

# Red Light / Yellow Light / Green Light Generalized Example

**MILESTONE:** Next round of fundraising (JAN 2024)

	Red Light (STOP)	Yellow Light (PIVOT)	Green Light (INVEST)
<b>Actions</b>	<b>Fundamentally reevaluate our business model</b>	<b>Shift our strategy to ensure survival</b>	<b>Continue investing in current approach</b>
Monthly Active Users	100	100	5,000
Monthly Recurring Revenue	\$2,000	\$25,000	\$2,000
New Users Added per Month	50	50	1000
Month-over-month Churn Rate	We are not focused on churn for now; we should build and focus on whatever will help us achieve our higher-priority goals	We are not focused on churn for now; we should build and focus on whatever will help us achieve our higher-priority goals	We are not focused on churn for now; we should build and focus on whatever will help us achieve our higher-priority goals
Feature Usage per User	We are not focused on individual feature usage for now; we should build and focus on whatever will help us achieve our higher-priority goals	We are not focused on individual feature usage for now; we should build and focus on whatever will help us achieve our higher-priority goals	We are not focused on individual feature usage for now; we should build and focus on whatever will help us achieve our higher-priority goals