

This exercise helps you identify the 5-8 key activities that create a self-reinforcing cycle of momentum and growth in your business.

	Activity	KPI/Metric	Score A-D
01	Grow the subscriber base	New subscribers per week	A
02	Subscribers buy local deals	Share of subscribers who bought a deal	C
03	Merchants win repeat customers	Deal buyers who return at full price	D
04	Merchants run more deals	Merchants who run a second deal	D
05	Better deals attract more subscribers	Deals launched per market	C
06			
07			
08			

NAME Example: Groupon DATE 2011