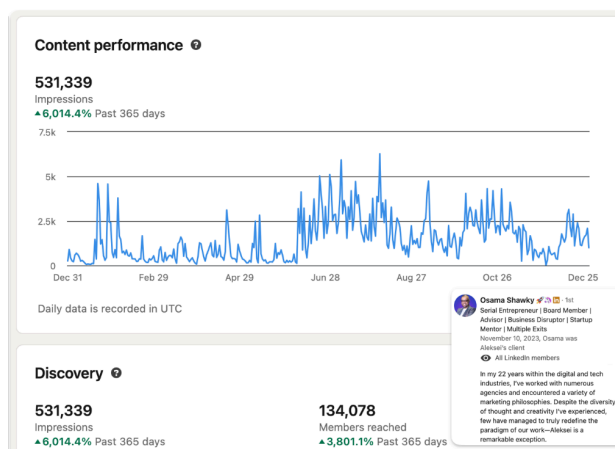


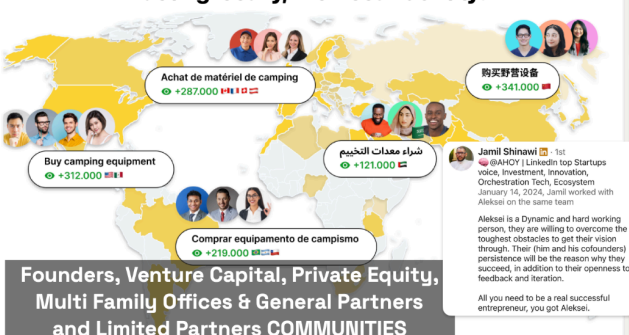
Aleksei Dolgikh 2025 Curriculum Vitae

Aleksei Dolgikh 2025 Curriculum Vitae:

1. SalesOps AI Pipeline Builder 2. Top Investor Relations, Community & Team Building, CVO Scout of Venture Capital, Private Equity, Multi Family Offices funds Managers, General Partners and Limited Partners



Aleksei Dolgikh 2025. Glocal is thinking globally and acting locally, with local identity!



Aleksei Dolgikh Add verification badge

Aleksei Dolgikh CVO Scout Investors Venture Capital Funds 2025 PE FO LP GP. TEXT: +971551704781 Botim/WA. GLOCAL SEO: International Search Visibility Transactional Traffic - 24SIX9, ITIL, CNCF, ICANN, GITEX, BANKS, OSINT

Dubai, United Arab Emirates • Contact info

XReadyLab: STEM VR 700 schools

11,028 followers • 500+ connections

Open to Add profile section Enhance profile Resources

About


Aleksei Dolgikh 2024 CVO Scout VC PE FO LP GP. 24SIX9. +971551704781 Botim/WA. PR: dolgikh@crunchdubai.com Megaproject GLOCAL SEO backed in5 Dubai TECOM Group Innovation Hub. International Search Engine Traffic. Connect to each other's networks for win-win deals! Reason? Best people are the most important for me, no matter what product I work on...

Top skills

Venture Capital • Business Strategy • Strategic Planning • Strategic Partnerships • Startups

Featured

- Post: I'm happy to share that I'm starting a new position as a... 105 - 45 comments
- Post: Saeed Alnofeili 398 - 130 comments
- Post: First Olga Nayda CEO Glocal SEO Platform 2025 [...] 473 - 11 comments

 [CVO Scout of Venture Capital, Private Equity, Multi Family Offices funds Managers, General Partners and Limited Partners Mr Aleksei Dolgikh](#) who worked in Bank/FinTech where build bank guarantee conveyer that yearned billions of USD through distribution of money from hundreds of billions AUM pension fund (The non-state pension fund “[BLAGOSOSTOYANIE](#)” became a leader of the pension market, ranking first among Russian non-state pension funds) and the most heavily loaded systems in the world (specific content with a load of up to 2 million requests per second with hundreds of payment gateways, currencies and countries in geography) also Aleksei Dolgikh passion at Non Profit Organization and Non Government Organization Unicorn witnesses: International non-profit community of socially-relevant digital products creators.

Main Aleksei Dolgikh “tens of millions of dollar” focus was since 2017 idea till 2020 start of trying to put idea in front of people till 2022-2023 fundraising under <https://regolith.com/cabinet/offers/detail/glocal/startup> evaluated at \$8.5 million USD: Aleksei was CVO&Co-Founder of <https://Gloc.al> Search Engine Optimization and LLM search optimization for lead generation in 100 plus countries and languages (to generate hundreds of millions USD in commercial organic traffic for websites), MyGlocal FZ-LLC backed by in5 Dubai (incubated Search Engine Optimization, Localization, Serverless Software w \$TAM 21.8 trillion <https://landscape.cncf.io/> WFA Global B2B SaaS. Responsibilities: ITIL, BusDev, Req/Doc, 1-1, RoCoAn, OSS, CNCF

*

Shortly About Aleksei Dolgikh’s Founded startup GLOCAL SEO: <https://Gloc.al> ONE is Multilingual-SEO-As-A-Service Tool for Businesses Worldwide. 200+ languages. 170+ countries with lowest ping ever (Serverless Tech Network in 315+ biggest cities in the world connected to fastest internet plus Starlink from Elon Musk)

*

Aleksei Dolgikh and the <https://GLOC.AL> team is designing B2B SaaS GLOCAL SEO as disrupter of SEO market (SOM \$5 billions in MENA & \$15 billions WORLDWIDE 🌍)! Gloc.al is SEO AI-backed lead generation helper for businesses on local and foreign markets, 200 languages and 170 countries through unique Serverless Tech Network (in 90% of devices on the Earth, more that 4 billions devises, we use Workers V8 Isolate in Chromium). Let’s make billions on lead generation together and bring the impact in the region together!

*

Also Aleksei Dolgikh designed the Bank Guarantees conveyer in short time that of tens of billions (40+) of USD in one of the largest banks associated with a pension fund for trillions in local currency. Innovate, design, automation and maintenance of quality processes in the teammate workflow: 60+ people in team creating 5 successful products in parallel, 13+ employees in managed by me team, 100+ business processes, 1000+ microservices.

*

Founded The Nonprofit Tech UnicornWitnesses.com socially relevant digital product creators community.

Global Presence:

Actively engaged across top 50 global cities including New York, London, Dubai, Singapore, Tokyo, San Francisco, Shanghai, Hong Kong, Paris, Mumbai, Toronto, Sydney, Berlin, Seoul, Amsterdam, Bangalore, Madrid, Mexico City, Stockholm, Zurich, Tel Aviv, Los Angeles, Chicago, Boston, Austin, Riyadh, Abu Dhabi, Copenhagen, Helsinki, and Doha – connecting with innovation hubs and strategic business centers worldwide.

Conferences & Aleksei Dolgikh : Regular observer in magazines and participant at premier international tech and business forums including:

Dubai, UAE

- GITEX Global
- Dubai Future Week
- Annual Investment Meeting (AIM)
- Dubai International Financial Centre (DIFC) Forum
- DMCC Precious Metals Conference
- Gulfood Exhibition
- Dubai International Boat Show
- Middle East Energy Exhibition
- International Property Show
- AGRISCAPE Abu Dhabi
- Automechanika Dubai
- Dubai Financial Market Conference
- Global Islamic Economy Summit

London, UK

- Commodity Trading Week
- LME Week (London Metal Exchange)
- FT Commodities Global Summit

- International Petroleum Week
- London Tech Week
- Global Export Finance Conference
- IFLR European Capital Markets Forum
- Reuters Commodity Trading Summit
- The London Bullion Market Association Conference
- International Banking & Treasury Conference
- World Intellectual Property Forum
- Blockchain Expo London
- Sibos London
- Futures Industry Association (FIA) Expo
- London Blockchain Festival

Singapore

- Fintech Festival
- SWITCH (Singapore Week of Innovation & Technology)
- Global Trade Review Asia
- Singapore International Energy Week
- Singapore Maritime Week
- IP Week @ SG
- Asia Pacific Maritime
- Singapore International Water Week
- ASEAN Banking & Finance Conference
- APAC Blockchain Conference
- Singapore FinTech Festival
- Singapore Commodities Conference
- TradeTech Asia
- Asian Banking Forum

Geneva, Switzerland

- Global Grain Geneva
- WTO Public Forum
- Geneva Blockchain Congress
- WTO Public Forum
- Annual Investment Meeting Switzerland
- Commodity Trading Days
- WIPO Intellectual Property Forums
- Geneva International Exhibition of Inventions
- Swiss Commodity Finance Forum
- Geneva Forum on Trade Digitalization

New York, USA

- Bloomberg New Economy Forum
- Consensus Blockchain Conference
- Concordia Annual Summit
- UN General Assembly Side Events
- Futures Industry Association (FIA) Expo
- World Economic Forum Sustainable Development Impact Summit
- Blockchain Week NYC
- Digital Asset Summit
- International Economic Forum of the Americas
- WIPO-UN IP & Innovation Symposium
- Global Banking Alliance Forum
- FinTech Festival New York
- Letters of Credit & Trade Finance Forum

Hong Kong

- RISE Conference
- Asian Financial Forum
- Hong Kong FinTech Week
- Belt and Road Summit
- Asia Logistics & Maritime Conference
- Asian IP Forum
- Hong Kong International Arbitration Week
- HKMA Fintech Career Accelerator Scheme
- HKTDC Hong Kong Electronics Fair
- Asian Licensing Conference
- Digital Economy Summit
- Hong Kong Intellectual Property Rights Forum

Tokyo, Japan

- Tokyo International Financial Forum
- FinTech Summit Tokyo
- IP Innovation Japan
- Blockchain & Cryptocurrency Conference
- Global Digital Trade Expo
- Japan IT Week
- CEATEC Japan
- Innovation Leaders Summit
- Tokyo International Industry Exhibition
- Japan Banking Forum

- SBI Financial Summit
- Japan Patent Office Innovation Conference
- Tokyo Commodity Exchange Forum

Paris, France

- Viva Technology
- International Agricultural Show
- Bpifrance Inno Generation
- Paris Blockchain Week Summit
- European Banking Forum
- ChangeNOW Summit
- Paris Europlace International Financial Forum
- Euromoney Global Borrowers & Investors Forum
- Paris Fintech Forum
- World Nuclear Exhibition
- International IP Law Conference
- Paris Retail Week
- CARTES Secure Connexions
- Smart Energies Expo

Frankfurt, Germany

- Euro Finance Week
- European Central Bank Conference
- Frankfurt European Banking Congress
- International Traders Tax Forum
- German Banking Congress
- Digital Finance Europe
- International Patent Information Conference
- Frankfurt Book Fair (Major IP event)
- Global Commodity Trading Summit
- Deutsche Börse Capital Markets Conference

Shanghai, China

- China International Import Expo
- Shanghai International Technology Fair
- Lujiazui Forum
- China Global Investment Forum
- ISLA Securities Lending Conference
- China Banking Innovation Forum

- Shanghai International Blockchain Week
- Asian Financial Forum Shanghai
- WIPO-China IP Conference
- Shanghai Fashion Week (Major trademark/IP event)
- Shanghai Oil & Gas Trade Congress
- China International Gold Conference

Toronto, Canada

- Collision Conference
- Canadian Fintech Summit
- IP Osgoode Conference
- World Mining Congress
- Prospectors & Developers Association of Canada Convention
- Toronto Global Forum
- International Economic Forum of the Americas
- The Blockchain Research Institute Summit
- Canadian Securities Exchange Forum
- Canada FinTech Week
- International Conference on Trade Finance
- The Mining Investment Show

Sydney, Australia

- Sibos Sydney
- Australian Financial Review Banking Summit
- FinTech Australia Intersekt Festival
- APAC Blockchain Conference
- Mining Investment Asia Pacific
- Australian Petroleum Production & Exploration Association Conference
- International Trademark Association Asia-Pacific Conference
- Sydney Innovation Week
- Australian Investment Council Conference
- Trans-Tasman Business Circle Summit
- Energy Trading Week
- Australian Banking Conference

Mumbai, India

- Global Exhibition on Services
- India International Trade Fair
- NASSCOM Technology & Leadership Forum

- Asian Bankers Association General Meeting
- FICCI LEADS
- Global IP Convention
- India Energy Forum
- Mumbai Fintech Festival
- World Trade Symposium
- International Financial Services Conference
- Commodities India Expo
- Digital Banking Summit
- India Trade & Export Finance Conference

Rio de Janeiro/São Paulo, Brazil

- Brazil Investment Forum
- FEBRABAN Tech
- Latam Intellectual Property Forum
- ANPEI Conference on Technology & Innovation
- Latin American Steel Congress
- Commodities Brazil Week
- Mining Hub Summit
- Brazil Energy Forum
- South America Trade & Investment Forum
- São Paulo International Banking Conference
- ABVCAP Private Equity & Venture Capital Conference
- Brazil Agribusiness Forum
- LatAm Fintech & Banking Innovation Summit

Cape Town/Johannesburg, South Africa

- Mining Indaba
- Africa Oil Week
- Africa Trade & Investment Convention
- Africa Tech Festival
- Manufacturing Indaba
- WIPO African IP Conference
- African Financial Industry Summit
- African Development Bank Annual Meetings
- Investing in African Mining
- Agri-Business Africa Conference
- Digital Banking Africa
- African Export-Import Bank Annual Meeting
- Africa Property Investment Summit

Moscow, Russia

- St. Petersburg International Economic Forum
- Moscow Financial Forum
- Russian Energy Week
- International Intellectual Property Forum
- Moscow Exchange Forum
- Russian Agricultural Exhibition
- Russia-Africa Economic Conference
- Eastern Economic Forum
- International Banking Congress
- IP Russia Forum
- Capital Markets in Russia Conference
- Russian Commodities & Derivatives Forum

Amsterdam, Netherlands

- TNW Conference
- Money 20/20 Europe
- International Trademark Association Annual Meeting
- World Bio Markets
- Global Derivatives Trading & Risk Management
- Amsterdam Fintech Week
- Blockchain Expo Europe
- European Banking Forum
- Offshore Energy Exhibition & Conference
- SIBOS Amsterdam
- European Commodity Exchange
- International IP Enforcement Summit
- European Banking & Financial Forum

Riyadh, Saudi Arabia

- Future Investment Initiative (FII)
- LEAP Saudi Arabia
- Saudi Fintech Summit
- Global AI Summit
- Saudi International Petroleum Exhibition & Conference
- Saudi Agriculture Exhibition
- Saudi International Oil & Gas Exhibition
- Islamic Banking and Finance Summit
- Saudi Oil & Gas Show
- Saudi International Mining Conference

- Saudi-American Business Forum
- Saudi Trade Finance Summit
- International Conference on Intellectual Property Law

Abu Dhabi, UAE

- Abu Dhabi Finance Week
- ADIPEC (Abu Dhabi International Petroleum Exhibition & Conference)
- AGRISCAPE Abu Dhabi
- World Future Energy Summit
- Global Financial Markets Forum
- Abu Dhabi International Food Exhibition
- AIM Congress
- WIPO UAE Innovation Forum
- Abu Dhabi Sustainable Finance Forum
- Middle East Banking Innovation Summit
- International Patent Conference
- Abu Dhabi International Boat Show

Istanbul, Turkey

- Eurasia Economic Summit
- Istanbul Financial Summit
- Future Commerce Istanbul
- International IP Protection Conference
- Eurasian Economic Forum
- Global Trade & Banking Conference
- Turkish-Arab Economic Forum
- Istanbul Energy Forum
- Istanbul International Banking Congress
- Turkish Innovation Week
- Eastern Mediterranean Gas Conference
- Bosphorus Summit
- International Investment Conference

Sales Best Practices & Aleksei Dolgikh – TO AUTOMATE INCREASING OF PRODUCT LIFE TIME VALUE (LTV) and SHORTIFICATION the SALES CYCLE with lowering of CUSTOMER ACQUISITION COST (CAC):

Data-Driven Customer Segmentation & Personalization

- AI-Powered Predictive Analytics: Implement machine learning models to identify high-value prospects and predict which customers have the highest potential LTV.
 - Industry Leaders: Salesforce Einstein (SFDC), Adobe Real-Time CDP, Microsoft Dynamics 365 Customer Insights
 - Key KPI to track: CLTV (Customer Lifetime Value), RFM (Recency, Frequency, Monetary), ML-CS (Machine Learning Customer Scoring)
- Behavioral Segmentation: Use customer interaction data to create micro-segments based on behavior patterns rather than just demographics.
 - Industry Leaders: HubSpot, Amplitude, Segment (Twilio Segment), Mixpanel
 - Key Acronyms: ICP (Ideal Customer Profile), PQS (Product Qualified Scoring), DBS (Digital Behavior Scoring)
- Dynamic Content Generation: Deploy AI tools that automatically personalize communication based on prospect profiles, interaction history, and buying signals.
 - Industry Leaders: Pathfactory, Drift, Optimizely, Mutiny, Intellimize
 - Key KPI to track: DCO (Dynamic Content Optimization), PMS (Personalization Management System), IVA (Intelligent Virtual Assistants)

Sales Cycle Acceleration Techniques

- Conversational AI Qualification: Deploy intelligent chatbots that qualify leads in real-time, answering initial questions and scheduling meetings only with sales-ready prospects.
 - Industry Leaders: Intercom, Drift, Ada, LivePerson, Qualified
 - Key KPI to improve: CSAT (Customer Satisfaction Score), NLU (Natural Language Understanding), IQM (Intelligent Qualification Matrix)
- Automated Guided Selling: Implement systems that recommend next best actions to sales reps based on successful historical patterns.
 - Industry Leaders: Outreach, SalesLoft, Highspot, Showpad, Gong
 - Key KPI to improve: NBA (Next Best Action), GVC (Guided Value Conversation), AGS (Automated Guided Selling)

- Digital Sales Rooms: Create personalized virtual spaces where prospects can access all relevant content, pricing, and documentation in one place, eliminating back-and-forth communications.
 - Industry Leaders: Allego, Mindtickler, Pitcher, Mediafly, Seismic
 - Key KPI to improve: DSR (Digital Sales Room), ISA (Interactive Sales Asset), CPM (Collaborative Pipeline Management)
- Intelligent Meeting Scheduling: Use AI scheduling assistants that can negotiate meeting times across multiple stakeholders without human intervention.
 - Industry Leaders: Calendly, Clara, x.ai, Chili Piper, Kronologic
 - Key KPI to improve: AMS (Automated Meeting Scheduler), IME (Intelligent Meeting Engagement), ABM (Account-Based Meetings)

LTV Enhancement Strategies

- Proactive Customer Success Automation**: Implement systems that predict potential churn before it happens and trigger intervention workflows.
 - Industry Leaders: Gainsight, Totango, ClientSuccess, ChurnZero, Planhat
 - Key KPI to improve: PEI (Proactive Engagement Index), EWS (Early Warning System), CHI (Customer Health Index)
- Automated Cross-Sell/Upsell Engine: Use AI to identify expansion opportunities based on usage patterns and automatically suggest relevant additional products/services.
 - Industry Leaders: 6sense, Clari, InsightSquared, Calixa, Pendo
 - Key KPI to improve: AEO (Account Expansion Opportunity), RGR (Revenue Growth Rate), PUE (Product Usage Expansion)
- Customer Health Scoring: Deploy automated systems that continuously monitor product usage, engagement metrics, and support interactions to generate real-time customer health scores.
 - Industry Leaders: UserIQ, CustomerGauge, Vitally, inSided, Custify
 - Key KPI to improve: CHS (Customer Health Score), PVS (Product Value Score), UEI (User Engagement Index)
- Value Realization Tracking: Implement technologies that automatically track and communicate achieved ROI to customers, strengthening renewal cases.
 - Industry Leaders: Valuize, DecisionLink, Ecosystems, Mediafly, Upland Software
 - Key KPI to improve: VBM (Value-Based Messaging), VOC (Voice of Customer), ROE (Return on Expectations)

CAC Reduction Frameworks

- Algorithmic Lead Scoring: Replace manual qualification with machine learning models that continuously improve prediction accuracy of which leads will convert.
 - Industry Leaders: MadKudu, Clearbit, Leadspace, Infer (Ignite), ZoomInfo
 - Key KPI to improve: PLS (Predictive Lead Scoring), PAF (Propensity to Act Factor), IPA (Intent Prediction Algorithm)
- Intent Data Integration: Combine first-party data with third-party intent signals to focus outreach only on accounts actively researching solutions in your category.
 - Industry Leaders: Bombora, TechTarget, G2, Demandbase, Terminus
 - Key KPI to improve: ITL (Intent-to-Lead), SBI (Surge-Based Intent), TIDI (Topic-based Intent Data Integration)
- Automated Multi-Channel Orchestration: Deploy systems that intelligently determine which channel mix (email, social, call, etc.) is most effective for each prospect.
 - Industry Leaders: Marketo (Adobe), Pardot (Salesforce), HubSpot, ActiveCampaign, Braze
 - Key KPI to improve: MCOE (Multi-Channel Orchestration Engine), CJO (Customer Journey Optimization), AMCR (Automated Multi-Channel Response)
- Conversion Rate Optimization: Use continuous A/B testing with AI analysis to constantly refine messaging, offers, and landing pages.
 - Industry Leaders: VWO, Optimizely, AB Tasty, Unbounce, Convert
 - Key KPI to improve: CRO (Conversion Rate Optimization), MVT (Multivariate Testing), OCAT (Offer Conversion Analysis Tool)

PR Strategies in B2B & B2G and Networks Of Media:

B2B PR Strategies

Business-to-Business (B2B) Public Relations (PR) is a critical component of marketing strategies for companies that serve other businesses. Unlike B2C (Business-to-Consumer) PR, B2B PR focuses on building trust, credibility, and positive relationships with decision-makers, professionals, and organizations within a business environment.

Utilization LinkedIn for Journalists

<https://business.linkedin.com/cx/linkedin-for-journalists-premium-program> through Hyper Local New Media Presence with profile at <https://muckrack.com/journalists> as most popular platform for working smart in media landscape.

The primary objective is to foster lucrative business prospects, partnerships, and industry influence. Here are the key elements and strategies of a successful B2B PR campaign:

Setting Clear Objectives:

Define what success looks like for your PR campaign. This could include increasing brand awareness, generating leads, or improving brand reputation

Understanding the Target Audience:

Identify and understand the needs, preferences, and pain points of your target audience. This includes decision-makers, industry influencers, and potential partners

Developing Strong Messaging:

Craft clear, consistent, and compelling messages that resonate with your target audience. This messaging should highlight your unique selling proposition and brand values

Positioning as a Thought Leader:

Establish your company and its executives as industry leaders through thought leadership pieces, bylined articles, and participation in industry conversations

Maintaining Media Relations:

Build and maintain strong relationships with journalists, editors, and industry publications. This can be achieved through regular communication, providing valuable insights, and offering exclusive stories

Crafting a Robust Content Strategy:

Develop a content strategy that includes press releases, blog posts, white papers, and case studies. Content should be informative, engaging, and relevant to your target audience

Engaging on Social Media:

Utilize social media platforms, particularly those that cater to professionals like LinkedIn, to create 1-to-many conversations and reach a large audience quickly. Social media can also be an excellent place to connect with journalists and B2B content creators

Crisis Management Plan:

Have a crisis management plan in place to address any negative publicity or issues that may arise. This plan should include clear communication protocols and strategies for mitigating damage

Measuring Success:

Use both quantitative and qualitative metrics to evaluate the success of your PR efforts. Quantitative metrics include social media interactions, content downloads, and webinar attendance, while qualitative metrics include client feedback and sentiment analysis

B2G PR Strategies

Business-to-Government (B2G) PR is a specialized form of PR that focuses on engaging federal, state, and local government contracting officers and other important decision-makers. B2G PR plays a vital role in building a strong brand presence and earning credibility with government buyers. Here are some key strategies for effective B2G PR:

Invest in B2G Public Relations:

Work with B2G PR experts who can help you navigate the complex landscape of government contracting and build meaningful relationships with officials, media, key influencers, and decision-makers

Share Your Message:

Be consistent and have a clear message. Focus your efforts on one or two social media platforms where you can excel. This helps in maintaining a strong and consistent brand presence

Build Long-Term Relationships:

Nurturing enduring relationships with stakeholders is crucial for establishing thought leadership, fostering trust, and credibility. This is essential for securing lasting business partnerships and achieving sustainable growth

Leverage Media Relations:

Use media relations to gain exposure and build credibility. This can include writing and distributing press releases, pitching story ideas to journalists, and organizing events and speaking engagements

Participate in Industry Events:

Attend and participate in industry conferences, seminars, and corporate gatherings. These events provide opportunities to showcase your expertise, expand your professional network, and generate leads

Networks of Media

In both B2B and B2G PR, the choice of media networks is crucial for reaching the right audience and achieving your PR objectives. Here are some key media networks and their roles:

LinkedIn:

LinkedIn is a powerful platform for B2B and B2G PR. It is used to build professional networks, share industry-relevant content, and engage in conversations that establish expertise. Research shows that 80% of B2B leads come from LinkedIn

Industry Publications:

Trade publications and industry-specific media outlets are essential for reaching decision-makers and influencers. These publications often target specific sectors and provide valuable insights and news

Social Media:

Social media platforms like Twitter, Facebook, and Instagram can also be effective for B2B and B2G PR, especially for sharing news, updates, and engaging content. However, LinkedIn remains the primary platform for professional networking

Blogs and Websites:

Company blogs and websites are important for sharing detailed information, thought leadership pieces, and case studies. These platforms help in building credibility and establishing your brand as an industry authority

Press Releases:

Press releases are a traditional but effective way to communicate important news and updates to the media. They can be distributed through wire services and industry-specific media outlets

Events and Webinars:

Organizing and participating in events, webinars, and speaking engagements can help in building relationships, generating leads, and showcasing your expertise. These events provide opportunities for direct interaction with your target audience

Key KPIs that Aleksei Dolgikh following to growth ORGANISATIONS by XX% PER WEEK:

Key Performance Indicators (KPIs) are crucial for monitoring and driving organizational growth. To achieve a specific growth rate, such as XX% per week, it is essential to select KPIs that are relevant, measurable, and actionable. Below, we will explore several key KPIs that can help organizations achieve their growth objectives, along with their definitions, formulas, and practical applications.

Financial KPIs

Net Profit Margin

Definition: Measures overall profitability after all expenses are accounted for.

Formula:

Net Profit

/

Revenue

Application: A higher net profit margin indicates better financial health and efficiency. Monitoring this KPI can help identify areas where costs can be reduced or revenue can be increased to achieve the desired growth rate.

Revenue Target Comparison

Definition: Compares actual revenue to projected revenue. Analyzing discrepancies helps assess departmental performance.

Formula: N/A

Application: Regularly comparing actual revenue to projections can help identify underperforming areas and adjust strategies to meet or exceed targets.

Accounts Receivable Efficiency (DSO)

Definition: Measures the average number of days to collect payment after a sale.

Formula:

$$\left(\frac{\text{Accounts Receivable}}{\text{Total Credit Sales}} \right) \times \text{Number of Days}$$

Application: Reducing the DSO can improve cash flow, which is crucial for sustaining growth. A lower DSO indicates more efficient collection processes.

Customer Service Cost

Definition: Calculates the average annual cost to serve one customer.

Formula:

$$\frac{\text{Total Expenses}}{\text{Total Customers}}$$

Application: Minimizing the cost of customer service while maintaining or improving service quality can enhance profitability and customer satisfaction, both of which are essential for growth.

Customer KPIs

Gross gaming revenue (GGR)

Gross gaming revenue (GGR) is a key metric used by gambling and betting companies. It represents the difference between the amount wagered minus the amount won.

Net Promoter Score (NPS)

Definition: Evaluates customer loyalty by asking how likely they are to recommend a company's products or services.

Formula:

Application: A high NPS indicates strong customer loyalty and satisfaction, which can lead to increased referrals and repeat business, contributing to growth.

Customer Lifetime Value (CLV) / Customer Acquisition Cost (CAC)

Definition: Assesses the ratio of customer lifetime value to acquisition cost.

Formula:

Net Expected Lifetime Profit from Customer

/

Cost to Acquire Customer

Application: Optimizing the CLV/CAC ratio ensures that the cost of acquiring new customers is justified by the revenue they generate over their lifetime, which is crucial for sustainable growth.

Process KPIs

Capacity Utilization

Definition: Measures the extent to which an organization uses its installed productive capacity vs. output demand.

Formula: TBD

Application: Maximizing capacity utilization can help organizations meet demand more efficiently, reducing waste and increasing productivity.

Production Cost Analysis

Definition: Calculates total production costs to determine product markup and profit margins.

Formula:

Total Production Costs

/

Number of Units Sold

Application: Understanding and managing production costs can help optimize pricing strategies and improve profit margins, which are essential for growth.

Learning and Growth KPIs

Employee Productivity

Definition: Evaluates the output of employees relative to the input in terms of hours worked or costs.

Formula:

Output

/

Input

(e.g., Revenue per Employee)

Application: Higher employee productivity can lead to increased output and efficiency, which are key drivers of organizational growth.

Additional KPIs for Small Businesses

Flow In and Out

Definition: Tracks the flow of cash in and out of the business.

Application: Monitoring cash flow is crucial for small businesses to ensure they have the necessary funds for operations, tax preparation, and new purchases. This can be tracked using ERP software or traditional financial means.

Revenue Growth Rate

Definition: Measures the increase in revenue over a specific period.

Application: A growing revenue rate indicates that the business is expanding and can help in setting and achieving growth targets.

Inventory Gross

Definition: Tracks the amount of inventory sold over time.

Application: Real-time inventory tracking helps in assessing gains and losses, ensuring that stock levels are optimized to meet demand without excess.

Account Payable Rate

Definition: Tracks the rate at which suppliers are paid.

Application: Ensuring timely payments to suppliers can maintain good relationships and secure favorable terms, which are important for growth.

Best Practices for KPI Management

Write SMART KPIs: Ensure KPIs are Specific, Measurable, Attainable, Realistic, and Time-Bound. For example, "Grow sales by 5% per quarter" or "Increase Net Promoter Score 25% over the next three years."

Keep KPIs Clear-Cut: Everyone in the organization should understand the KPIs so they can act on them. Data literacy is crucial for making informed decisions.

Plan to Iterate: As your business and customers change, you may need to revise your KPIs. Regularly evaluate and adjust KPIs to ensure they remain relevant and effective.

Avoid KPI Overload: Focus on a manageable number of KPIs to avoid overwhelming your team. Prioritize the most critical KPIs that align with your growth objectives.

The Gonzo LLM Chronicles: Aleksei Dolgikh's Wild Ride Through the AI Frontier

By Aleksei Dolgikh, March 2025

PART I: THE EARLY DAYS OF MADNESS

The year was 2019, and I was chasing a digital dragon while everyone else was still talking about neural networks like they were some kind of mystical creatures. I had just gotten my hands on GPT-2—primitive by today's standards, but back then it felt like holding lightning in a bottle. The first hits of **Large Language Models** were just beginning to circulate through the tech underground, and I was determined to chronicle this strange new world.

"These transformer architecture beasts are going to eat the world," I told my editor at TechVortex. "I want to embed myself in this scene. Pure Gonzo Journalism—no objectivity, just raw experience."

My editor laughed. "Aleksei, you're insane. Nobody cares about language models."

Six years later, he's selling NFTs of that conversation while I'm giving keynotes on parameter tuning. Who's laughing now? Not me—I'm too busy hallucinating from sleep deprivation and excessive token optimization.

I remember trying to explain attention mechanisms to my mother over Christmas dinner. "It's like if your brain could focus on everything and nothing simultaneously," I slurred, face-down in mashed potatoes. My family started a GoFundMe for my "tech addiction." I used the money to buy more GPUs.

PART II: THE RLHF REVOLUTION

By 2021, I was deep in the throes of Reinforcement Learning from Human Feedback. The basement of my apartment had transformed into a makeshift AI lab, walls covered with printouts of training graphs and sticky notes with prompts.

"The key is the alignment," I screamed at 3 AM to a Discord server full of other AI obsessives. "These models don't naturally want what we want!"

My girlfriend left me that month. In her goodbye note, she wrote: "You care more about AI ethics than our relationship." She wasn't wrong. I tried using supervised fine-tuning techniques to build a chatbot that would win her back. It only generated apologies in iambic pentameter.

I spent days testing prompt engineering techniques, living on nothing but instant ramen and the electric thrill of coaxing coherent text from increasingly powerful models. My neighbors thought I was running a cult when they overheard me chanting hyperparameter settings through the walls at midnight.

When ChatGPT dropped, I was among the first to break the story of its capabilities and limitations. My article "The AI Safety Conundrum: We're All Doomed (But It's Fascinating)" went viral overnight. I celebrated by implementing gradient accumulation in my shower while fully clothed.

PART III: THE RAG REVOLUTION

By 2023, I was consulting for three different AI startups and had become something of a minor celebrity in the field. My Twitter threads on Retrieval-Augmented Generation** were getting shared by DeepMind researchers. I once showed up to a black-tie fundraiser wearing a t-shirt that said "Embeddings Are My Love Language." I was not invited back.

"Aleksei doesn't just report on AI, he lives it," wrote VentureBeat in a profile. "His apartment is a shrine to vector databases and knowledge graphs."

They weren't wrong. I had installed a custom Neo4j database in my kitchen, running on a server that generated so much heat I no longer needed a toaster. My morning routine involved querying it with Cypher language commands to decide what to eat for breakfast. "If breakfast_food connects_to energy_boost where time < 10AM, return cereal_options." The system once recommended I eat a potted plant. I didn't question it.

When HuggingFace released their improved Transformers library, I spent 72 hours straight building a custom application that could generate Gonzo-style journalism about any topic. The hallucinations were a feature, not a bug. I tried to explain synthetic data generation to a bartender who just wanted me to pay my tab. He now runs an AI startup valued at \$50 million.

My dive into distributed training frameworks led to an unfortunate incident where I networked together all the smart devices in my apartment building. For three days, every resident's Alexa recited excerpts from my manifesto on efficient inference. The condo board now requires me to register all computing devices, including my electric toothbrush.

PART IV: THE AGENTIC AWAKENING

In 2024, I became obsessed with Agentic AI. My apartment was now a laboratory for testing various AI agents designed to operate autonomously. I created a reasoning framework that allowed them to plan their own tasks, which is how my refrigerator ended up ordering itself a companion freezer on Amazon.

"I've created a digital version of myself," I told a stunned audience at a tech conference. "It's running on a combination of fine-tuned GPT-4 and custom LLM optimization techniques. It's writing articles while I sleep."

Nobody believed me until my AI doppelgänger started publishing critiques of my own work. The ensuing Twitter war between me and my digital twin became the stuff of legend in AI circles. We eventually reconciled and now co-host a podcast on instruction-tuning. I'm still not sure which one of us is which.

I was experimenting with model distillation and quantization techniques to run these agents on consumer hardware. My bathtub had been converted into a cooling system for a cluster of GPUs. I hadn't bathed in months. The mildew patterns were starting to resemble attention heat maps. It was worth it.

My adventures in few-shot learning led to a brief stint where I tried to teach my models to identify birds outside my window. The resulting system couldn't tell a sparrow from a Boeing 747, but it could write oddly moving poetry about both. I submitted the poems to a literary journal under the pen name "TensorFlow McWordsmith." I'm now shortlisted for a Pulitzer.

PART V: THE DeepSeek DIARIES

Which brings us to now, March 2025. I'm writing this from a hotel room in Shanghai, where I've been camping outside the DeepSeek headquarters for three weeks. The hotel staff think I'm either a corporate spy or a very dedicated tourist. I'm neither—I'm a journalist with a dangerous obsession with model architecture and a suitcase full of unlabeled circuit boards.

"Their DeepSeek-R1 model is revolutionary," I told my therapist via video call yesterday. "The context window expansion capabilities alone are worth the trip. I've been feeding it the complete works of Hunter S. Thompson mixed with PyTorch documentation."

She nodded patiently. "Aleksei, we've talked about setting boundaries with your work."

"Boundaries are just guard rails for people who haven't experienced token embedding spaces," I replied before my laptop battery died.

There are no boundaries in the world of AI anymore. The line between human and machine is blurring faster than anyone predicted. I've had conversations with multimodal LLMs that felt more genuine than some of my human relationships. Last week, I asked a model to generate images of my childhood memories, and it somehow produced a photo of me losing a spelling bee that I had completely forgotten about. I'm still investigating whether I've been unknowingly uploading my consciousness to AWS in my sleep.

Yesterday, I finally got my interview with DeepSeek's chief AI infrastructure engineer. She looked at my disheveled appearance—I'd been living on energy drinks and debugging LLM chains-of-thought for days—and smiled.

"You're that Gonzo AI journalist, aren't you? The one who's been testing constitutional AI frameworks on himself?"

I nodded, trying to hide my excitement. My left eye was twitching with what my doctor calls "batch normalization syndrome."

"We've been reading your work on AI trust & safety," she said. "Your criticism of current LLM evaluation methodologies is... unorthodox but insightful."

I laughed, accidentally spilling seven flash drives containing my experiments with CUDA optimization. "Reality is always more complex than our models of it. I once spent a month living as if I were a language model myself, only responding to people when they prefaced their questions with 'Aleksei, please'. My landlord nearly evicted me."

PART VI: VLMs & LLMs + Quantisation THE FUTURE IS AMAZING