

Appendix - Weekly Metrics Tracker




A simple, founder-friendly tracker to stay close to the numbers that matter—and respond before you drift off course.

This worksheet is designed to help you build a weekly finance and operating habit.



Weekly Review Template

Update every Monday. This should take 15–30 minutes. Use a spreadsheet, Notion table, or pen and paper.

Metric	Current Value	Trend (  )	Action/Insight
Cash in Bank			
Net Monthly Burn			
Cash-Out Date			
Weekly Active Users			
Demo Requests			
Trial → Paid Conversion			
Churn or Retention			
Other: [_____]			



Weekly Questions to Answer

- What changed in the last 7 days?
- What decisions did this data inform?
- Where are we stuck?
- What are we testing this week?

Use 3–4 bullet points max.



Tips for Use

- Don't track more than 7 metrics. Simplicity = repeatability.
 - Mix **leading** (actions) and **lagging** (outcomes) indicators.
 - Add color: use emojis or formatting to highlight shifts.
 - Make it collaborative—share in Slack or during your team stand-up.
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FIELD NOTE

“We started tracking trial-to-paid conversion weekly, and saw a quiet 2-week drop. It was a bug in the signup flow. Would've cost us \$5K MRR if we hadn't caught it.”

Rhythm Summary

Cadence	Ritual	Output
Weekly	Metrics + Cash Review	Course corrections + test ideas
Monthly	Forecast + Assumption Check	Drift adjustments, longer-term calibration
Quarterly	Strategic Reset	New model version, milestone shift

Related Tools

- [Burn Allocation Worksheet](#)
- [Operating Model Template](#)

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