Startup Dashboard

Team Innovation Metrics
Performance Metrics and Dashboards

Dashboard Strategy

- Communicate the following to <u>justify valuation</u>:
 - 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.

23

25

27

28

30

18

18

18

11

8

10

12

14

16

18

20

22

Number of clients

24

26

13

5,250.00(ARPD) •

• 5,250.00(ARPD)

● 6,000.00(ARPD)

● 6,000.00(ARPD)

● 6,000.00(ARPD)

38

36

● 6,000.00(ARPD) ● 6,000.00(ARPD)

• 6,000.00(ARPD)

32

32

31 • 6,000.00(ARPD)

34

● 6,000.00(ARPD) • 6,000.00(ARPD) • 5,250.00(ARPD)

• 5,250.00(ARPD)

● 6,000.00(ARPD)

● 6,000.00(ARPD)

40

42

40

Q2 Q3

Q4

Q2

Q3

04

2018 01

September

November

December

January February

March

April

May

June

July

August

September

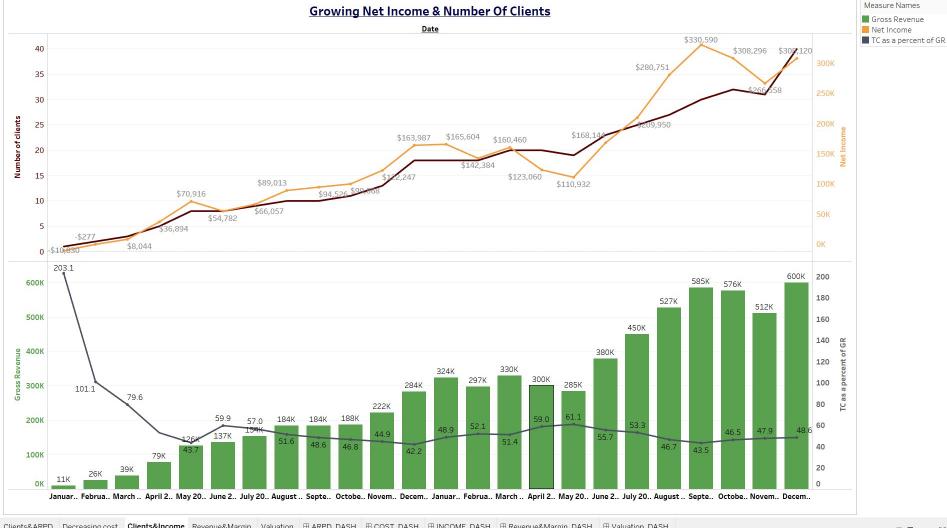
October

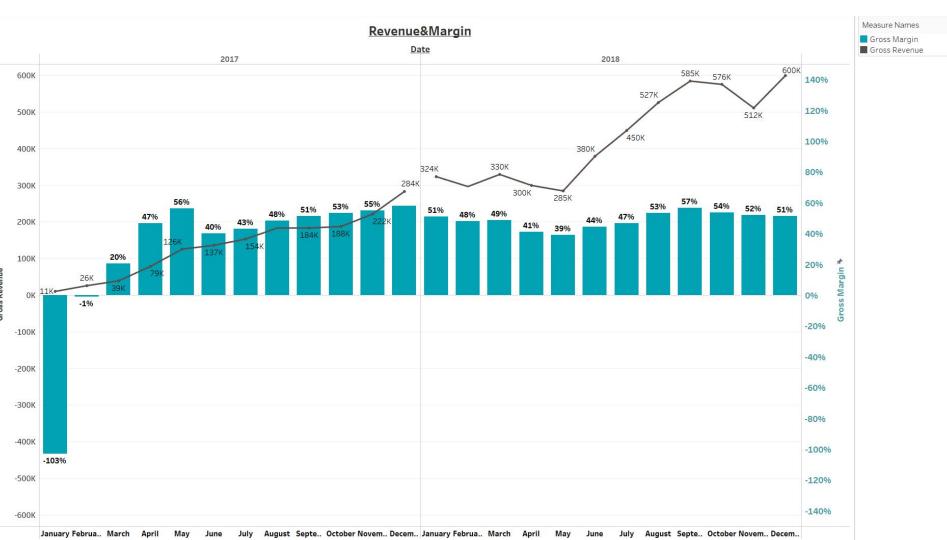
November December

October

Year

2017 Q1





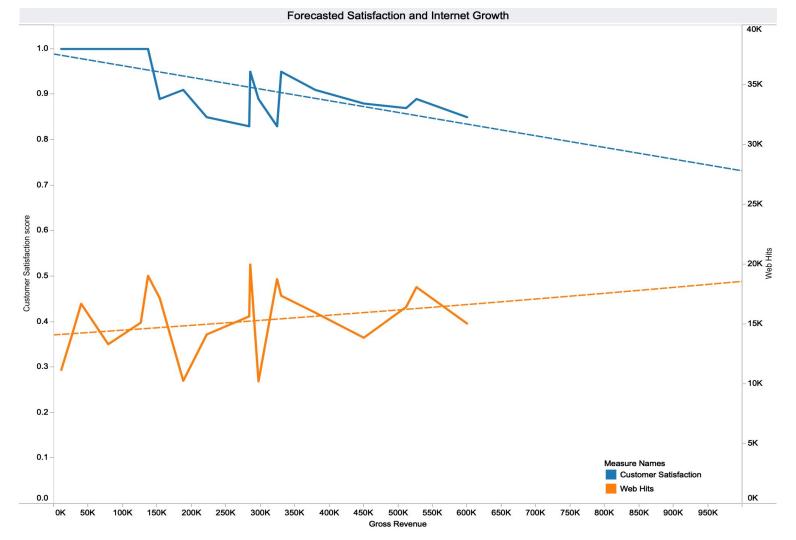
Frequency of Valuation Multiples			
ear	Month of		
017	January	\$189K	■-\$390K
	February	■ \$473K	-\$10K
	March	\$709K	■ \$290K
	April	\$1,418K	\$1,328K
	May	\$2,268K	\$2,553K
	June	\$2,457K	\$1,972K
	July	\$2,764K	\$2,378K
	August	\$3,308K	\$3,204K
	September	\$3,308K	\$3,403K
	October	\$3,378K	\$3,595К
	November	\$3,993К	\$4,401K
	December	\$5,103К	\$5,904K
018	January	\$5,832K	\$5,962K
	February	\$5,346K	\$5,126K
	March	\$5,940K	\$5,777K
١	April	\$5,400K	\$4,430K
	May	\$5,130K	\$3,994K
	June	\$6,831K	\$6,053K
	July	\$8,100K	\$7,558K
	August	\$9,477K	\$10,107K
	September	\$10,530K	\$11,901K
	October	\$10,368K	\$11,099K
1	November	\$9,207K	\$9,596K
	December	\$10,800К	\$11,092K
		0 5,000,000 10,000,000	-3M -2M -1M OM 1M 2M 3M OM 2M 4M 6M 8M 10M 12M -3M -2M -1M OM 1M 2M
		Multiple of Gross Revenue ★	Difference in Multiple of Gross Revenue ★ Multiple of Net Income ★ ■ Difference in Multiple of Net Income ★

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



Product Innovation

Innovation Index:

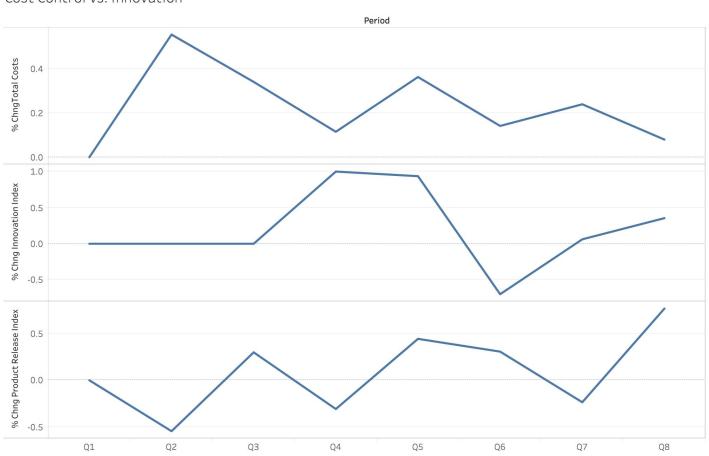
- Percent Change in Weighted Average Features per Product
- Percent Change in Percent of Sales in Tangential Market
- Percent Change in Percent Sales not from Top Product

Product Release Index:

• (Beta Release * 0.8) + (Alpha Release * 0.5) + (Product Experimentation * 0.1)

Product Innovation (cont)

Cost Control vs. Innovation



Conclusion

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