

# Post Deal Assistance - Standard Scope



KPI's / Matrics	Areas of Review
Review movement in KPI's	<ul style="list-style-type: none"> <li>• Summary of monthly / quarterly KPIs given a snapshot of the business affairs of the company and helps understands the direction / progress of the company.</li> </ul>
Revenue KPIs	<ul style="list-style-type: none"> <li>▪ Revenue Growth (CMGR, MoM, QoQ)</li> <li>▪ Average Ticket Size by category/geography/user demographics/overall</li> <li>▪ Marketing spend to revenue ratios (CAC/LTV),</li> <li>▪ CAC (Blended vs Paid), (Organic vs Inorganic) &amp; CAC recovery time review</li> <li>▪ Repetition / Recurrence Rates,</li> <li>▪ GMV and Volume trends,</li> <li>▪ Segment / Branch / Profit Center wise revenues,</li> <li>▪ Lead Conversion ratio</li> </ul>
Expense KPIs	<ul style="list-style-type: none"> <li>▪ Monthly burn rates (gross/net) trend</li> <li>▪ Customer Acquisition Cost (marketing channel wise)</li> <li>▪ Specific Marketing spend performance, including referrals / invitations discount spend tracking</li> <li>▪ Capital efficiency review (scenario wise CAPEX absorption)</li> <li>▪ Related Party transactions vs arms length price review</li> <li>▪ Capital commitments and long term expense commitments (e.g lease)</li> <li>▪ Review lease vs buy alternatives for assets</li> </ul>

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Profitability KPIs	<ul style="list-style-type: none"><li>▪ Unit Economics review, breaking down into direct cost, direct overheads and logistics cost.</li><li>▪ Breakeven Analysis (operational/cash/overall) , Contribution vs indirect cost absorption ratio</li><li>▪ CAC vs LTV review ; expected time to bring CAC recovery time &lt; 12 months</li><li>▪ Profitability :-<ul style="list-style-type: none"><li>• Per square feet (Retail Brands, Mom &amp; Pop Stores, F&amp;B outlets)</li><li>• Per Employee (Services, Technology, Software + Service)</li><li>• Per User/downloads (Consumer Tech, B2C focused business)</li><li>• Per Partner :<ul style="list-style-type: none"><li>- Driver (Cab aggregation),</li><li>- Property (Hotel / stay aggregator),</li><li>- Seller (online marketplaces)</li></ul></li></ul></li></ul>
User KPIs	<ul style="list-style-type: none"><li>▪ Daily / Monthly (activations/downloads/sign ups) w.r.t targeted marketing spend</li><li>▪ User Engagement Matrics, including Monthly / Daily active users (MAU/DAU)</li><li>▪ Repetition / Recurrence rates,</li><li>▪ Page views, Bounce rates, payment failure ratios,</li><li>▪ Average Time spent, visit frequency</li><li>▪ Trends in user demographics</li><li>▪ Viral Coefficient : It tracks the organic growth through app virality achieved by sharing by first few users. Referral Matric review to track users acquired through referrals vs paid marketing</li><li>▪ Customer concentration and Churn analysis,</li></ul>

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Key Areas of work	Key Objective
Budgeted Vs. Actual MIS Comparison and Reasoning for Variations	<ul style="list-style-type: none"><li>• Variance analysis looks after-the-fact at what caused a difference between plan vs. actual.</li><li>• Review revenue, cost of operations and how the actual values differ from the budget identifies the reasons for the variations.</li><li>• Reasoning on the negative variations and measures for improving the KPIs discussed with Investors and the Management.</li></ul>
Peer Group Comparison	<ul style="list-style-type: none"><li>• Peer group, made of other firms in the same industry (publicly available information and subscription databases), but peers can also be chosen based on other circumstances of the firm, such as life cycle stage.</li><li>• In peer group comparison we use method of relative valuation by comparing standardized valuation metrics with those of similar companies and it is generally the starting point in peer comparison analysis.</li></ul>
End use review of funds	<ul style="list-style-type: none"><li>• End use review is a routine assessment to ensure the funds are deployed in the best possible manner in the interest of the company. Disbursement milestones, deployment performance are tracked in the review.</li></ul>
Review of Portfolio Performance	<ul style="list-style-type: none"><li>• Tracking portfolio company's performance, current and expected w.r.t targeted KPIs from actual ones. It includes overall comments on the performance w.r.t expected results.</li></ul>

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Potential for Tie-Ups / Partnerships / JVs Alternatives	<ul style="list-style-type: none"><li>Assessing the market tie-ups, strategic partnerships, exit options, strategic sell out, investment landscape in the respective sector, etc is reviewed.</li></ul>
Investment Covenant Compliance	<ul style="list-style-type: none"><li>Review of covenant compliances in case of share capital, borrowing powers, promoters remuneration, appointment of Functional Heads, Related Party Transactions, etc</li></ul>
Propriety Expenses Review	<ul style="list-style-type: none"><li>In review of Propriety Expenses we thoroughly analyze whether funds are utilized in the best possible manner by comparing tenders/bids, quotations from vendors, incurred for the benefit of a particular group/person and whether personal expenses have been charged to revenue.</li><li>The availability of alternative vendors, lower spend options are evaluated to compare the actual amount spent on the respective expense heads.</li></ul>
Market Information	<ul style="list-style-type: none"><li>Report any wrongdoings/rumour from Market intel regarding the portfolio companies.</li></ul>