

Company vision

At Oyster Technologies, we use deep data insights to empower the world's oyster farmers – enabling them to create a sustainable, healthy protein source for us humans

Mobile app product vision

Using a smartphone application, we empower the world's farmers to track oyster growth onsite, with accuracy, simplicity, and insight.

Company objectives

- >30% of the world's farmed oysters managed through our solutions
- #1 provider of farm management solutions for oyster growers worldwide
- Revenue growth of >25% annually

Product objectives

- [Add 3 objectives here...](#)

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Guidance

Product objectives are specific, measurable goals which track progress to meet your vision. These should support corporate objectives. Pick 2 or 3.

Key areas: Customer value, competitive advantage, and revenue/profit (*Examples:* Growth, market share, number of customers/users, retention, customer lifetime value, net promoter score, average revenue per user/unit, annual recurring revenue, monthly recurring revenue, etc.)

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- *Add 3 objectives here...*

Instructor's answer

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Customer value

- Highest net promoter score (NPS) among all competing products
- >90% of farm workers can use the application correctly after a 5-minute self-training
- >4.2-star rating on Google Play store

Leadership and competitive advantage

- Most popular oyster sizing application worldwide
- Most valuable insight as judged by a panel of oyster farmers testing multiple solutions side-by-side

Growth and revenue

- Double the number of users in the next one year
- >88% of subscribers renew each year
- Make >\$XM revenue (or profit) from our mobile application subscriptions

Company objectives

- >30% of the world's farmed oysters managed through our solution
- #1 oyster solution in the world
- Revenue of \$10M

Instructor answers

These are all potential objectives. Note that they all complement the company vision and objectives. Also, they are all measurable. If we were doing this for real, we would pick 2-3 key objectives.

Did you craft something similar??