

# GROWTH METRICS

## Q4 INTERNAL PERFORMANCE TRACKING

### / **Monthly Recurring Revenue**

\$00.0k

Total predictable revenue generated by customers every 30 days.

### / **Customer Acquisition Cost**

\$0.00

The total sales and marketing cost required to earn a single new customer.

### / **Churn Rate**

0.0%

Percentage of subscribers who cancel their recurring subscriptions.

### / **Lifetime Value**

\$0,000

The total revenue a business can expect from a single customer account.

### / **Burn Rate**

\$00.0k

The rate at which a company spends its capital to finance overhead.

### / **Runway**

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The amount of time the company has before it runs out of money.

CONFIDENTIAL STRATEGY DOCUMENT REV. 2024.01