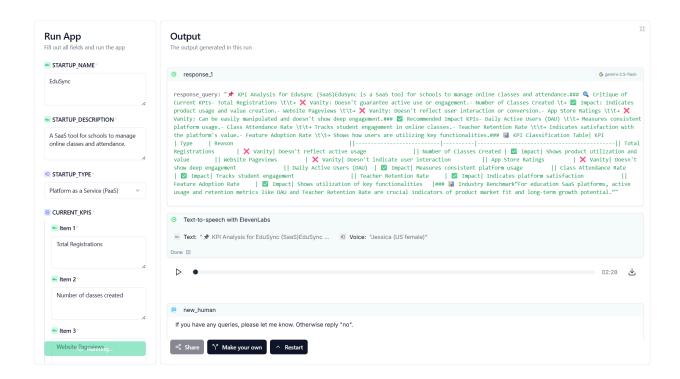**KPI Designer Agent:**
https://app.wordware.ai/explore/apps/6992fc67-b8c6-4b85-80e0-1f2cf46b6dcd

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).