



Startup for Startup Unplugged

- Leading by KPIs -



Why KPIs - on the rationale behind working with metrics

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The Methodology



Key Questions



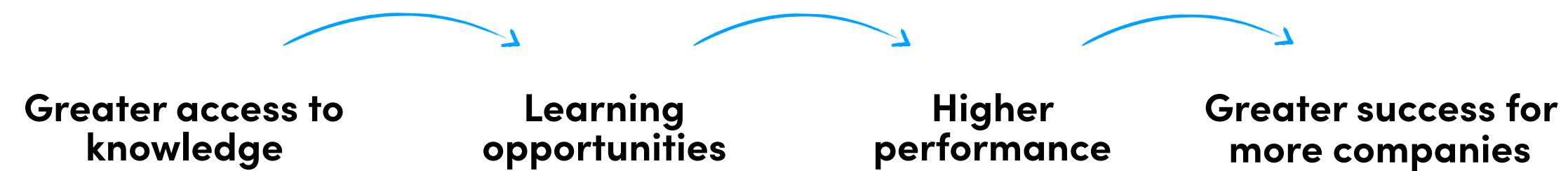
	Question	Key Activity	Output
1	Why is this important?	Discovery	The Opportunity
2	Why it can work?	Validation	Confidence, Proof
3	What to optimize for?		Core Values
4	How to measure success?		Top line metric + Goal
	How we'll Win?		Strategy
	What we'll do?		Plan

Why is this important?



The Problem:

Lack of access to knowledge, experience and actionable insights



The "Startup for Startup" example

Why can it work?



"Israel had **6,673** active high-tech companies and startups as of the end of 2018"

"Between **1,100** to **1,380** startups are established in Israel every year. Every year, about **80%** of them fail"

(Start-Up Nation Central, 2018)

The "Startup for Startup" example

Why can this work?



'1:1 Meetings' feedback

“One of the most effective meetings ever”

“I learnt that...”

The "Startup for Startup" example

Why can this work?



Podcast feedback

“It gives me a lot of **inspiration and value** on my day to day work..”

(Data Team Lead)

“Your podcast is a constant reminder to why **execution is key**”

“I’m working as a CTO for a company in the US, and we are happy to **adopt new habits** using some of your tips and experience..”

“Just listened to your podcast on raising the 150 round. Super stuff :). **Picked up a few things that I am over/under looking**”

(Investor)

The "Startup for Startup" example

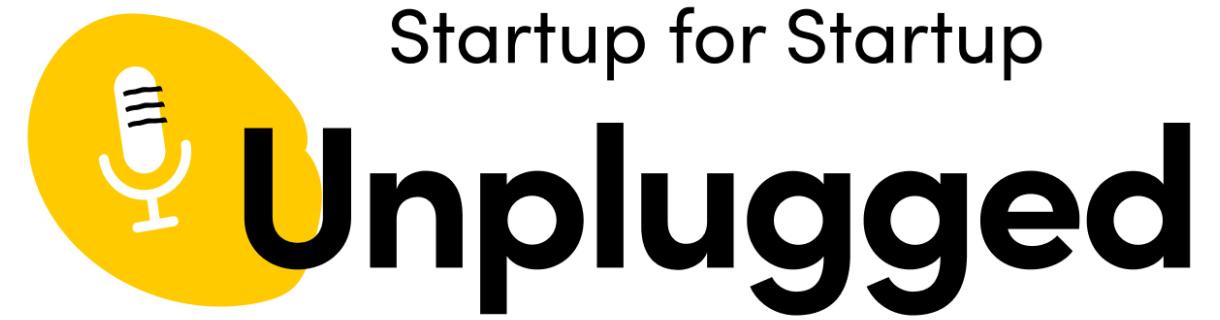
What to optimize for?



Main values

- **Real life experiences**
- **Authenticity**
- **At scale**

The "Startup for Startup" example



Thank you for coming