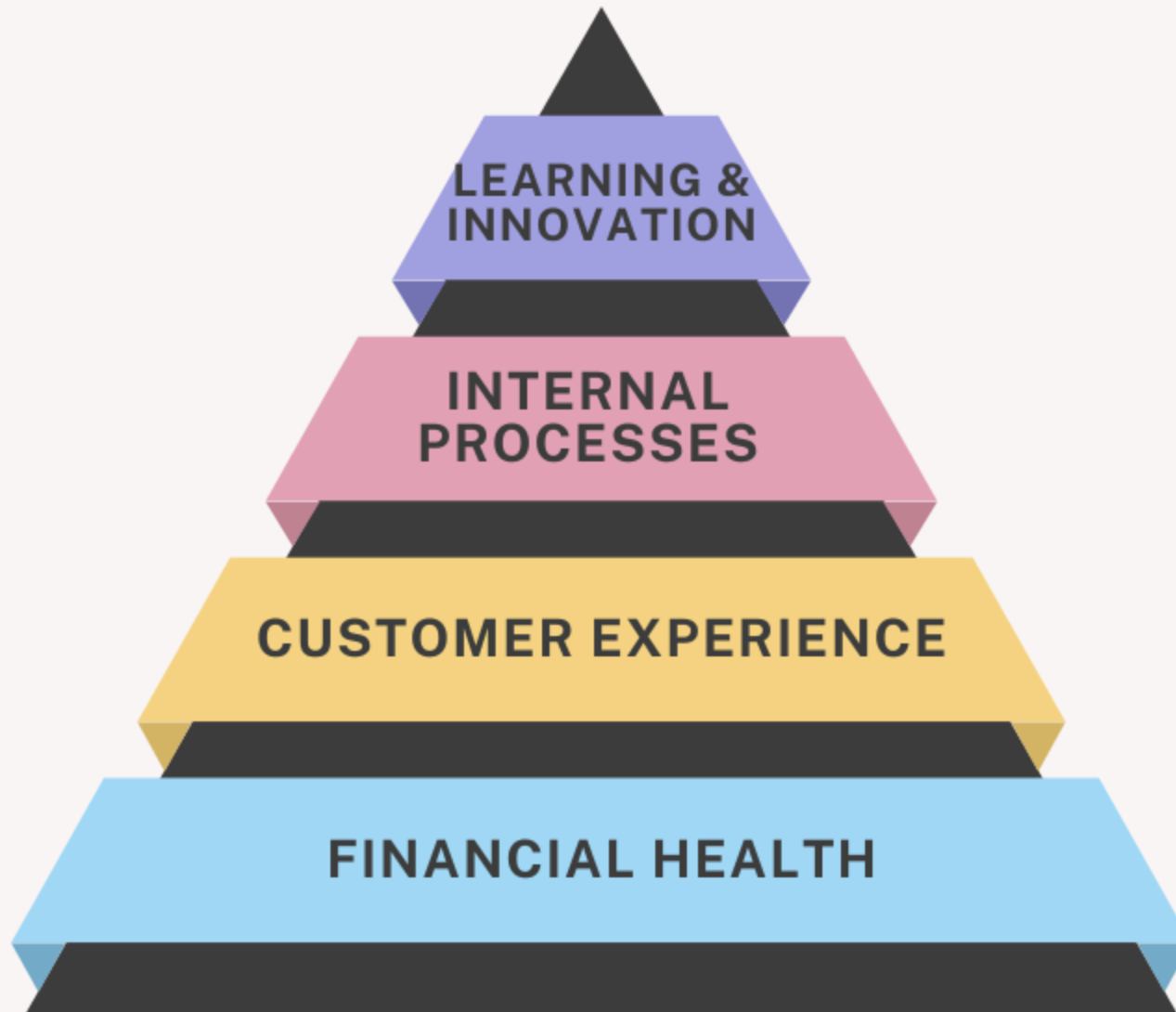


THE BALANCED SCORECARD PYRAMID



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The Balanced Scorecard Pyramid

#1 Key Internal Process Metrics for Startups

Metric	What It Is	Why It Matters	Formula
Sprint Velocity	The amount of work your team completes in a sprint (usually measured in story points).	Tracks team productivity and helps predict future workloads.	$\text{Sprint Velocity} = \frac{\text{Total Story Points Completed}}{\text{Number of Sprints}}$
Task Completion Cycle	The average time it takes to complete a task from start to finish.	Identifies bottlenecks in task execution and optimizes workflows.	$\text{Task Completion Cycle} = \frac{\text{Time Taken to Complete Task}}{\text{Number of Tasks}}$
Error Rate	The number of bugs or errors introduced per sprint or release.	High error rates signal inefficiencies in quality control and product development.	$\text{Error Rate} = \frac{\text{Number of Errors}}{\text{Number of Features Delivered}}$

The Balanced Scorecard Pyramid

#2 Key Internal Process Metrics for Startups

Metric	What It Is	Why It Matters	Formula
Cycle Time	The time it takes for a task or feature to go from idea to delivery.	Measures how efficiently your team can deliver new features or projects.	$\text{Cycle Time} = \text{Start Time to Completion Time of a Task}$
Team Utilization Rate	The percentage of time your team is actively working on productive tasks.	Ensures team capacity is balanced and utilized efficiently without overloading.	$\text{Team Utilization Rate} = \frac{\text{Time Spent on Tasks}}{\text{Total Time Available}}$
Defect Resolution Time	The time it takes to resolve defects or bugs once identified.	Reduces customer-facing issues and improves product quality.	$\text{Defect Resolution Time} = \text{Time Taken to Fix Issues from Discovery to Resolution}$

The Balanced Scorecard Pyramid

#3 Key Internal Process Metrics for Startups

Metric	What It Is	Why It Matters	Formula
Lead Time	The time from when a feature is requested to when it is delivered to production.	Measures responsiveness to market demands or customer requests.	Lead Time = Feature Request to Delivery Time
Process Efficiency Ratio (PER)	The ratio of value-added time to total process time.	Highlights process inefficiencies and areas for improvement.	$PER = \frac{\text{Value-Added Time}}{\text{Total Process Time}}$
Work in Progress (WIP) Limits	The maximum amount of work tasks that can be in progress at any given time.	Prevents team overload and ensures a steady flow of work.	WIP Limit = Defined by Team's Capacity Constraints