

# Stop Wasting Time on Projects That Don't Drive Results

Our Value Architecture service helps your team connect every initiative to real business outcomes — fast. Get a working strategic map in just **2 weeks**.



## Value Architecture is the secret behind how the top companies grow:

- Amazon discovered the right input metrics to drive sales
- Netflix discovered a North Star metric to drive retention
- The top SaaS companies use KPI trees to grow ARR.

## Value Architecture /ˈvæl.juːˈɑː.kɪ.tek.tʃər/

noun

A strategic map that links every project to measurable business outcomes — helping teams align, prioritize, and grow faster.

### BEFORE VALUE ARCHITECTURE

✗ No data-informed priorities

### AFTER VALUE ARCHITECTURE

✓ Alignment on levers that drive growth

## Your Strategic Jumpstart:

- ✓ Custom Value Architecture (KPI Trees & Strategic Maps)
- ✓ Live workshops with strategy experts
- ✓ Access to the DoubleLoop platform

**+\$2M**

Unlocked by a Series D company after stopping misaligned initiative

"In just 15 minutes of a DoubleLoop workshop, we made more progress than our entire previous 2-day strategic planning session."

— Chief Product Officer, Series B SaaS

## Trusted By Industry Leaders



"DoubleLoop will guide you to leaving intuition-based roadmaps behind, making decisions based on data and learning."

— John Cutler, Author of the North Star Playbook



"The only way to win is to learn faster than anyone else. DoubleLoop transforms how teams measure what matters."

— Eric Ries, Author of The Lean Startup

Trusted by top brands:

