



Anton Perkin

Budgeting and Planning

From 6pm till 7pm we'll discuss:

- Budgeting and why it sucks
- Unit economics and how to calculate it
- Discounts and how to get them
- Planning and why it's awesome
- Prioritization and how to do RICE
- Next steps in our communication



BUDGETING SUCKS

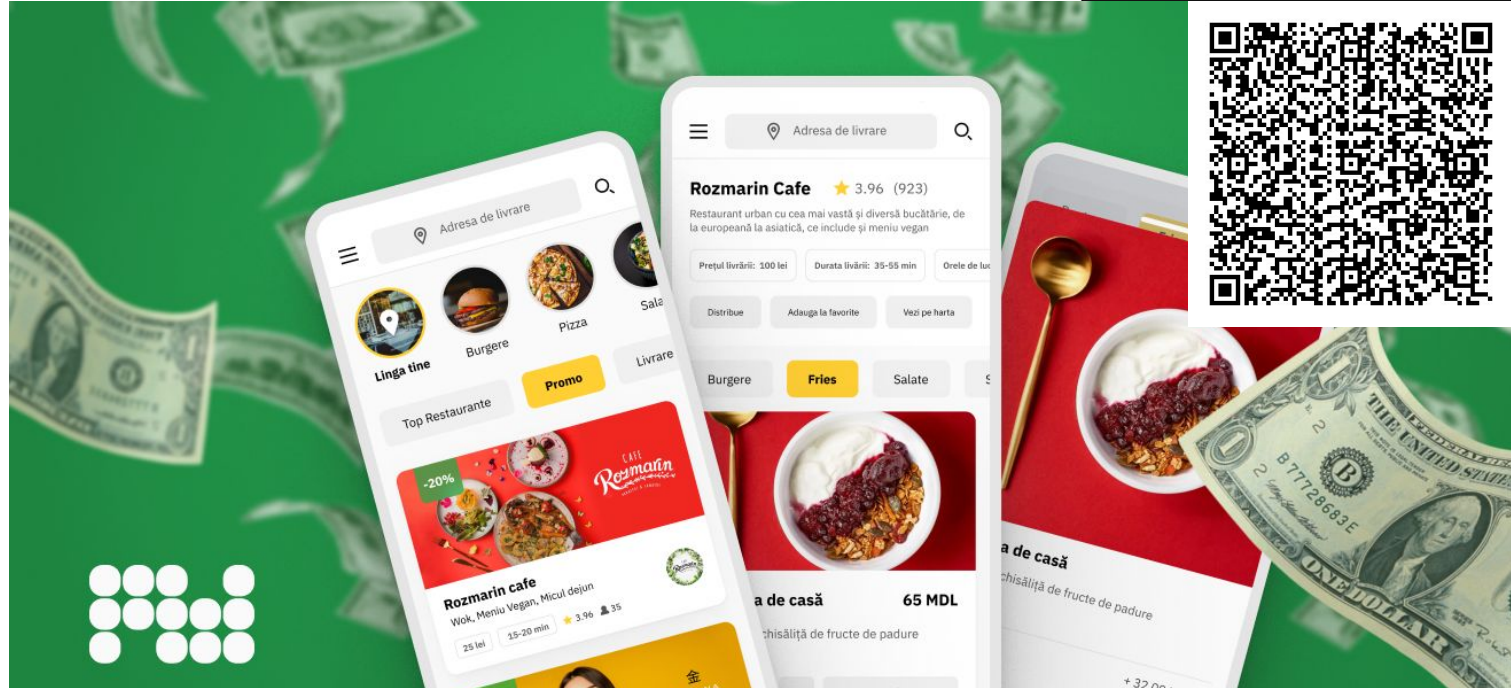
It's always underestimated

BUDGET CHECKLIST

- Define all the product components (desktop, mobile, apps, admin, API, etc)
- Team salaries. Salary for yourself. Bonuses
- Taxes
- Office expenses and utilities
- Accounts (JIRA, Slack, Gmail, IDE, hosting, domain, Github, etc)
- Accounting
- Vacation, sick leaves, bench, HRs, sales, etc

!!! MULTIPLY !!!

BUDGET EXAMPLE

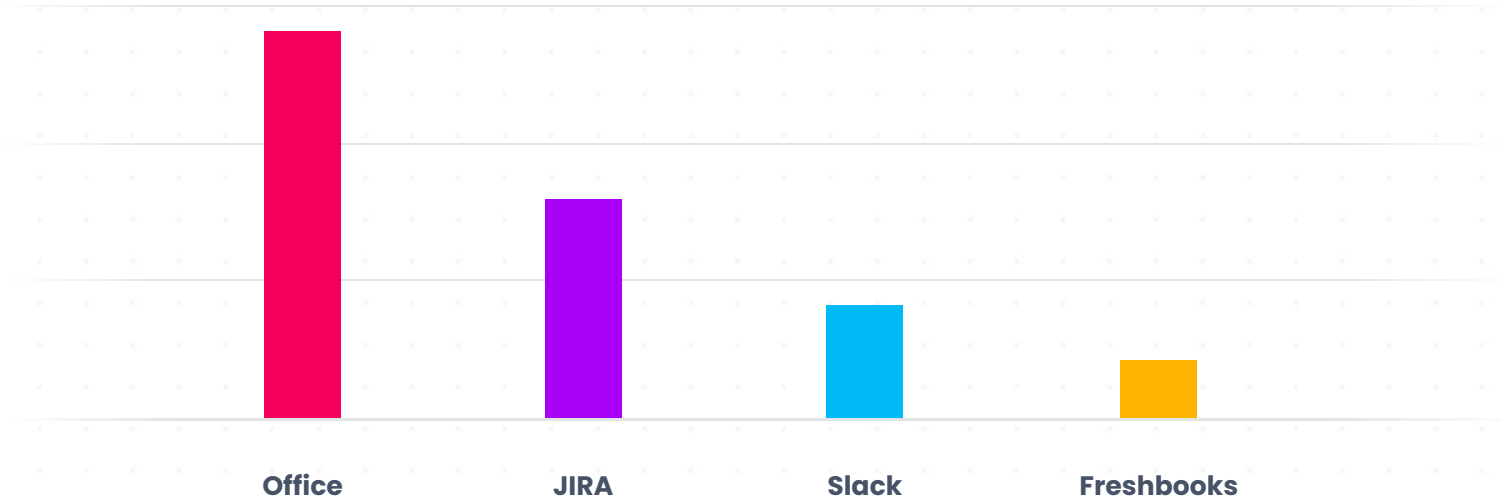


DISCOUNTS



You can ask for discount everywhere:

- give context, explain
- ask for discount
- leave the room for “no”



UNIT ECONOMICS

- **Unit economics** is a financial model, used to calculate the profitability of a product unit
- Product **unit** examples: client, good, service, transaction, etc.
- **Unit operating income** = revenue - cost
- Business is **profitable** if its units are profitable

Abbreviations to google: ARPU, CAC, LTV, COGS, APC

ROADMAP, OKRs, VISION

- The **roadmap** is reviewed every quarter, and even during the quarter it loses its relevance. This is normal.
- **Roadmap** is a reflection of your current vision based on the information you (don't) have.
- **Product vision:** mission – internal, slogan – external

Example: Seconds to order, minutes to deliver.

Use technology and passion to make food delivery a pleasant, but quick journey.

TASKS PRIORITIZATION

- Product **backlog** – the most important sorted list.
- **Grooming** = hygiene of your product. Do it regularly. Connect to OKRs and metrics.
- **RICE** for big chunks

$$Max\left(\frac{reach \times impact \times confidence}{effort}\right)$$

LET'S TALK MORE

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