Unleash Growth “to the Clouds”

# **The starting point - *Required***

### Data Analysis

Fill in the required fields (signified by an asterisk (\*) in the table) and add as much relevant information as possible using the dataset provided for this project.

|  |  |  |
| --- | --- | --- |
| **Data Point** | **Value** | **Why is this important?**  (i.e. This will help us understand which segments have our highest paying customers) |
| **Months since launch\*** |  |  |
| **Current usage (TB)\*** |  |  |
| **Total available capacity (TB)\*** |  |  |
| **Number of customers\*** |  |  |
| **Pricing\*** |  |  |
| **Total revenue to date\*** |  |  |
| **Gross margin\* (GM = Price - COGS / Price)** |  |  |
| **Common industries and verticals\*** |  |  |
| **Common requirements\*** |  |  |
| **Common issues and deficiencies of the product blocking growth\*** |  |  |

### Breakdown the Data using Visualizations

Using the dataset provided via Google Sheets, build a few charts (the type of charts to use are up to you) and copy them into each of the respective boxes in this section of the template that show the required ratios/relationship.

1. **Count of customers by industry/vertical\*:**

|  |
| --- |
| **<insert chart here>** |

1. **Usage by industry/vertical\*:**

|  |
| --- |
| **<insert chart here>** |

1. **Usage by geo region\*:**

|  |
| --- |
| **<insert chart here>** |

1. **Requirements by industry/vertical\*:**

|  |
| --- |
| **<insert chart here>** |

1. **Pain points count by industry/vertical\*:**

|  |
| --- |
| **<insert chart here>** |

1. **(Optional) Any other representation you find valuable or useful**:

### Summarize Your Insights from Visualizations

You can use this section to write your short summary or any notes if you’d like or this section can remain blank.

|  |
| --- |
|  |

# **Goals & KPIs for the next 12 months - *Required***

### Set Your Goals and KPIs

Use the table below to set your Goals, KPIs, and corresponding rationale for the next 12 months:

|  |  |  |
| --- | --- | --- |
| **Goal** | **KPI(s)** | **Why you chose this goal/KPI combo** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |

# **Break down your strategy - *Required***

### Acquisition Alignment:

Use the table below in this section to define the following three topics. These topics will be used in your action items within each phase.

* **Define the audience(s) and explain why**
* **Define the channel/platform to promote the product based on the audience(s) and explain why**
* **Define acquisition funnel(s) and associated growth loop(s) to further engage the audience(s) and explain why**

|  |  |  |
| --- | --- | --- |
| **Audience(s)** | **Channel/Platform** | **Acquisition funnel(s)/growth loop(s)** |
| **<insert audience(s) here>** | **<insert channel/platform here>** | **<insert acquisition funnels(s)/growth loops(s) here>** |

### High-level plan:

Use the table in this section to list out your high-level plan:

|  |  |
| --- | --- |
| **Phase** | **Steps You’re Planning to Take During the Phase** |
| **<insert phase here>** | **<insert steps here>** |
| **<insert phase here>** | **<insert steps here>** |
| **<insert phase here>** | **<insert steps here>** |

# **Phases in action - *Required***

### Short-term (3 months) OR YOUR PHASE NAME HERE in action

Use the section below to describe your actions and how you’re planning to achieve the KPIs you defined earlier:

|  |
| --- |
|  |

### Mid-term (3-6 months) OR YOUR PHASE NAME HERE in action

Use the section below to describe your actions and how you’re planning to achieve the KPIs you defined earlier:

|  |
| --- |
|  |

### Long-term (6-12 months) OR YOUR PHASE NAME HERE in action

Use the section below to describe your actions and how you’re planning to achieve the KPIs you defined earlier:

|  |
| --- |
|  |

# **Open items and risks - Optional**

This section can remain blank but if it contains 3 (or more) points it’ll make your report stand out. Typically you’d want to add items that you couldn’t address using the data/knowledge/experience/etc. you have acquired but you thought about them and would like to have them here for further investigation.

## Tips to Get Started:

* A few questions to help you get started: can you think of any compliance risks associated with expanding to new regions? What does migrating existing customers mean for your portfolio? Can/will cannibalization be a good thing and what does it mean for revenue and gross margin in the short and long term? How much additional overhead can migrations produce? Will suggested product improvements affect retention? How does the proposed acquisition strategy affect/influence the later stages of growth funnel, i.e. activation, retention, revenue?

Use this section to list out any open items and risks you’ve identified:

|  |
| --- |
|  |