

KPI Designer Agent:

<https://app.wordware.ai/explore/apps/6992fc67-b8c6-4b85-80e0-1f2cf46b6dcd>

Run App

Fill out all fields and run the app

STARTUP_NAME *

EduSync

STARTUP_DESCRIPTION *

A SaaS tool for schools to manage online classes and attendance.

STARTUP_TYPE *

Platform as a Service (PaaS)

CURRENT_KPIS *

Item 1 *

Total Registrations

Item 2 *

Number of classes created

Item 3 *

Website Pageviews

Share

Make your own

Restart

Output

The output generated in this run

response_1

gemini-2.5-flash

response_query: "🔥 KPI Analysis for EduSync (SaaS)EduSync is a SaaS tool for schools to manage online classes and attendance.## 🔍 Critique of Current KPIs- Total Registrations \t\t❌ Vanity: Doesn't guarantee active use or engagement.- Number of Classes Created \t✅ Impact: Indicates product usage and value creation.- Website Pageviews \t\t❌ Vanity: Doesn't reflect user interaction or conversion.- App Store Ratings \t\t❌ Vanity: Can be easily manipulated and doesn't show deep engagement.## ✅ Recommended Impact KPIs- Daily Active Users (DAU) \t\tMeasures consistent platform usage.- Class Attendance Rate \t\tTracks student engagement in online classes.- Teacher Retention Rate \t\tIndicates satisfaction with the platform's value.- Feature Adoption Rate \t\tShows how users are utilizing key functionalities.## 📊 KPI Classification Table| KPI | Type | Reason |-----|-----|-----|-----|-----|-----| Total Registrations | ❌ Vanity | Doesn't reflect active usage | Number of Classes Created | ✅ Impact | Shows product utilization and value | Website Pageviews | ❌ Vanity | Doesn't indicate user interaction | App Store Ratings | ❌ Vanity | Doesn't show deep engagement | Daily Active Users (DAU) | ✅ Impact | Measures consistent platform usage | Class Attendance Rate | ✅ Impact | Tracks student engagement | Teacher Retention Rate | ✅ Impact | Indicates platform satisfaction | Feature Adoption Rate | ✅ Impact | Shows utilization of key functionalities | ## 📌 Industry Benchmark"for education SaaS platforms, active usage and retention metrics like DAU and Teacher Retention Rate are crucial indicators of product market fit and long-term growth potential.""

Text-to-speech with ElevenLabs

Text: "🔥 KPI Analysis for EduSync (SaaS)EduSync ..."

Voice: "Jessica (US female)"

Done ☑

▶

02:28

⬇

new_human

If you have any queries, please let me know. Otherwise reply "no".

Title: Anti-Vanity KPI Designer

Problem Statement

Founders often obsess over surface-level metrics (e.g., followers, downloads) instead of long-term impact KPIs that reflect actual product value, retention, or revenue.

Goal

- **Input:** Startup type (e.g., Marketplace, SaaS, B2C app)
- The agent critiques the user's current KPIs and proposes deeper, meaningful metrics (e.g., *Power User Curve*, *DAU/WAU retention*)
- Visualizes vanity vs impact using a **color-coded metric board**
- **Optional RAG:** Pulls KPIs from YC pitch decks or SaaS benchmark reports

Agent Description

Founders tend to focus on surface-level metrics like followers and downloads, which don't reflect real engagement, retention, or revenue growth.
This agent helps reframe KPIs to measure **true product impact**.

Function

The agent will:

- 1. Collect startup details from the user
- 2. Analyze the current KPIs
- 3. Suggest high-impact, meaningful KPIs

Flow Overview

Flow Name	Purpose
Input Collection	Collect startup type and existing KPIs
Vanity Critique	Analyze and flag vanity metrics
Impact Suggestions	Suggest deeper KPIs (e.g., retention curves, activation rates)
Visualization Builder	Display side-by-side vanity vs impact metrics using color codes
RAG Fetch	Enrich suggestions using pitch deck and SaaS benchmark data

RAG Data

The Retrieval-Augmented Generation (RAG) data is powered by Manus AI and includes:

- Articles from YC pitch decks
- SaaS benchmark reports
- Startup blogs and resource hubs

The data provides a **comprehensive list of KPIs**, categorized by **startup type** and their **nature** (Vanity vs Impact).