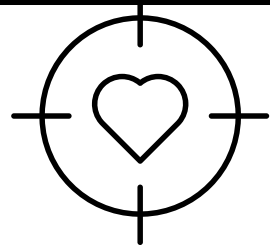


# The DURABLE GROWTH Canvas



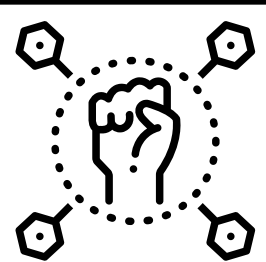
## Purpose & Direction

- What does long-term success look like for us and why is the world a better place with our company in it?
- How do we ensure that our guiding principles are reflected in the decisions and actions at our company?
- What are the goals that deliver our strategy across teams?



## Target Market & Customer Acquisition

- What is our addressable market and why is it attractive?
- Which type of organisation, roles and personas buy from us?
- How do we identify leads, how do we qualify them as the right leads, how do we convert them into opportunities, and how do we close the deal?
- How effective are our Sales and distribution levers?
- How well do our customer retention and expansion strategies support growth?



## Assets & Capabilities

- How does our product roadmap to achieve our vision and solve client pain points?
- What outcomes (rather than features) does our product team aim to achieve?
- How easy is it to get clients set-up and to support them using our offering?
- How do we ensure that new users see the value quickly and want to keep the product?
- What is our brand and tone of voice towards our ideal client profile?
- How does our pricing approach and level fit our positioning, growth and profit goals?
- What investment into the offering are designed to strengthen the core, move into adjacent markets, or feed?



## People & Culture

- What vision do our leaders communicate to the team?
- 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?