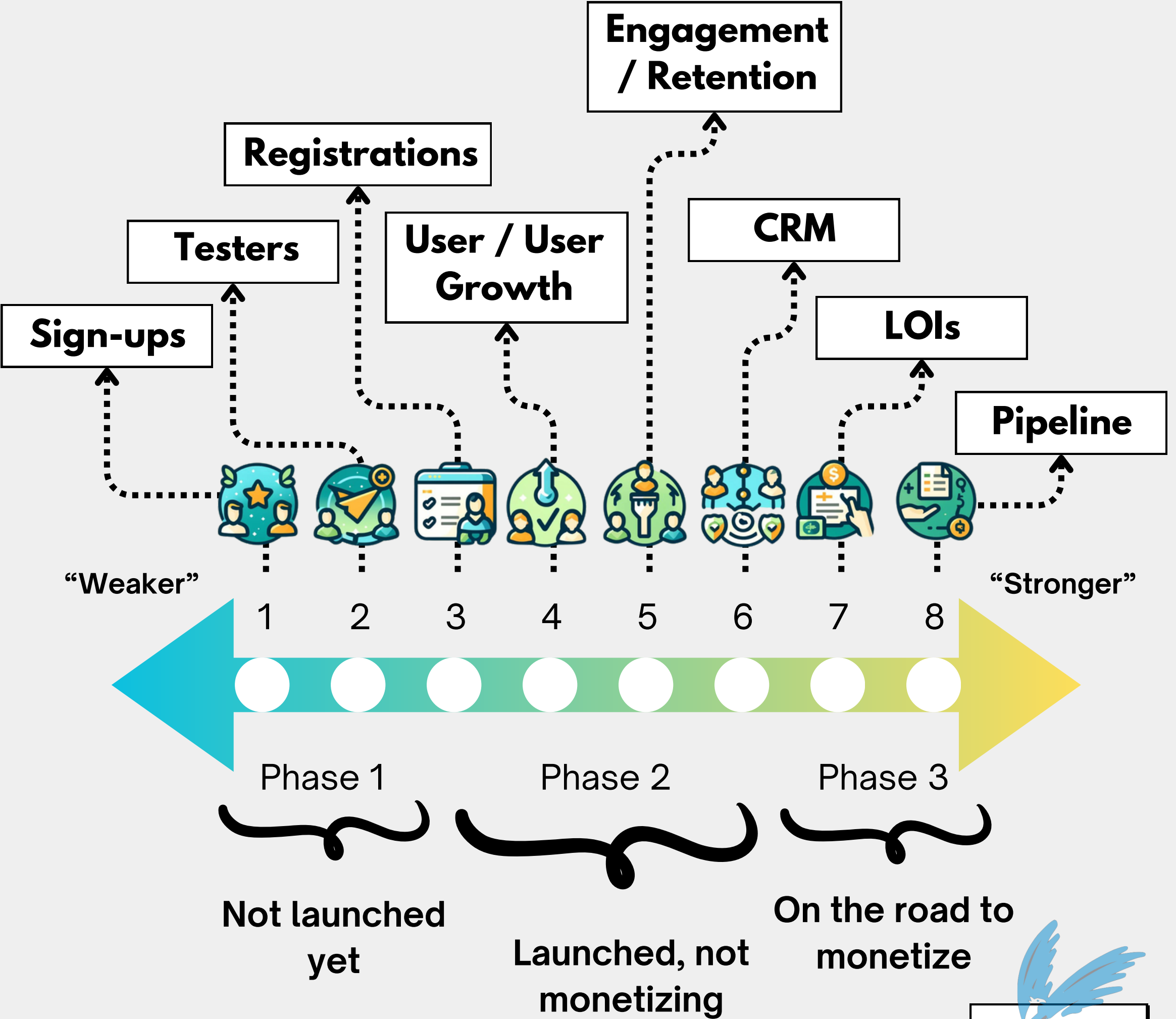


# No Revenue Yet? Show These 8 KPIs

Are you pre-revenue? Here's the "next best thing" to show traction



# No Revenue Yet? Show These 8 KPIs

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



## 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.



# No Revenue Yet? Show These 8 KPIs

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

