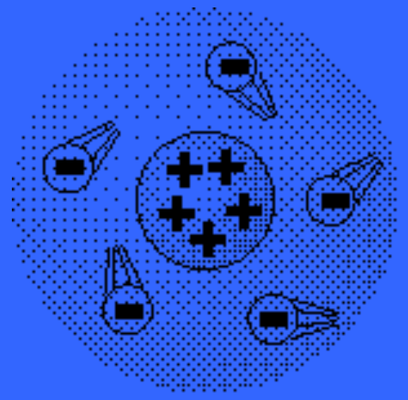
Spheres of Diminishing Lies

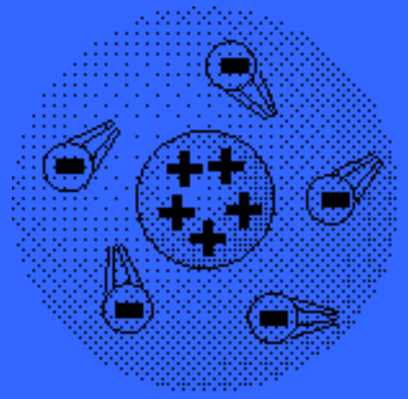
Modeling CAC and LTV

Quick Chemistry Detour

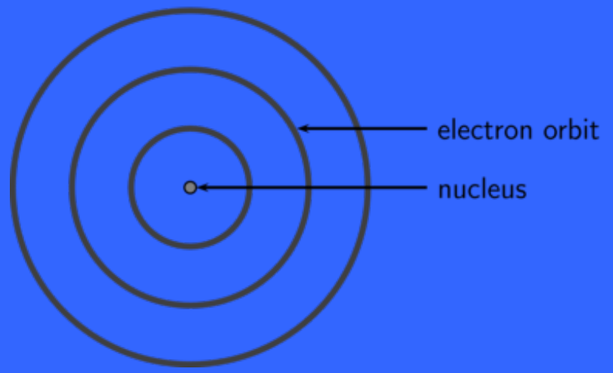


Rutherford Model

Quick Chemistry Detour

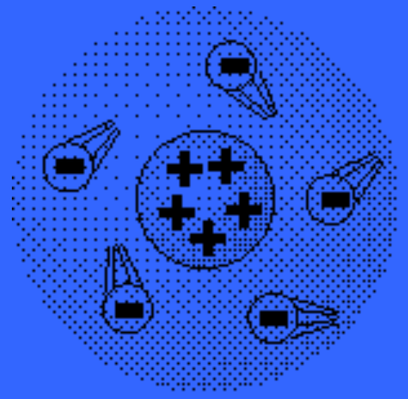


Rutherford Model

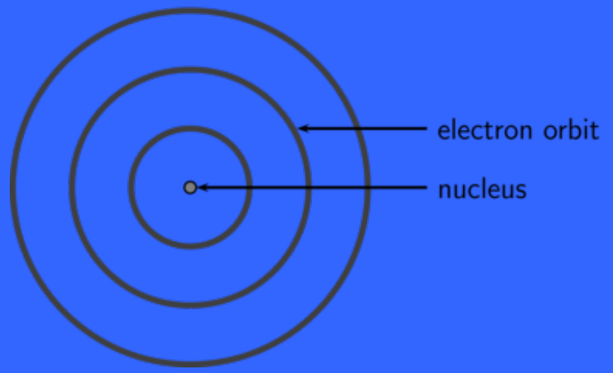


Bohr Model

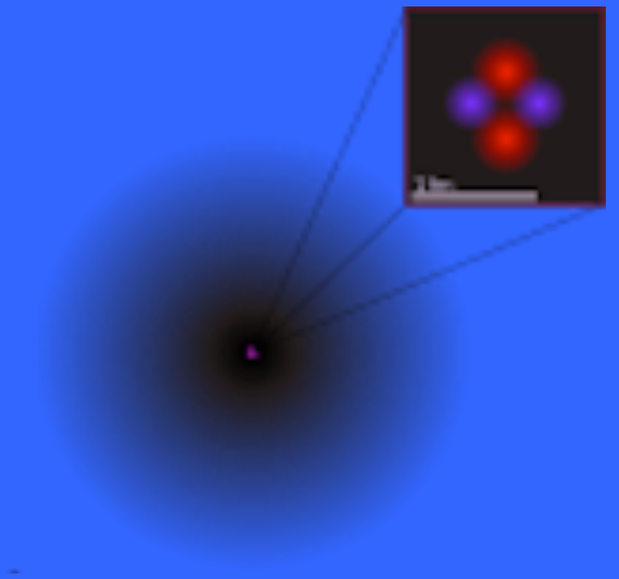
Quick Chemistry Detour



Rutherford Model



Bohr Model



Quantum Model

WISTIA

Modeling CAC and LTV

Modeling CAC and LTV

Simple + Full of Lies

Modeling CAC and LTV

Simple + Full of Lies

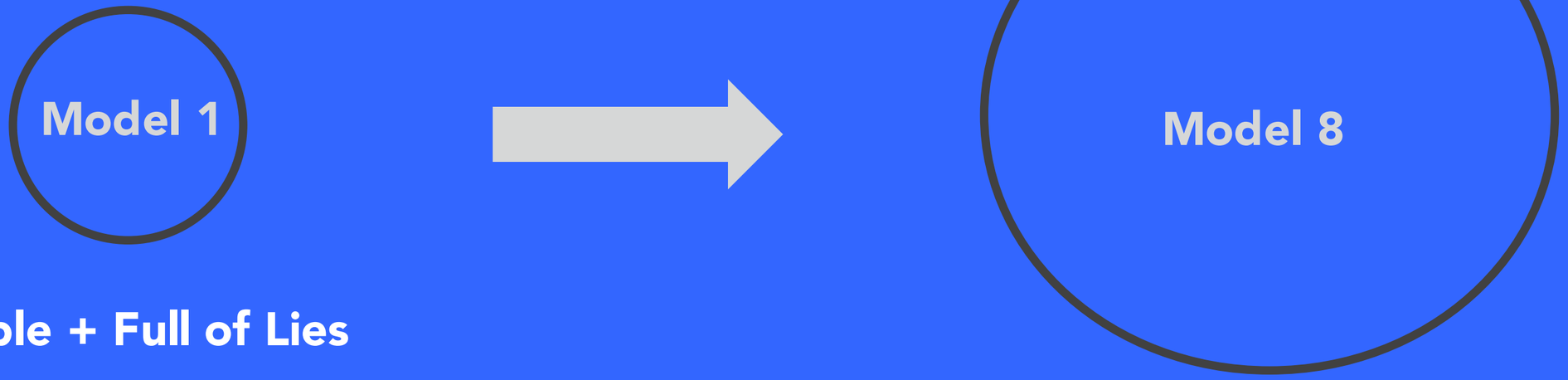
CAC

- How much did we spend in sales + marketing this month?
- How many new customers did we gain this month?

LTV

- What's ARPC across all our customers?
- What's our churn rate (customer #) this month?
- What's our rough gross margin?

Modeling CAC and LTV



Simple + Full of Lies

Complex + Fewer Lies

Modeling CAC and LTV

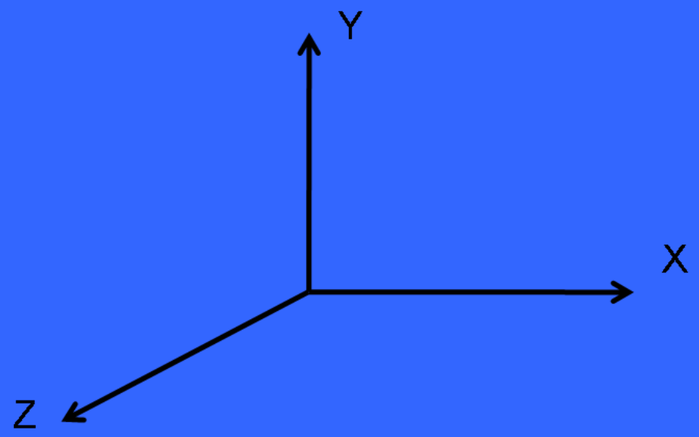
Complex + Fewer Lies

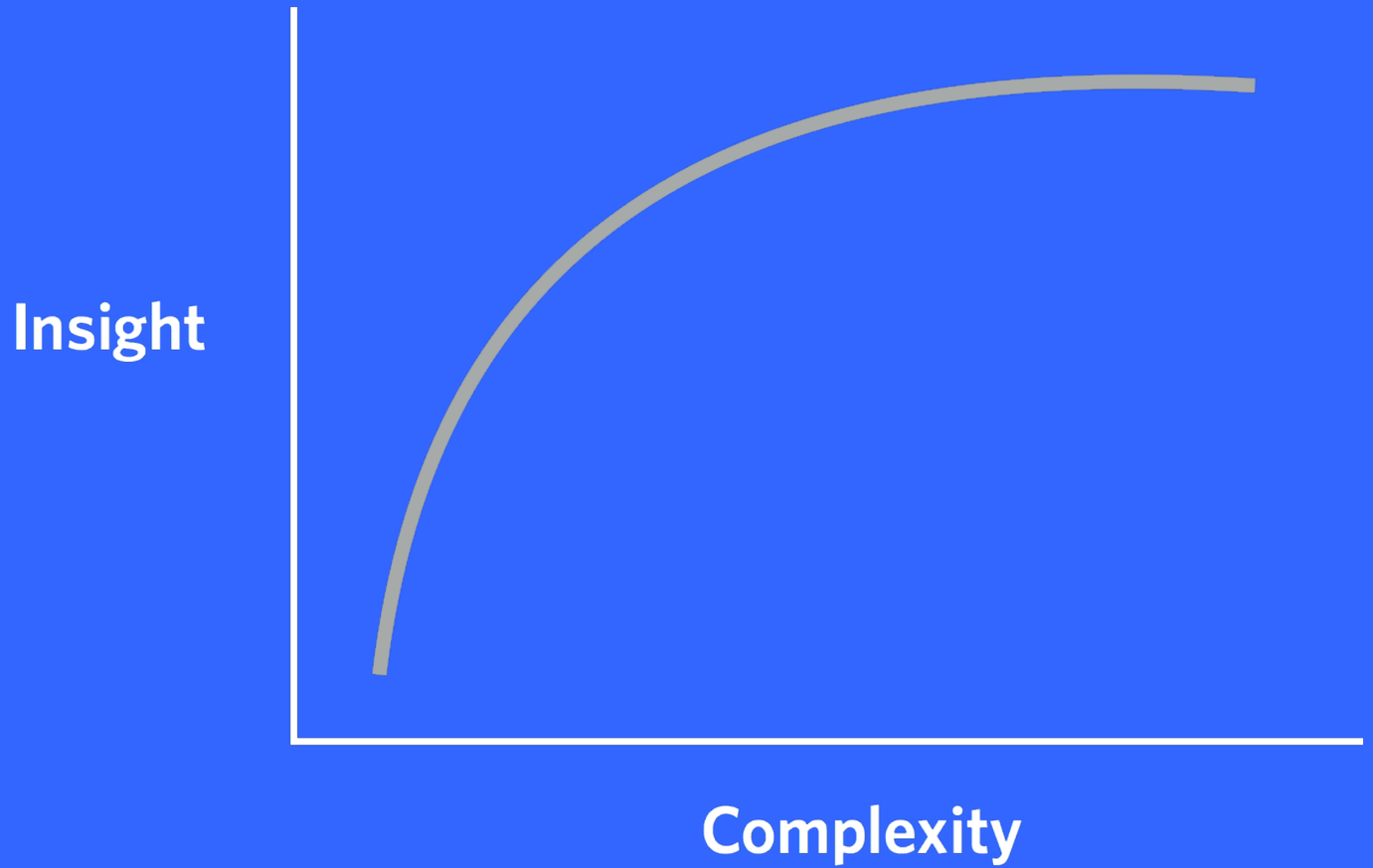
Modeling CAC and LTV

Complex + Fewer Lies

Dimensions to add

- Acquisition channels
- Customer segments
- Time




Insight
Complexity