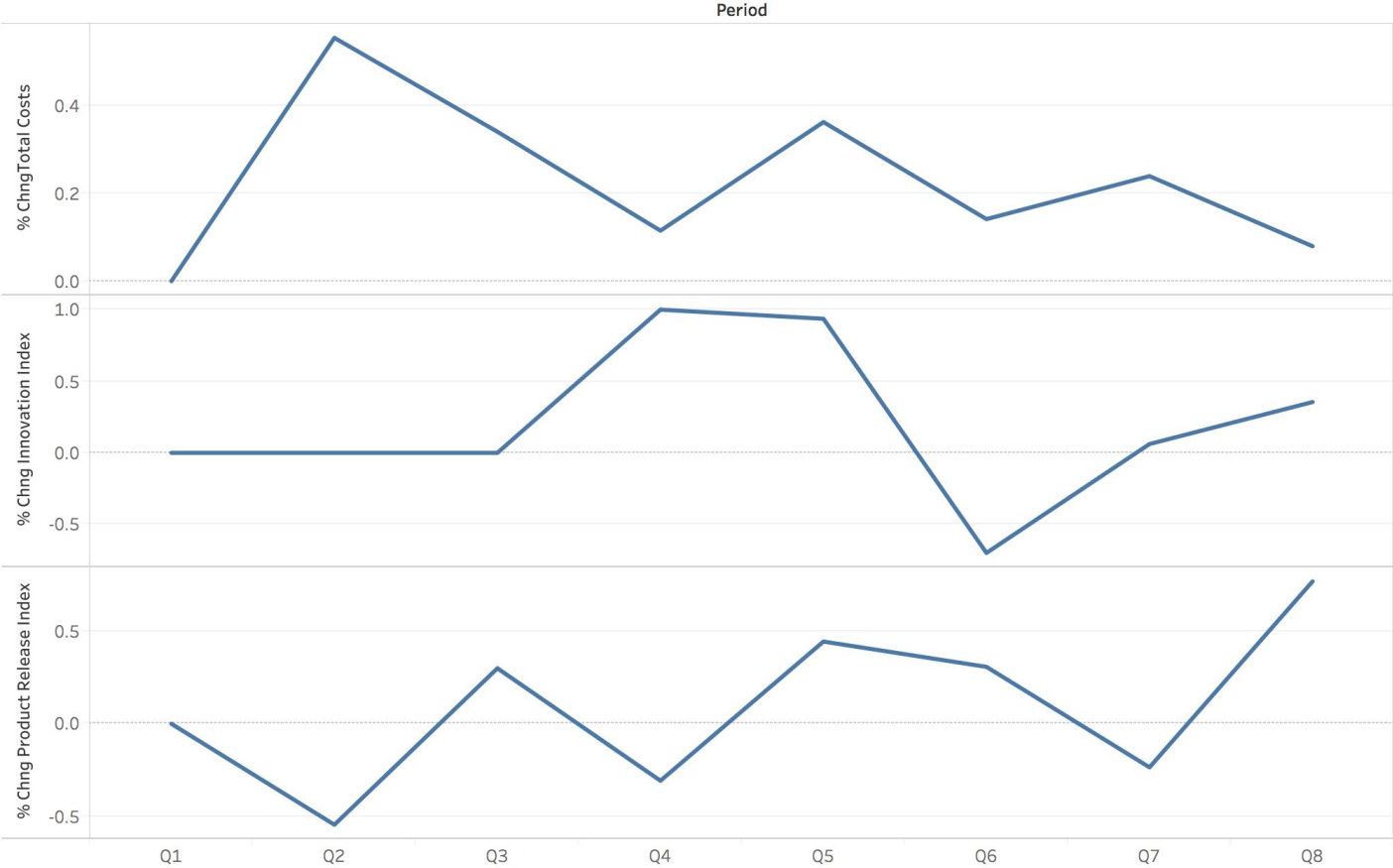
- Percent Change in Weighted Average Features per Product
- Percent Change in Percent of Sales in Tangential Market
- Percent Change in Percent Sales not from Top Product

## Product Release Index:

- $(\text{Beta Release} * 0.8) + (\text{Alpha Release} * 0.5) + (\text{Product Experimentation} * 0.1)$

# Product Innovation (cont)

Cost Control vs. Innovation



# Conclusion

- Holistic understanding of the company
- Emphasize growth rates
- Anchored to cost