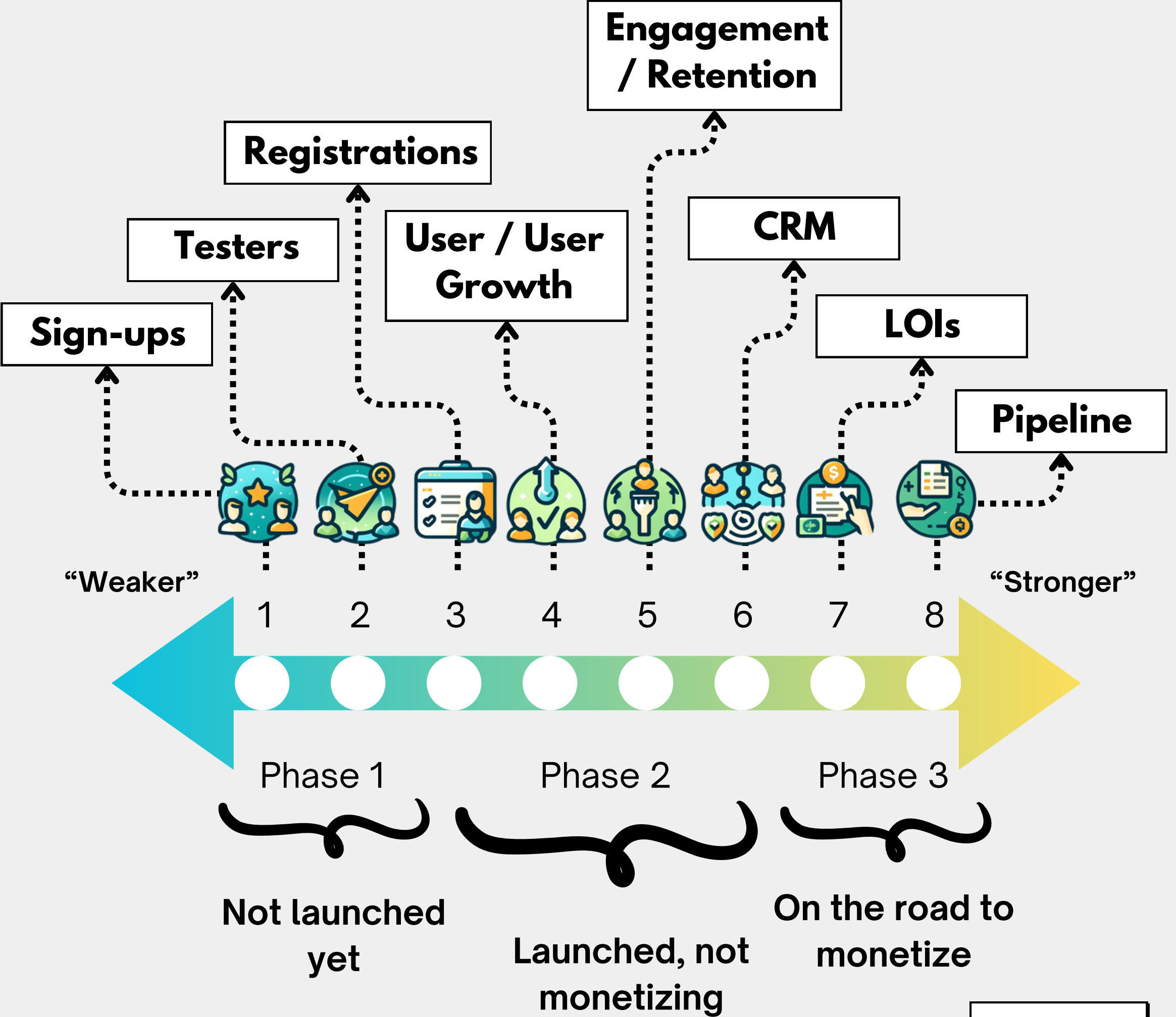


No Revenue Yet? Show These 8 KPIs

Are you pre-revenue? Here’s the “next best thing” to show traction



Swipe >>>

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1. # of sign-ups for your release

of people that actively expressed interest by signing up for early release



2. # of alpha / beta testers on product

of people actively testing your product/giving feedback for launch



3. # of registrations on live product

of people that actively signed up to your platform already



4. # of users and user growth on platform

DAUs, WAUs, MAUs to highlight actual activity and growth in user numbers



5. Engagement and retention metrics

Beyond #s, showcase retention, churn, and user lifetime. Proves stickiness



6. Size of collected CRM database

You have built a database you can use for future client outreach? EXCELLENT.



7. Number of letters of intent signed

Preliminary commitment to buy your product via LOI. Close to real revenue.



8. Pipeline of deals being negotiated

You actively have a series of deals you are pursuing with prospects.

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