Goal Description	KPIs	Deadline	Result	Evidence
Finding Co-founder(s)	Make an offer to someone in your network	24.03.2025	Offer refused	https://share.icloud.com/photos/08cyc3ap4WDcrAfTYi0gOKGWw
	Post an ad on LinkedIn, including a link to the survey	07.04.2025	Job advertised twice; resulted 101 applications; still interviewing	https://shorturl.at/8sWnw
	Complete Y Combinator co-founder matching profile	01.04.2025 07.05.2025	Delayed by 3 weeks	https://shorturl.at/8sWnw
Complete Sales Funnel & User Flow	Design a logo	01.04.2025	Bought a logo from looka.com for 20$	https://compunart.com/logo.png
	Build an online presence and manifest	01.04.2025	Online presence is ready, waiting for a logo	https://www.linkedin.com/company/compunart
	Develop a (social) media strategy before posting content	07.04.2025	We prepared a draft --needs an update	https://compunart.com/files/media-strategy.pdf
	Research content to post	07.04.2025	It's detailed in the media strategy document noted down above	https://www.linkedin.com/feed/update/urn:li:activity:7320057814561771521
	Gain 100 followers for LinkedIn	01.05.2025	110 followers by 01.05.2025	https://www.linkedin.com/company/compunart
	Gain 250 followers for LinkedIn	01.06.2025		
	Research payment providers	14.04.2025 14.05.2025	Postponed regarding priority changes	
	Complete payment integration	28.04.2025 31.05.2025	Postponed regarding priority changes	
Complete Product-Market Fit Tests	Prepare survey & templates to connect/post	28.03.2025	Prepared and migrated to Trello for team use	https://trello.com/c/n2QiWZMd
	Post ads to research user behaviour and interview	01.05.2025	Ads posted; 29 survey responses --needs to be analyzed	https://www.linkedin.com/feed/update/urn:li:activity:7313147514377900033
	Complete at least 50 surveys / 30 interviews	01.05.2025	30 surveys with 27 interviews --updated below regarding the niche	https://admin.typeform.com/form/xxrillqc/results#summary
		01.06.2025		
	Post an Intern ad with a link to the survey/interview	07.04.2025 07.05.2025	Postponed because of free-tier quota	
	Complete competitor analysis, GTM & PMF	09.05.2025	Done	https://compunart.com/files/competitor-analysis.pdf

Goal Description	KPIs	Deadline	How will it affect the business goals?	Result	Evidence
Build MVP 1.0	Prototype minimal functionalities for demo purposes	24.03.2025	It'll allow me to present during interviews	Deployed	https://compunart.com
	Complete user flow --landing page and sign up/login	7.05.2025	It'll allow us to have clients from all existing channels	Landing page is deployed	https://compunart.com
	Complete single-use case and start tests	15.04.2025 15.05.2025	It'll allow us to onboard customers with basics of the product	Delayed for a month	
	Implement AI & alter use cases with it	1.05.2025			
	Rest of 3rd-party integrations	1.06.2025			

Goal Description	KPIs	Deadline	Result	Evidence
Build Funnel & User Flow	Gain 100 followers for LinkedIn first, then Instagram	28.05.2025	109 Linkedin followers reached	https://www.linkedin.com/company/compunart
	Share your first post on LinkedIn — Prepare and share a post about what we have done at SWG.	22.05.2025	Sharing has been done.	https://www.linkedin.com/posts/compunart_startupwiseguys-compunart-earlystagestartups-activity-7320057814561771521-8x86
	Develop a social media strategy before posting content	20.05.2025	A social media strategy was developed before posting any content. It needs to be updated.	https://compunart.com/files/media-strategy.pdf
	Research content to post	30.05.2025		
	Research payment providers	02.06.2025		