

# FINANCIAL GROWTH TRACKER

Startup Performance Metric Sheet

PERIOD: \_\_\_\_\_ TO \_\_\_\_\_

CURRENCY: \_\_\_\_\_

METRIC	MONTH 1	MONTH 2	MONTH 3	QUARTER TOTAL
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**Total Revenue**

**COGS**

**Gross Profit**

**Op. Expenses**

**Net Income**

**Cash Runway**

## KEY PERFORMANCE INDICATORS (KPIs)

- CAC: \_\_\_\_\_
- LTV: \_\_\_\_\_
- Churn Rate: \_\_\_\_\_
- Burn Rate: \_\_\_\_\_

## STRATEGIC GROWTH NOTES

TARGETS VS. ACTUALS ANALYSIS

Confidential Startup Document â€œ Generated for Internal Growth Tracking Purposes