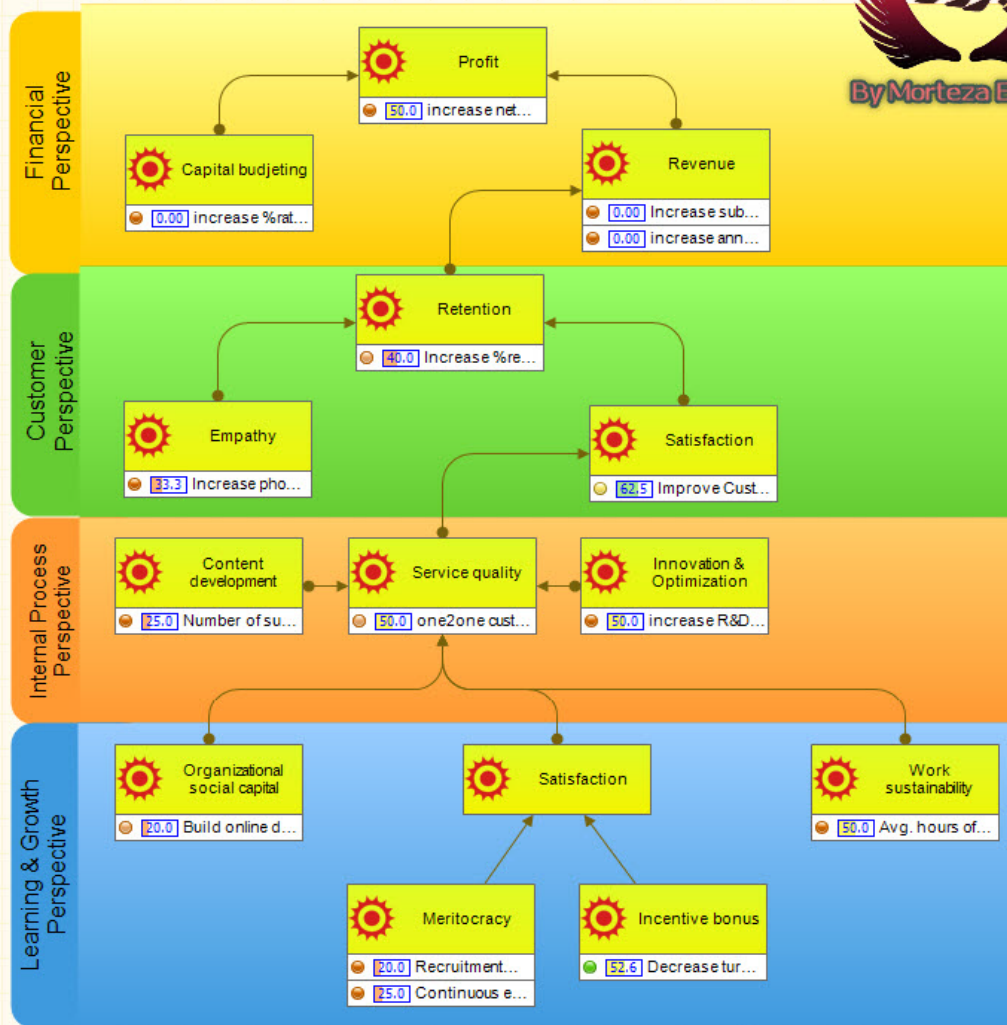


Strategy Map:



POWERED BY BSC DESIGNER

BSC Matrix:

Name	Performance	Progress	Value	Value (...)	Baseline	Target	Measure	Weight
Parvaz, A career development SaaS	19.03 %	33.24 %	→		6.6	39.35	%	
Financial Perspective	4.17 %	12.50 %	→		2.08	15.75	%	1
increase net profit rate	16.67 %	50.00 %	→	0	-10	10	%	1
increase %rate of total assets	0.00 %	0.00 %	→	0	0	20	%	1
Increase subscriptions	0.00 %	0.00 %	→	0	0	20	%	1
increase annual sales revenue	0.00 %	0.00 %	→	0	0	8	%	1
Customer Perspective	27.78 %	45.28 %	→		1.67	53.33	%	1
Improve Customer Satisfaction Score	55.00 %	62.50 %	→	55	5	85	Score	1
Increase phone call consulting time	8.33 %	33.33 %	→	10	0	30	minutes	1
Increase %repeated sales monitored	20.00 %	40.00 %	→	20	0	50	%	1
Internal Process Perspective	16.33 %	41.67 %	→		6.67	28.67	%	1
Number of successful courses launch	4.00 %	25.00 %	→	2	0	8	#	1
one2one customization of assignments	40.00 %	50.00 %	→	2	1	3	#	1
increase R&D expense	5.00 %	50.00 %	→	5	0	10	%	1
Learning & Growth Perspective	27.83 %	33.53 %	→		16	59.63	%	1
Build online dashboards for all staff	20.00 %	20.00 %	→	20	0	100	%	1
Recruitment by meritocracy(#CVs revision)	2.50 %	20.00 %	→	2	0	10	#	1
Continuous employees grading(annual #)	16.67 %	25.00 %	→	1	0	4	#	1
Decrease turn over rate	90.00 %	52.63 %	→	10	20	1	%	1
Avg. hours of entertaining services	10.00 %	50.00 %	→	4	0	8	hours	1

Parvaz Academy, a career development SaaS for the Persians

Balanced Scored Card Analyse



Perspective	Themes	Measurement	Objective	Target	Initiative
Financial	Profit	Net Profit Rate	increase net profit rate	10% end of year	Cost reduction
	Capital budjeting	Total Assets	increase %rate of total assets	8% end of year	Cooperation with VCs and Financial Accelerators
	Revenue	Sales Revenue	Increase subscriptions	20%	Lead generation
			increase annual sales revenue	8%	Building new revnue streams
Customer	Satisfaction	Customer satisfaction score	Improve Customer Satisfaction Score	85/100 average	Communicating with customers effectively
	Empathy	Customer support	Increase phone call consulting time	30 minutes per customer	Strengthening effective customer support
	Retention	%Repeated sales	Increase %repeated sales monitored by database	50%	Designing promotions
Internal Process	Content development	developing useful courses	Number of successful courses launch	6 per month	Assign consultants to find industry need and solutions
	Service quality	Flexibility	one2one customization of assignments	3 optional ways	Designing board options according to customer surveys
	Innovation & Optimization	R&D	increase R&D expense	10%	Strengthening research groups
Learning and Growth	Organizational Social Capital	Applied cooperation	Build online dashboards for all staff	100% by year end	Developing erp and training courses
	Satisfaction	Meritocracy	Recruitment based on meritorious CVs	10 new CV revision monthly	Accurate recruitment process
			Continuous employees grading	4 times annual	Setup employee evaluation system
		Incentive bonus	Decrease turn over rate	1%	Programming rewards
	Work sustainability	Work-life integration	Avg. hours of entertaining services	8 per month	holding sport competitions and exhibitions