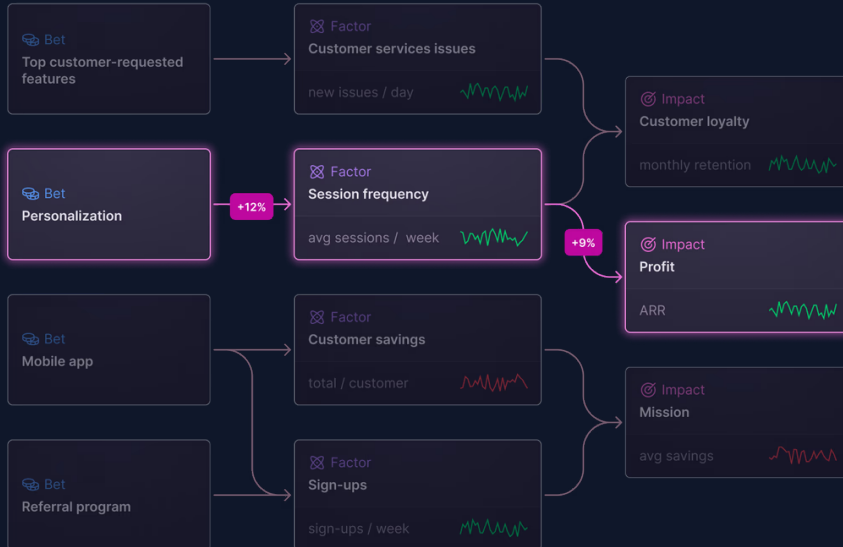# Stop Wasting Time on Projects That Don't Drive Results

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.ju ˈɑː.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:

Amplitude   Google Cloud   KOHL'S