

Sprint:
Getting your Operation
Model Fit For Scale
with
Santi Ureta

01 Identifying key risks

Data is the key: PMF scoring model

- Choose the right metrics
- Homogenous metrics across all geographies (scoring)
- Granularity.
- Adjust your model with local insights.
- Define thresholds.
- Flags system.
- Actionable data points

Data - Insight - Action

Case Study: B2C - PMF Score

Key Metrics

- Supply: Restaurant selection
- Service: AOD - Happy orders
- Price: Average price per restaurant

Granularity

- Neighbourhood level

Scoring

- Weighting the score
- Internal benchmark
- Competitors

Exercise: How would you define your Product market fit score model?

02 Developing your own expansion playbook

Playbook

- Identify main processes
- Checklists

- Material
- Experts
- Training
- Test and iterate
- Data (Dashboards)

03 Feeding operational changes back to the business

Central teams

- Central vs Local
- Strategy functions
- Support functions
- Communication channels
- Feedback
- Best practices implementation