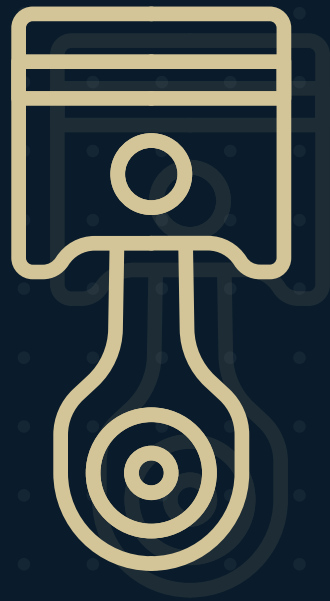


STRATEGIC PILLAR II

# CUSTOMER VALUE ENGINE



*The physics of profitable growth.*

## REVENUE VIEW



**+20%**

Top Line Growth

## UNIT ECONOMICS VIEW



**NEGATIVE**

Loss Per Transaction

Scaling negative unit economics  
accelerates insolvency.

# THE ATOMIC UNIT

**Revenue - Variable Cost**



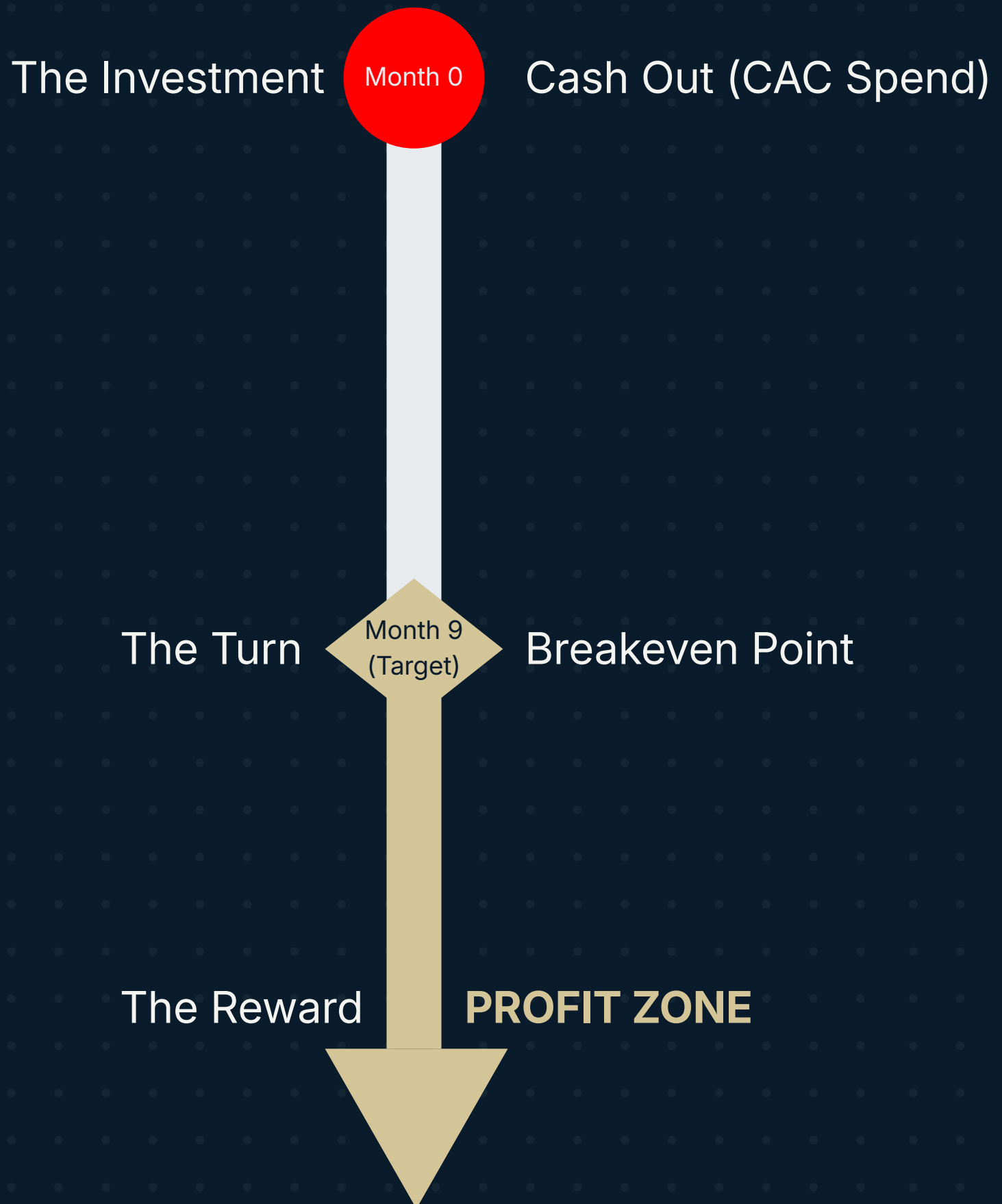
**[Contribution Margin]**

**DIVIDED BY: CAC**



**If the result is negative, you  
are scaling a loss.**

# METRIC I: CAC PAYBACK



**Goal: Recover CAC in <12 months to free up working capital.**

## METRIC II: LTV:CAC RATIO



\$1 CAC  
(Invested)

THE MULTIPLIER



\$3 LTV  
(Returned)

1:1 = Losing Value

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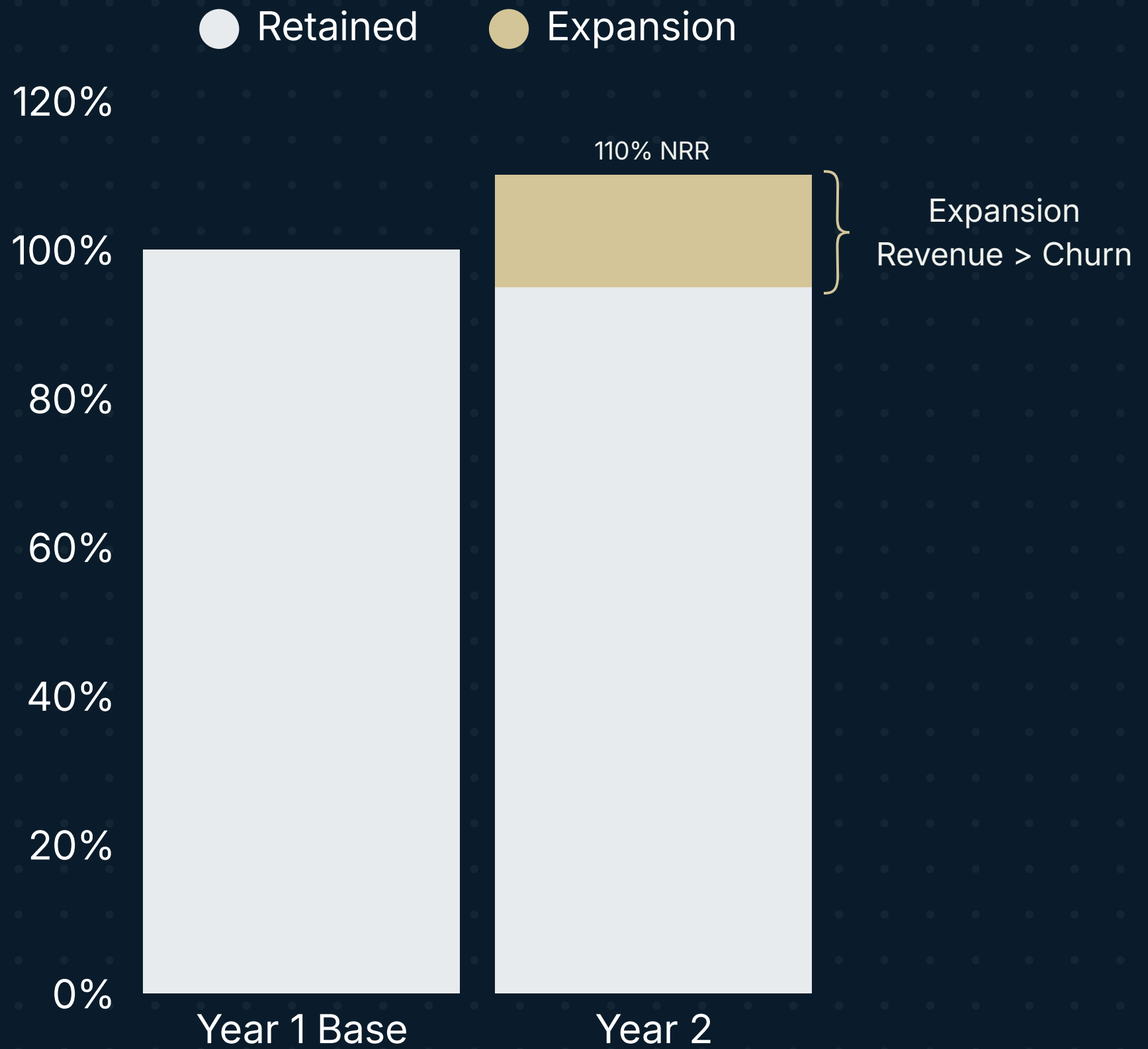
3:1 = Healthy Scale

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5:1 = Under-investing

## METRIC III: NRR (RETENTION)

Does the existing cohort grow?



# THE ENGINE AUDIT

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*Item 1: Calculate fully loaded CAC (including salaries/tools)*



*Item 2: Measure Contribution Margin, not just Gross Revenue*



*Item 3: Verify Payback Period is under 12 months*



*Item 4: Ensure NRR is stable above 100%*

Next: Pillar 3 - Operational Excellence

# STRATISIAN

Strategy.  
Structure.  
Scale.

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