

# 12-Month Targets + KPI Summary

Define the targets that matter and the drivers that create them.

## A) 12-month targets

| Metric                                     | Target | Current (optional) | Notes |
|--------------------------------------------|--------|--------------------|-------|
| Revenue                                    |        |                    |       |
| Gross profit (\$ or %)                     |        |                    |       |
| Net profit (\$ or %)                       |        |                    |       |
| Cashflow / cash runway                     |        |                    |       |
| Customer / lead target (per month)         |        |                    |       |
| Operational target (delivery / production) |        |                    |       |

## B) KPI drivers (the levers that move the numbers)

- Tip: pick 5–8 drivers max. Too many KPIs kills focus.

| Driver KPI (leading indicator) | Target | Owner | How measured |
|--------------------------------|--------|-------|--------------|
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