

PERFORMANCE MEASURES

Professor Karl T. Ulrich









MONTHLY INVESTOR UPDATE JANUARY 2016

Dashboard and Key Performance Indicators (KPIs)

- What are the critical few metrics that determine your success?
- Typically 3 – 5 key metrics.
- These are often called Key Performance Indicators or (KPIs).
- Typically tracked and reported monthly (or more frequently).

Bandar Foods' Key Performance Indicators

Focus on Three Metrics for Growth

REVENUE



Illustrative Example – each business will have its own specific operating metrics.

Experience data-driven building operations.

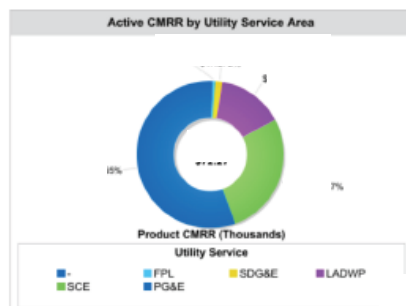
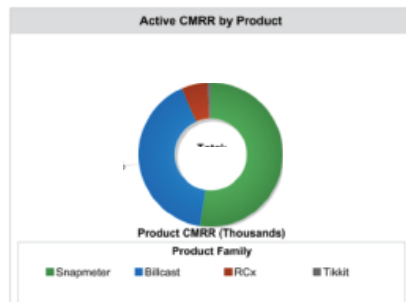
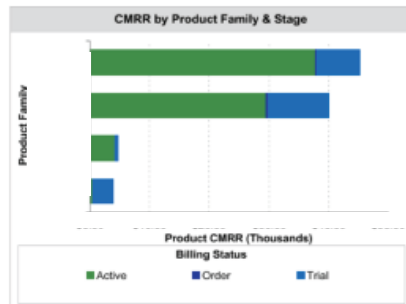
Buildings use Gridium's best in class software to lower energy costs, coordinate vendors, and delight tenants.

Get a personalized demo today.

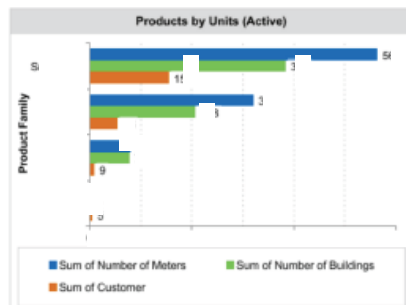
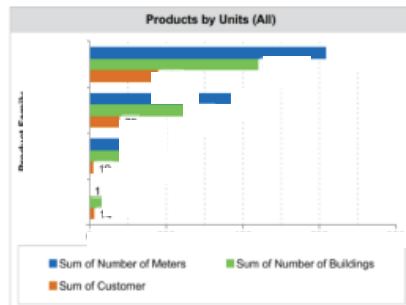
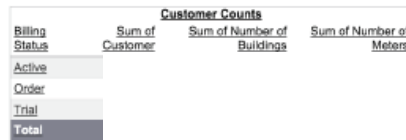
[START FOR FREE](#) ✓

Current Month | State of Biz (as of 12/14)

monthly
recurring
revenue by
product type

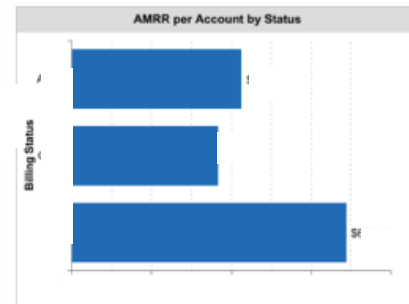


monthly
recurring
revenue by
geography

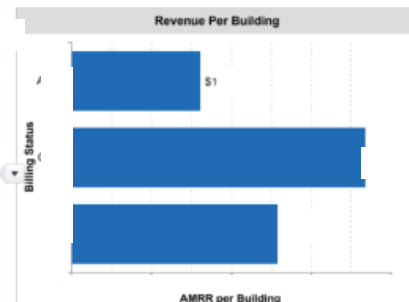


Customer and
building counts
by product type

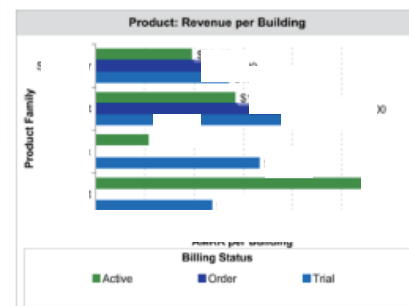
monthly
recurring
revenue per
account



monthly
recurring
revenue per
building



monthly
recurring
revenue per
account, by
product






2015 Goals

Going Well

In Progress

Need Assistance

No change in colors is young and growing, and feeling good about runway. Full report on 2015 goals and new 2016 goals next month.

Goal		Last Month	This Month	Help by
Profitably grow core buildings business		<div><div>↑</div><div>↑</div><div>↑</div><div>↓</div><div>↓</div><div>↓</div></div>	<div><div>.</div><div>.</div><div>.</div><div>.</div></div> <div>specific details redacted</div>	<div><div>.</div></div>
Identify and solve unmet customer needs with a new product		<div><div>.</div><div>.</div><div>.</div><div>.</div></div> <div>specific details redacted</div>	<div><div>.</div><div>.</div><div>.</div></div>	<div><div>.</div><div>.</div></div> <div>id</div>
Manage to Profitability		<div><div>↑</div><div>↑</div><div>↑</div><div>↓</div></div>	<div><div>.</div><div>.</div></div> <div>specific details redacted</div>	<div><div>.</div></div>

Dashboard and Key Performance Indicators (KPIs)

- Which few metrics truly indicate the health of your business?
- These are your Key Performance Indicators or KPIs.
- Track and report these first and foremost for yourself as the entrepreneur.
- Typically provided in monthly reports to investors.