

GROWTH

Once you have the MVP and initial customers, **identify matrices (KPI – Key Performance Metrics) that suit your business** and help you track your goal.

Try not to focus on vanity metrics; these are growing numbers but not represent the things you want to measure.



Ex- For an App, social media likes, and a high number of customers are vanity metrics as they don't say much about its growth. In contrast, the number of present customers with retention rate is useful to track the growth.

Most experts emphasize that **there is no single growth metric;** it must be according to your sector and product.