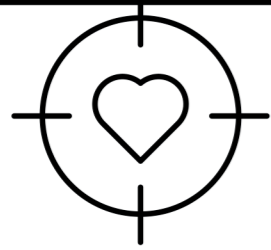
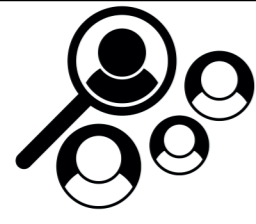


The DURABLE GROWTH Canvas



Purpose & Direction

- How well does the team understand what long-term success looks like for us and why the world is a better place with our company in it?
- How well are our guiding principles reflected in the decisions and actions at our company?
- How clear, measurable and focused are the goals that deliver our strategy across teams?



Target Market & Customer Acquisition

- How attractive is our addressable market?
- How well do we understand the type of organisation, roles and personas that buy from us?
- What is the best balance between enterprise sales and product-led growth?
- How effective are our Sales and distribution levers?
- How well do our customer retention and expansion strategies support growth?



Assets & Capabilities

- How well is our product roadmap driven by vision and client insight?
- How disciplined are our product teams to focus on outcomes rather than features?
- Which aspects of product-led growth have we deployed successfully?
- How well does our brand, design, and tone of voice resonate with our ideal client profile and set us apart in the market?
- How well does our pricing approach and level fit our positioning, growth and profit goals?
- How easy is it to get clients set-up and to support them using our offering?
- What is the balance in our innovation portfolio between strengthening the core, moving into adjacent markets, and feeding the future?



People & Culture

- How well do our leaders communicate a bold vision that inspires results?
- How well do we protect long-term value over short-term gains in trade-offs?
- How successful are we in nurturing a true obsession over customer trust?
- How effective are we in learning fast, releasing fast, and iterating fast - not only in product but across the company?
- How well does our employer brand attract talent and how effective is our onboarding process?
- How effective are we in actively leveraging remote and freelance options?
- How well do we perform in making our workforce feel heard, understood, and supported across all markets, functions, and levels?
- How well have we bridged specialized functions with a clear leader, and alignment across teams to avoid silos?



Cashflow & Funding

- How healthy are our unit economics, our customer acquisition cost over customer lifetime value ratio over time, and our overall revenue versus cost of sales?
- How effective is our funding portfolio in improving cash-in and reducing equity dilution?
- How effective is our M&A strategy and how well do our integrations deliver?