



Startup for Startup

Unplugged

- Leading by KPIs -



startup for startup by  monday.com



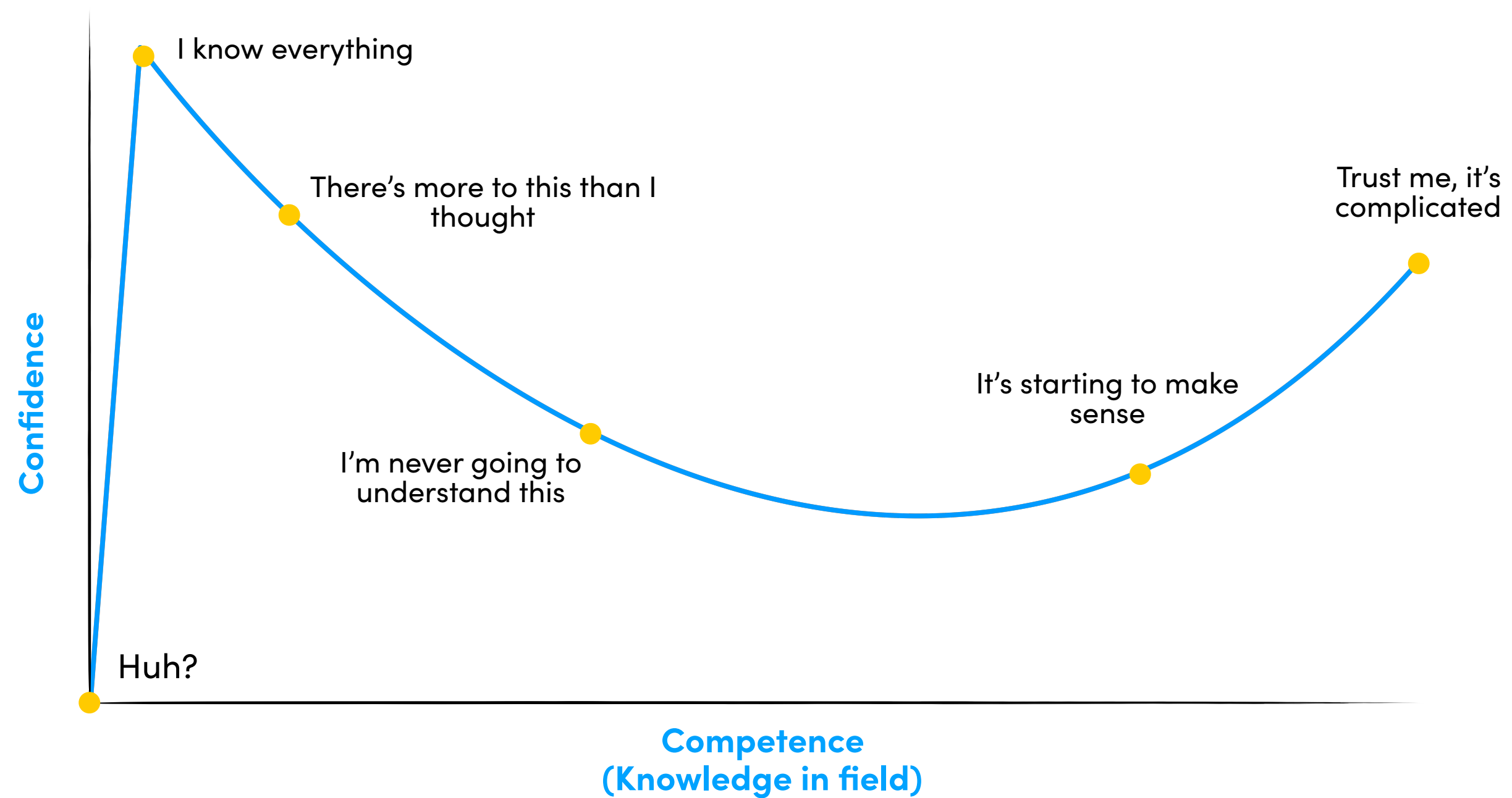


KPIs that run the company

Roy Mann, Co-Founder & CEO, and Eran Zinman,
Co-Founder & CTO, at monday.com



The Dunning-Kruger Effect



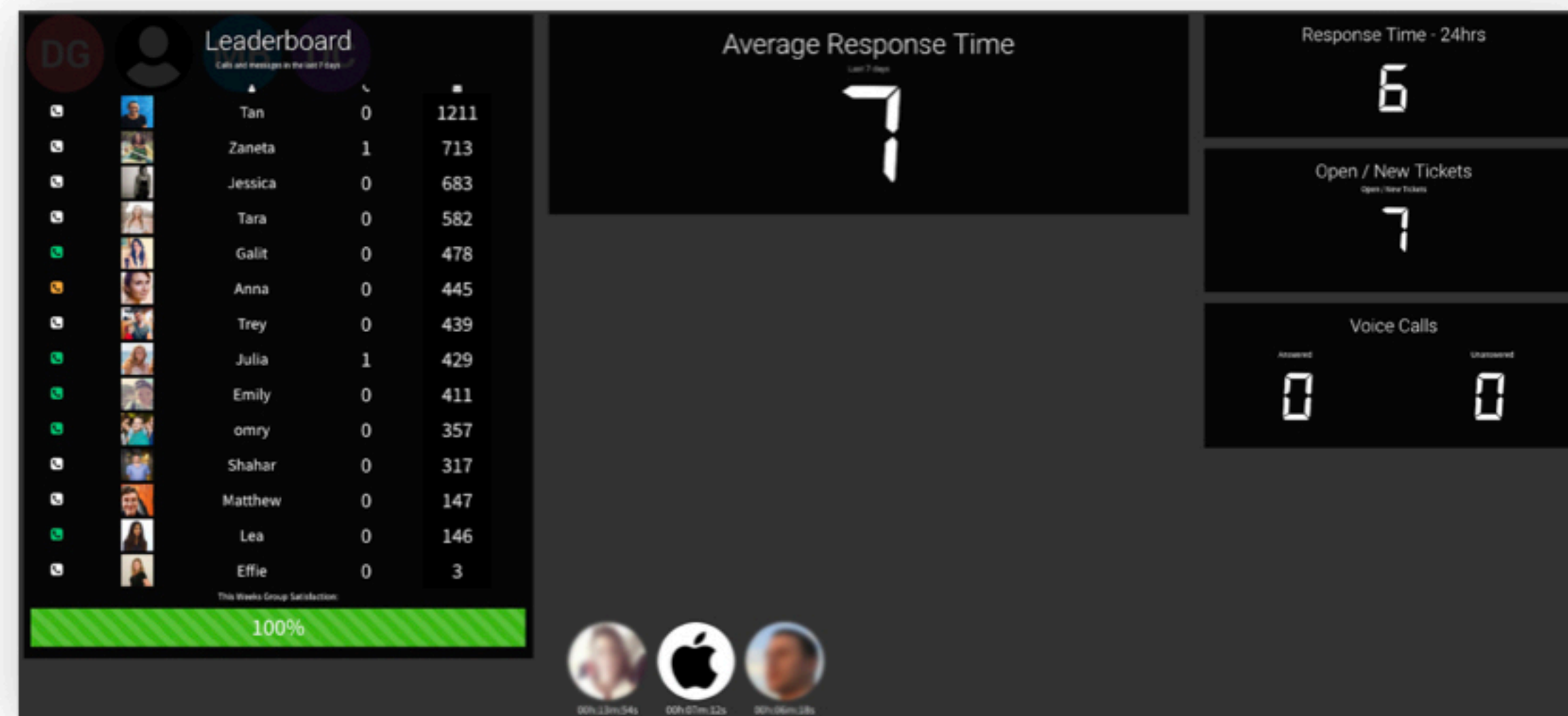
Dashboard Evolution: **Company Metrics 2013**



Dashboard Evolution: Company Metrics 2019



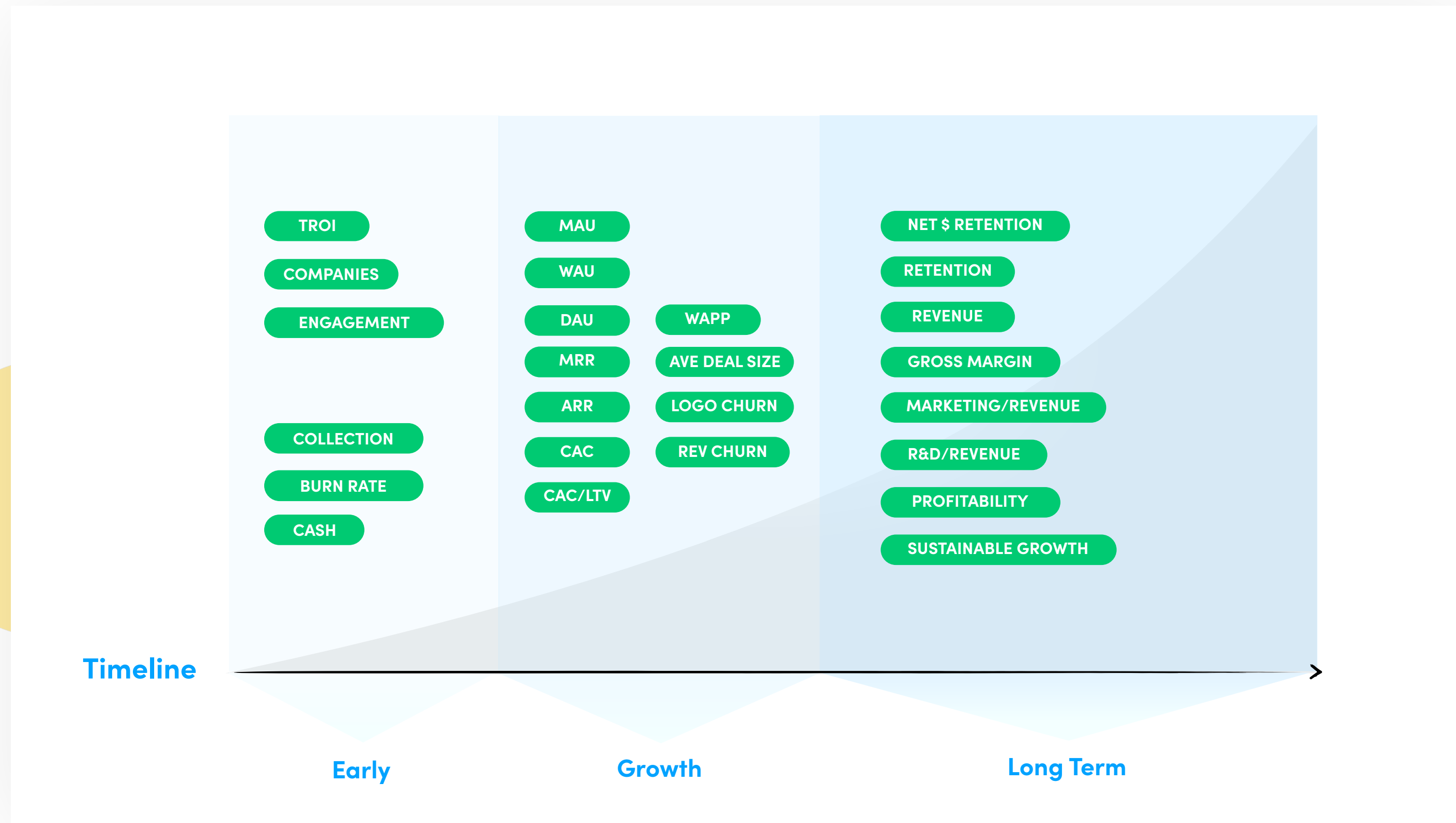
Dashboard Evolution: Customer Success Metrics 2017

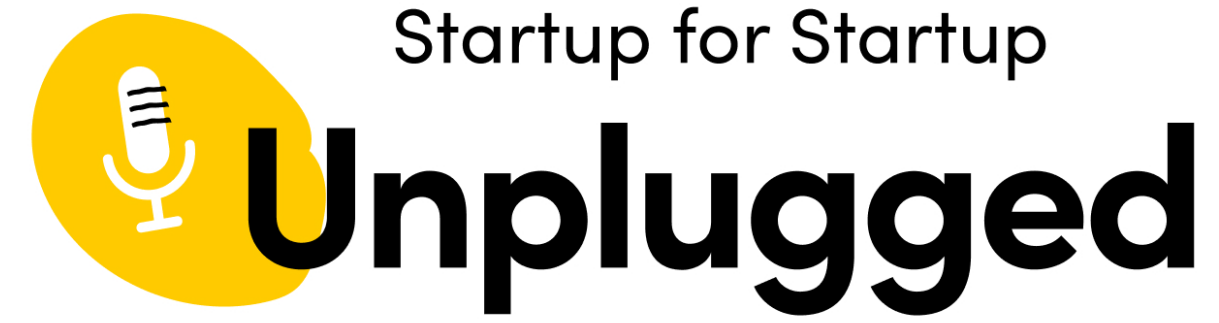


Dashboard Evolution: Customer Success Metrics 2019



Evolution of KPIs





Thank you for coming