



## 100 Day Plan

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- Key questions to ask of your board and leaders
- Proven Platform Playbook
- Unique Board and CEO Engagement Model

# Key Questions for CEO and Board

## Who...

- on the board has experience with platforms and has been there and done it?
- On the executive team truly understands how to create/generate platform economics?

## How...

- many sides are being monetized in the current business model today – one, two or more?
- is the company led -- marketing, sales or product -- and what is the plan to become platform led?
- Is company realizing exponential growth and value (versus linear) and network effects?
- aligned are the company's investors with the objective of multiple expansion?

## What...

- is the company's strategy for accelerated growth and multiple expansion?
- is the unique value/selling proposition for each side of the business model?
- is the go-to-market strategy for each side (SaaS/workflow, marketplace and data)?
- is the kind of data being collected, from whom, and how is it being monetized?
- are the company's KPI's/OKR's that ensure platform success and multiple expansion?

# Proven 100 Day Plan



**P**  
Pinpoint  
Gap between current business model and platform

**I**  
Inventory  
All your technologies, data and network assets

**V**  
Validate  
Customer and supplier needs and build new platform financial model

**O**  
Organize  
New team to implement platform business model and scale team after that

**T**  
Track  
And transform your progress with new financial model KPI's

People	Board and leaders' platform expertise and alignment	All buyer, seller & partner relationships and data assets	Potential people requirements to build a true platform model	Small team to launch platform and create new organization structure	New KPI's for engagement, data and partner participation
Product	Current GTM strategy and gap to PLG business model	Tech, product and data architecture and its ability to scale	New PLG GTM strategy and company capabilities and pricing model	Existing people around new GTM around each of the revenue streams	Create new KPI's for engagement, data and partner participation
Performance	Current sources of revenues/EBITDA and gap to multiple sources	Metrics – including users, suppliers, partners, data, contributions	New financial model and customer/supplier metrics	Compensation and ISO system around platform objectives and results	Monetization for the multiple revenue streams and the cost of delivery

# Unique CEO and Board Engagement Model

Activities	Topics
Daily & Weekly: CEO Calls	People: Updates on Team – skills, fit and culture Product: Updates on GTM – across all sides of the model Performance: Updates on OKRs – unique for each business function
Monthly: CEO + Stakeholder Call	People: Evaluate Team – recruitment, retention and culture Product: Modify GTM – SaaS, marketplace, data assets, tech stack Performance: Measure OKR's – top and bottom-line results
Quarterly: Board Meeting	Pre-Board Meeting: help CEO prepare, present and align board People: Team Analysis – skills, gaps, compensation/ISO's, growth Product: Platform Progress – SaaS, marketplace, data assets, tech stack Performance: OKR Refinement – sales, revenues, CAGR, EBITDA margins Post-Board Meeting: debrief CEO and outline next steps



# Thank you

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