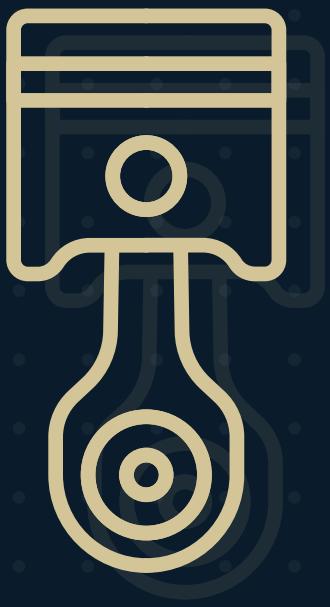


STRATEGIC PILLAR II

CUSTOMER VALUE ENGINE



The physics of profitable growth.

REVENUE VIEW



+20%

Top Line Growth

UNIT ECONOMICS VIEW



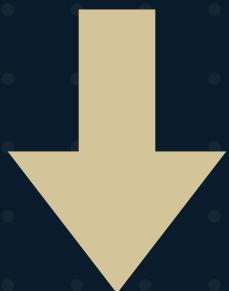
NEGATIVE

Loss Per Transaction

Scaling negative unit economics
accelerates insolvency.

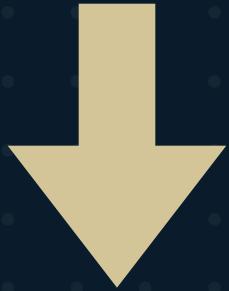
THE ATOMIC UNIT

Revenue - Variable Cost



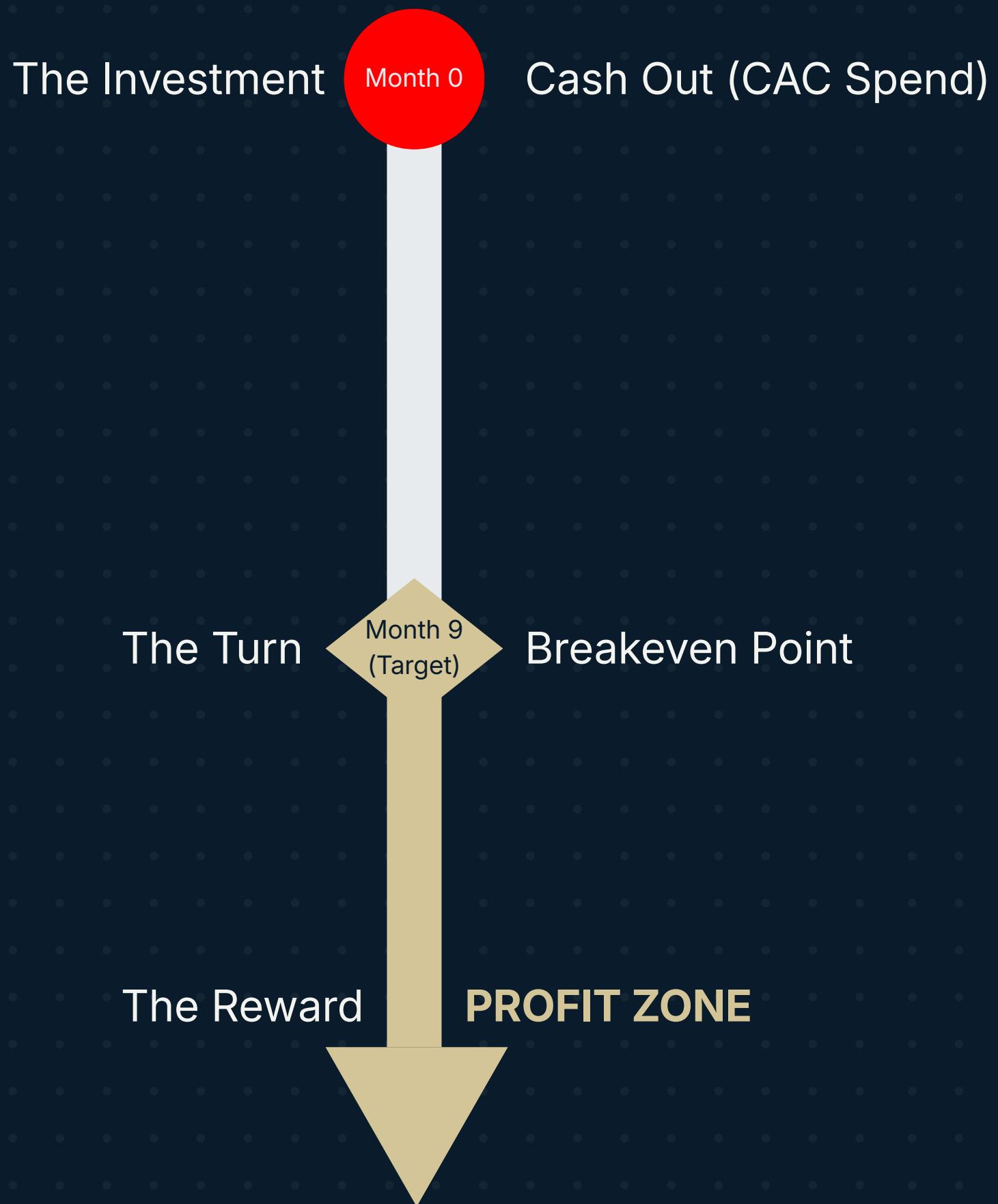
[Contribution Margin]

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)

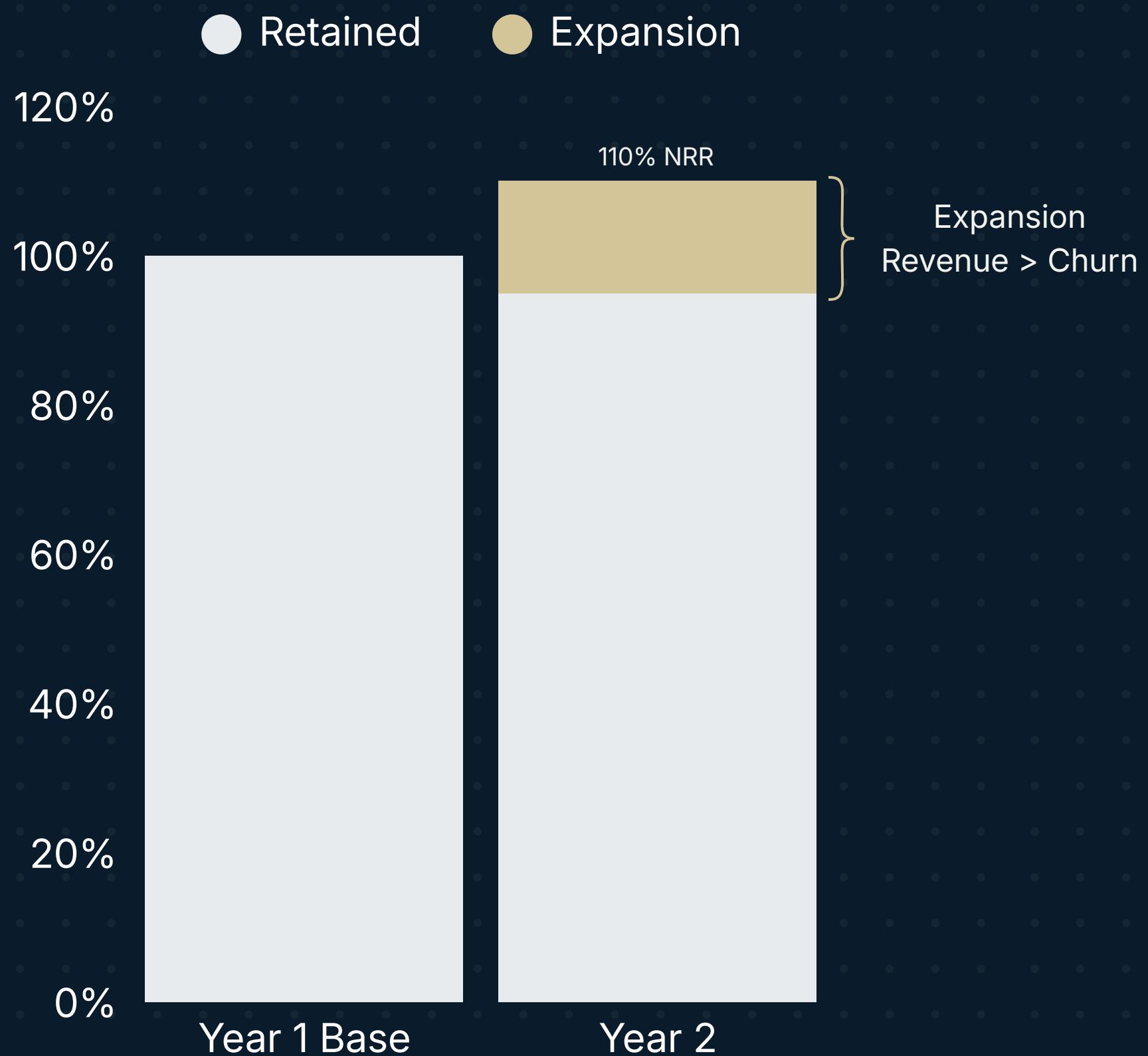
1:1 = Losing Value

3:1 = Healthy Scale

5:1 = Under-investing

METRIC III: NRR (RETENTION)

Does the existing cohort grow?



THE ENGINE AUDIT



*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.
