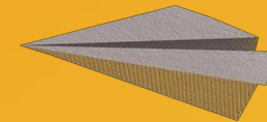




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KPI Tracking Template

- This KPI tracking template will help you monitor and track your monthly KPIs to ensure high productivity

Parameters	Definition	Unit	Historical			
			June	July	August	Inference
Revenue	Monthly revenue generated via sales of product/service of the company	INR Lakhs				-
Revenue Targets	Planned revenue target for the month	INR Lakhs				-
Lead Generated	Total Lead generated through all the channels - A connect can be considered as 'Lead' if they have shown their interest or enquiry into products or services of the company.	#Count				-
Total Lead Converted to Sales	Total number of leads(Lead Generated) that resulted in to sales	#Count				-
Repeat Customer	Number of customers that have already purchased product or service of the company.	#Count				-
Cost of Sales (COGS)	Cost of Sales (COGS) includes all of the costs and expenses directly related to the production of goods or delivery of service. COGS excludes indirect costs such as overhead and sales & marketing.	INR Lakhs				-
Marketing Expense	Total spend on the marketing efforts	INR Lakhs				-
Total Monthly Spent	Sum total of all the cost incurred by the company, excluding capital expenditure	INR Lakhs				-
Opening Cash Balance	Cash available with the company at the beginning of the period (assuming no new investments, in case of any investment mid term, it has to be added to opening cash balance on real time basis.	INR Lakhs				-
Team Size (FTE)	Total full time equivalent employee with the company.	#Count				-
CSAT Score	Customer Satisfaction Score of the Month	Percentage				-
Monthly Active Users	How many users have accessed your platform/app in the month. This field is optional in case your business model is completely offline.	#Count				-
Average session time - app/site	Average time (in minutes) spent by a user on your platform/app. This field is optional in case your business model is completely offline (No website/app/IT Platform).	#Mins				-
#Investor Connect	Number of investors (Angel/VC) you have actively connected with in the month. This field is Optional in case you are not raising funds through Angels/VCS.	#Count				-
Average Order per customer in their lifetime	Number of time a customer will place order for Company Product/Service during 5 years	#Count				-



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