

The smart  
way to power  
your startup  
with 9 Spokes.



The Startup's guide to getting started  
with 9 Spokes.

begin 

## The smart dashboard for startup efficiency.

**Our tool helps you scale fast and take your business to the next level.**

The 9 Spokes smart dashboard draws data from each of your business apps and presents back visual representations of key patterns, including cash flow, sales, marketing and people.

Use the metrics in 9 Spokes to make data-driven decisions to grow your startup business.



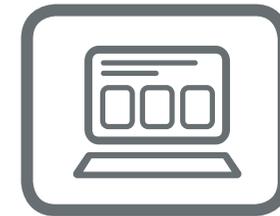
**See trends and the big picture** of each of your key business areas, all in one place.



**Stay on top of new technology** and connect your dashboard to the best business apps.



**Save time.** Access all the information you need in one place, on any device.



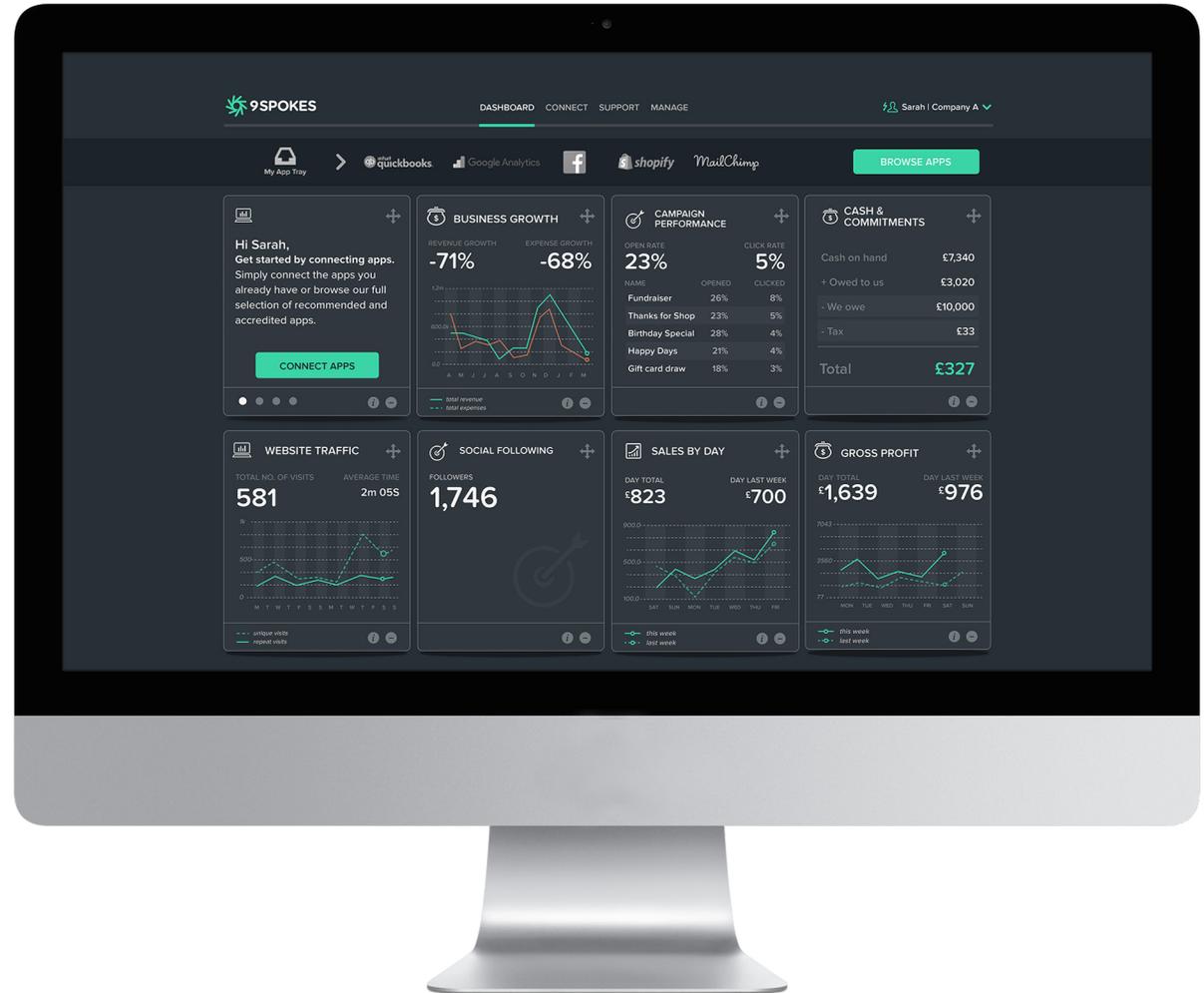
The smart dashboard is **free**. You only pay for premium apps you connect.

# Your startup dashboard.

We'll bring together your business data and present it back to you in easy-to-understand charts and tables. We call them widgets.

We'll show you all aspects of your business—not just revenue. With your smart dashboard, you can see vital information on:

- » Business Growth
- » Cash and commitments
- » Cash Position and Coverage
- » Money Owed and Money Owing
- » Days to Pay
- » Product Gross Profit
- » Top Selling Products
- » Sales Per Day, Week, Month
- » Website Traffic
- » Campaign Conversion
- » Social Media Following



# Take a look under the hood.

## Best of the best apps

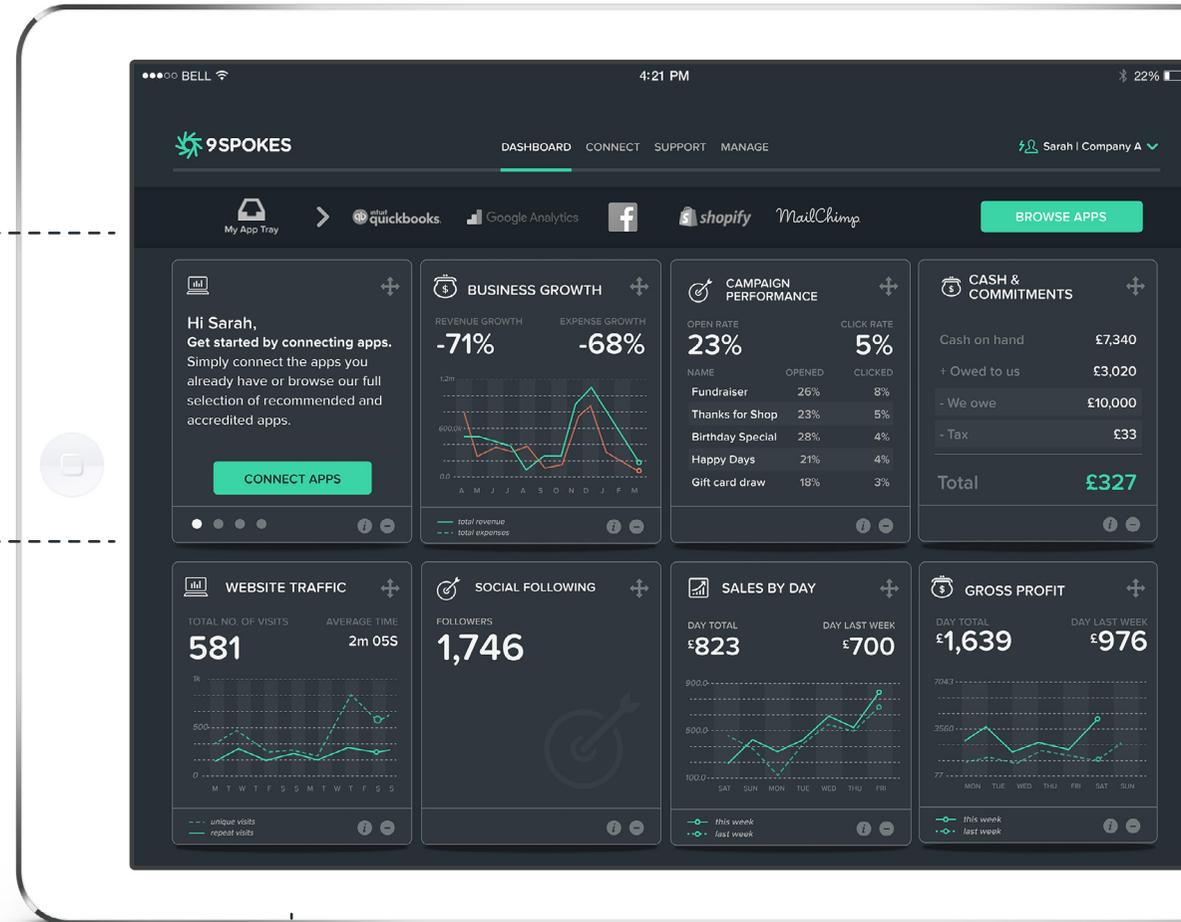
Select from a wide range of accredited apps to power up your dashboard and your business.

## Customise your dashboard

Drag and drop widgets to customise your dashboard. Need more than one user? Add multiple users to your account or invite your business adviser to contribute.

## Get powerful insights

Widgets display key patterns and trends using the data from your connected apps revealing your business's vital signs and serving up insights you can take action on.



## Where to start when selecting apps.

1

### Cash Flow

Start by connecting an accounting app for a view of your cash flow and sales values.

- » See the cash flowing in and out of your business including cash in bank & commitments, so you can see your overall business health.

2

### Sales + Marketing

Next, connect your digital tools to better understand your sales and marketing performance. You can also use these apps to stay on top of your website's performance, and monitor social engagement.

- » Understand your top selling products and daily sales performance.

3

### People + Productivity

Then, as your team grows, connect apps that help you manage your payroll and roster staff. Doing this means you'll have a handle on your employee scheduling, productivity and attendance.

- » Be confident knowing who is working today, when leave is booked and what jobs are in the pipeline.
- » Gain visibility of your business performance and manage your KPIs.



## Key focus for startups.

### Growth.

I need to see my business grow fast, and I need to be able to grow with my business

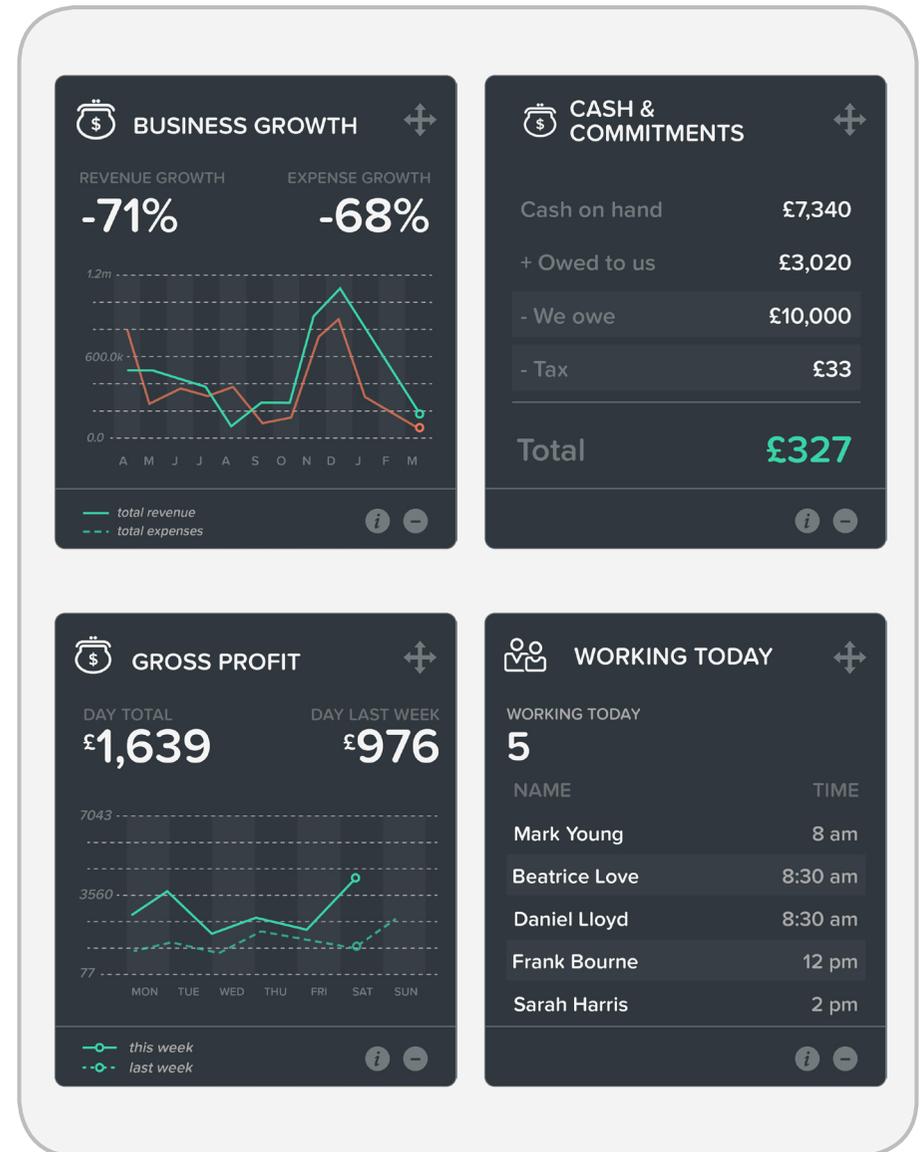
- » As a new player/solution I am operating on a trial and error basis. I need to succeed fast or fail fast
- » Growth will be a key enabler for my business - I'm working with an MVP product/service until I can gain further users and re-invest in my product
- » There's so much to do that I'm too busy working in my business to work on growing the business

#### What I need

- » To have viewable performance metrics that show me how my business is performing
- » I need to be able to tweak my product or service offering depending on what is working and what isn't

#### How 9 Spokes can help me

- » Provides a single view of my overall business so I can clearly see key performance indicators
- » Gives me the key insights I need to make data driven decisions to manage and drive growth across my entire business operation



Meet the apps.



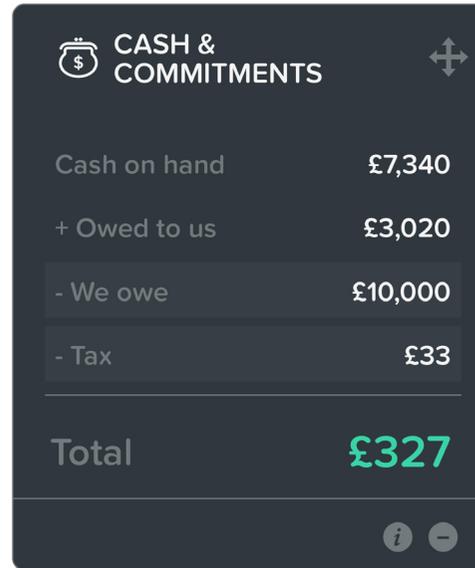
## Meet the widgets.

### How can a widget add value to your startup?

Widgets display key patterns and trends using the data from your connected apps revealing your business's vital signs and serving up insights you can take action on.

You can add widgets and customise your dashboard to reveal the key information you need to manage or grow your business.

Making smart decisions has never been easier.



### Cash & Commitments

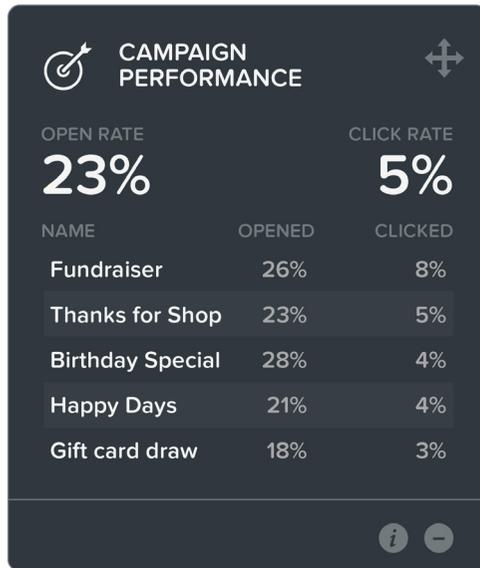
Shows a snapshot of your cash and short term receivables and payables which measures the ability of a business to repay its short term debts with its short term assets (convertible to cash excluding inventory).

Tracking this widget ensures that your business is in a stable position to cover any payable balances with its convertible cash assets and shows banks/lenders the dollar value of excess cash available to cover interest and/or principle payments.



### Sales By Day

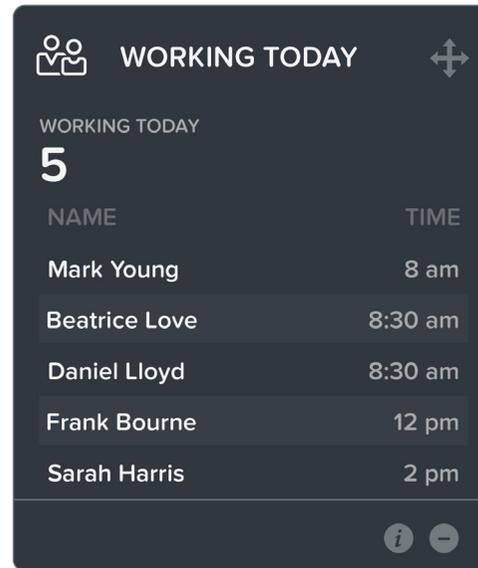
Timeline of daily sales figures by weekday for current and previous week. This helps identify how a business is performing against the previous week. This allows a business to structure its staffing and stock levels accordingly by forecasting potential sales for the up and coming days of the week.



### Campaign Performance

Displays your most recent EDM campaign—listing the name of the campaign, open rate and click-through rate. It also provides you with an average open and click-through rate across all your EDM campaigns in the last 90 days. This widget offers insights into the engagement and success of your EDM campaigns.

By analysing your customers’ engagement with recent campaigns, you can address low click through and open rates by strategising changes to future campaigns. This can include new content, design and audience split tests.



### Working Today

Displays staff members who are rostered for today—a maximum of 5 staff members arranged in order of start time. This provides you with an indication of your employees’ time and attendance, staff culture and operational efficiency.

Time and attendance information provide the information needed to take action and improve the culture of the business and operational efficiency by changing the mix/ time of the employees rostered on at any one time.



### Business Growth

Compare revenues and expenses over selected time periods enabling you to monitor business growth trends. This helps to evaluate the value of current expenses. When projects/expenditures are carried out over specific time periods, you can track how effective they have been in attracting new sales.

Business growth is an essential measure of the financial strength of the business. It examines how efficiently a company is controlling its spending and operating costs, and how effective it has been controlling total costs.



## Connect to know more.

We hope this eBook has given you inspiration for how to connect the best apps for your startup. It's worth remembering that the more apps you connect, the more you'll discover about your business. And with 30-day free trials available for many apps, it's easy to experiment and find the best combinations for generating the metrics and data you want to see.

With these insights, you'll find it easier to make the right calls to manage or grow your business.

If you've got any questions, please get in touch with us.

[www.9spokes.com](http://www.9spokes.com)

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