Growth Model

Fillable worksheet. Type your answers. Save the file.

Page one: the loop description, the LTV math, the CAC math, the payback. Page two: cohort retention and the North Star.

01 ACQUISITION LOOP DESCRIPTION

How a new customer becomes the source of the next customer. One paragraph.

02 LTV CALCULATION

Per-period revenue, gross margin, retention rate. The LTV is the result.

REVENUE / PERIOD	GROSS MARGIN %	RETENTION RATE %	LTV (RESULT)

03 CAC CALCULATION

Total acquisition spend, customers acquired, the CAC result.

ACQUISITION SPEND	CUSTOMERS ACQUIRED	CAC (RESULT)

04 CAC PAYBACK PERIOD

How many months until LTV exceeds CAC for the new cohort?

Cohort Retention and North Star

Fillable worksheet. Type your answers. Save the file.

Eight cohorts of retention by week. Then the North Star definition, the denominator, and three leading indicators.

05 COHORT RETENTION TABLE

Cohort month, then retention at week 1, week 4, week 12.

COHORT MONTH	W1 %	W4 %	W12 %

06 NORTH STAR METRIC

Definition and the denominator that scales it.

DEFINITION

DENOMINATOR

07 THREE LEADING INDICATORS

Inputs that move the North Star before the North Star moves.

01

02

03