

Comments on monthly report from REPORTY

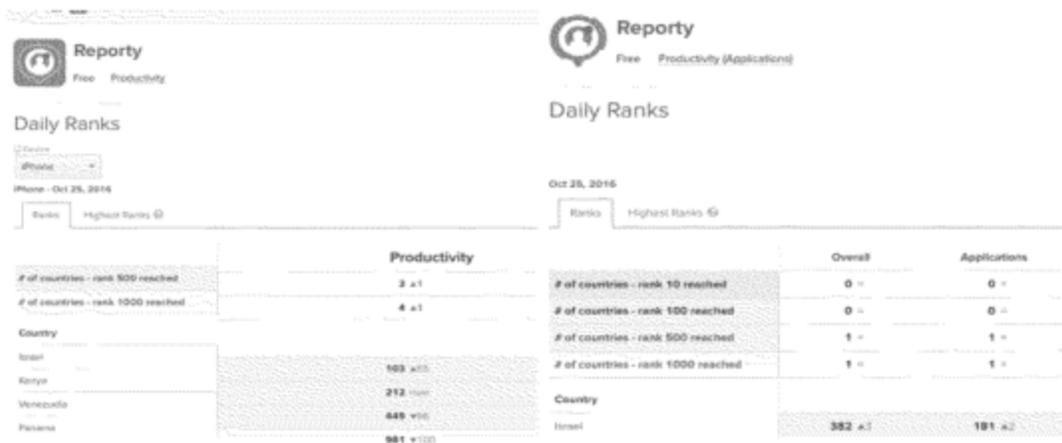
In general:

- KPIs : would nice to understand what are the KPIs (Key Performance Indicators) they are following each day, each week, each month
- P&L : Forecast/Realised and Variances - would be interesting to start a monthly report by P&L then do the business updates – right now there is nothing financial ie. we read progress in biz dev but it's hard to know how good it is, it might be great even but how to know ?
- Cashflow : there is one line on 13 pages about burn rate but would be nice to understand where cash goes exactly (product, HR, PR...)

On specifics about this report:

- HR : how is the organigram – would be nice to see where people fit and report to
- Logistics : what does it mean ? didn't understand what logistics they are talking about – is it projects they delivered ? In ecommerce its ans something totally different
- Global clients : there is a long attractive list – it might be great – hard to judge – the sales pipeline seems good but would good to have a % next to each of them of success of closing and their potential value in \$ (those 2 columns exists in the excel but only featured for Singapore)
- Local clients : good excel attached but no idea what each opportunity can bring – would be great to add in \$ terms
- Products : what does it mean to be distributed in 160 countries ? Is it not just normal with iTunes and Android ?

On App Annie that measures apps worldwide we can see Israel is really the main market then Kenya (why ?)



They mention 2500 reports as good after PR – again hard to judge without KPIs. Is it on plan, over plan, under plan – how does it compare with main benchmarks, competitors ?

On an absolute term it doesn't sound huge but hard to tell

- Restructuring the App : OK but for how much ? for which expected results ?
The screen shots look nice
Would be good to know the conversion funnels and drop rates at each step on the existing one
- CRM : which tool will they use ? Salesforce ? Important subject indeed for asset building and leverage – this business seems all about data and CRM
- HOME SYSTEM FACELIFT : no comment improvements seems smart
- MARKETING: they spent about \$5k with an agency and seem happy. The only issue is again the lack of KPIs. Not sure how to judge 1961 paid downloads on IOS and Android via FB and Google. Same for the « improvised » channel. What is it ?
- REBRANDING : they did a new logo/rebranding of the site

No more questions on the rest :)