



Startup for Startup Unplugged

- Leading by KPIs -



How BigBrain makes KPIs accessible to every monday.com employee

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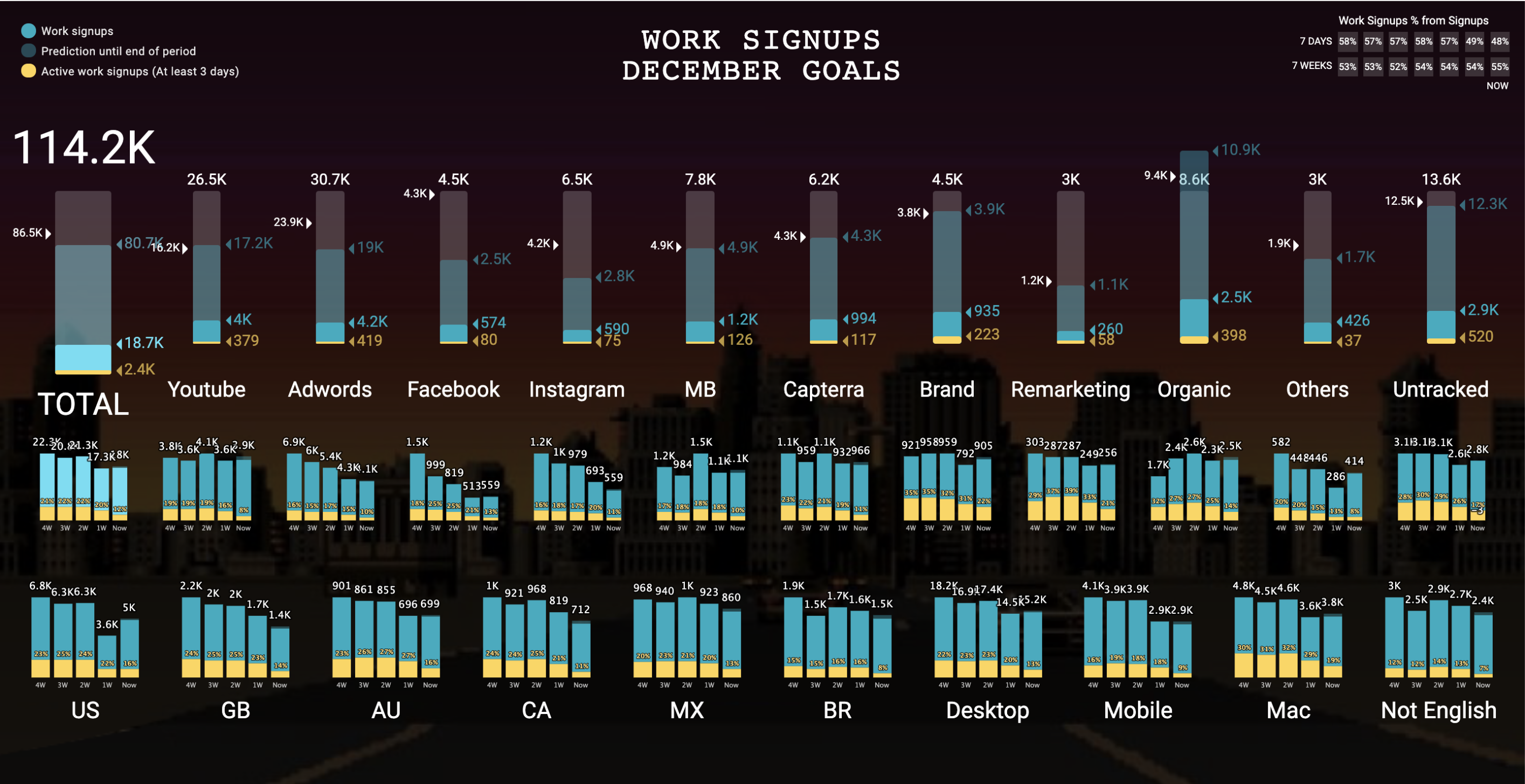


What did it initially include?

- Paying companies dashboard
- Acquisition cohort
- ARR over time

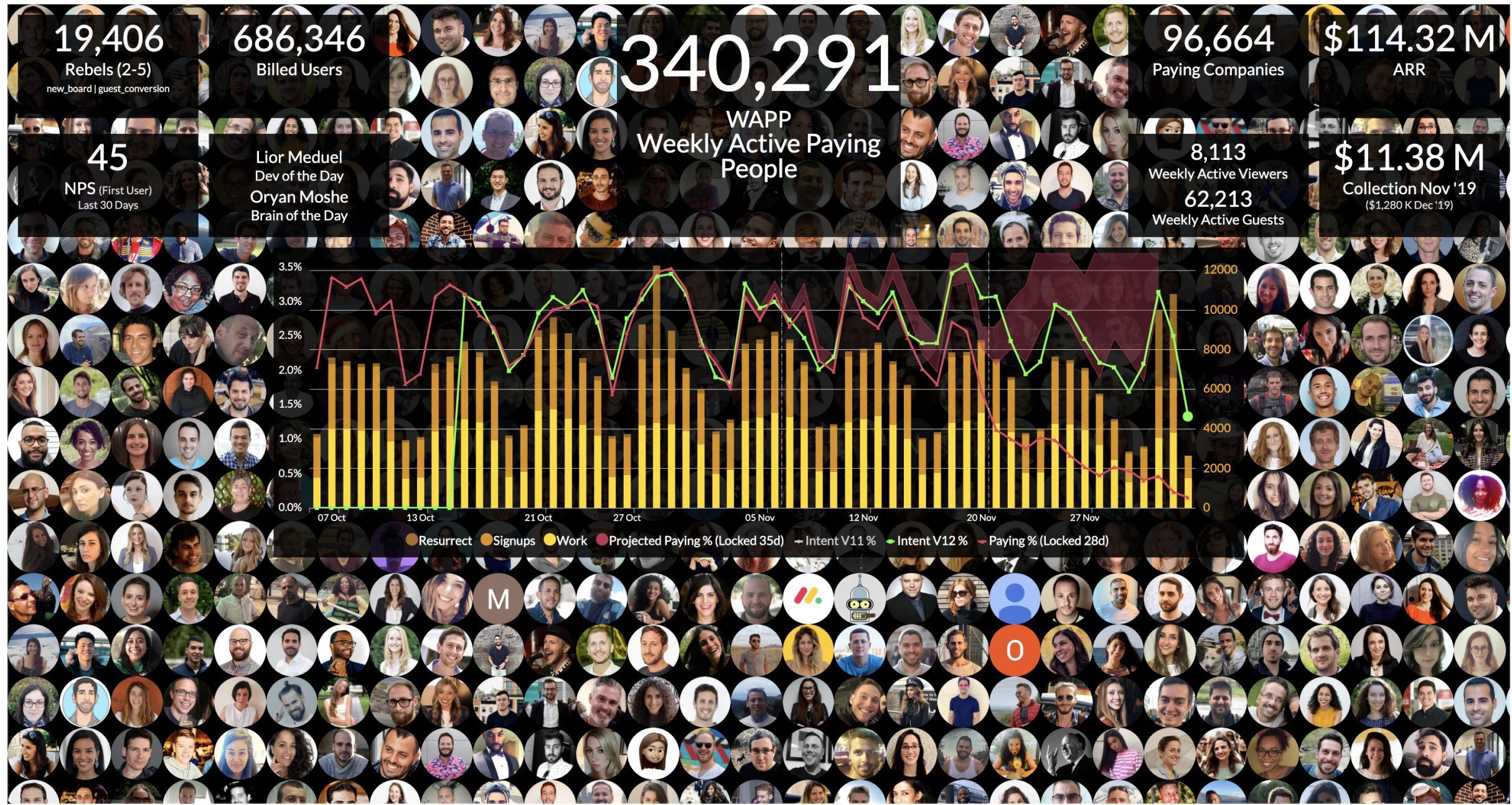


Work signups



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Making it fun made a huge difference

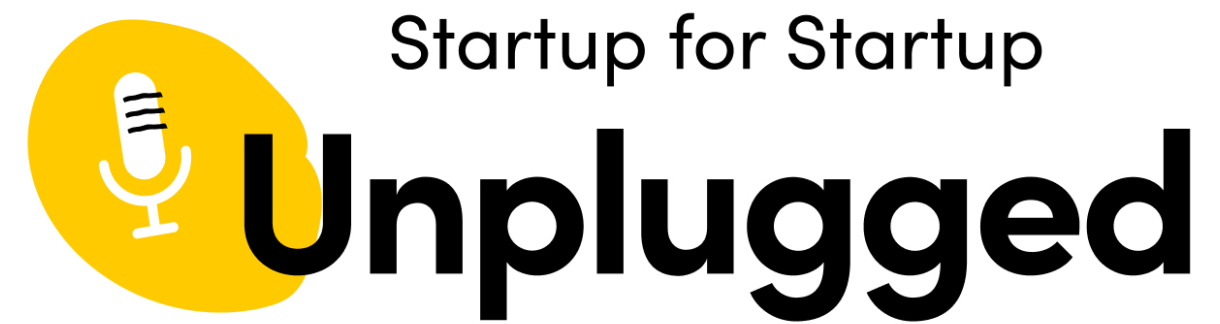


How Big Brain makes KPIs accessible to every employee

The opportunity



- Shapes your culture and help explain it to new people
- Never go back when scale happens and complexity rises
- 10x effect on people's work, allows focus for the actual challenges we need our mind for
- Allows to distribute decision making, with confidence



Thank you for coming