

Product strategy tracking

Vision	Objectives	Goal this year	Goal next year	Actuals			
				Q1	Q2	Q3	Q4
<State your product vision here>	<Product objective 1 here>	<Specific, measurable goal for this year>	<Specific, measurable goal for next year>	<Add actuals here. Color-code based on goal achievement>	<Add actuals here. Color-code based on goal achievement>		
	<Product objective 2 here>	<Specific, measurable goal for this year>	<Specific, measurable goal for next year>				
	<Product objective 3 here>	<Specific, measurable goal for this year>	<Specific, measurable goal for next year>				

Product strategy tracking - example



Vision	Objectives	Goal this year	Goal next year	Actuals			
				Q1	Q2	Q3	Q4
We want to provide the world's most meaningful and insightful ancestry DNA service, helping people to discover the story - buried deep in their DNA – of what led to them, who they are, and where they come from	Earn the industry's highest net promoter scores (NPS)	Net promoter score (NPS) of >64, and higher than 23andMe	Net promoter score (NPS) of >66, and higher than 23andMe	65 (23andMe = 58)	65 (23andMe = 65)		
	Be the worldwide market share leader in ancestry DNA testing	#1 market share in ancestry DNA testing	#1 market share in ancestry DNA testing	42% (#1)	44% (#1)		
	Make >\$50M annual profit	\$50M profit	\$52M profit	\$10M	\$14M		

Not real data!

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		\$50M profit	\$52M profit	\$10M	\$14M		

More example metrics...

- Grow number of users (or customers, subscribers, active users, etc.) by 15% annually
- Reduce churn from 5% quarterly to 4%
- Increase average logins per month per user from 3 to 5
- Increase average revenue per user (or unit) to >\$X
- Generate >\$30M in annual recurring revenue

Not real data!