

**Becoming best in the world**

You need to come to realize what you can become best in the world at, and understand what you cannot become best at.

**The passion in your company**

The idea is not to make someone passionate, but to discover what makes you dedicated and passionate.

**The core of your Business Model**

KPI - Key Performance Indicators  
What will you measure? When have you succeeded?

Example of which KPI values you could measure:

- DAU - Daily Active Users
- MAU - Monthly Active Users
- ARPU - Average Revenue Per User
- PCU - Peak Concurrent Users
- Units sold