Scorecard

The Scorecard gives every Unician a weekly pulse on the health of the business. It replaces gut-feel with objective numbers. Every metric has a single owner — not a team, one person — and a weekly target. The Scorecard is reviewed in the first 5 minutes of every Level 10 Meeting.

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How the Scorecard Works

- Each metric has one **owner** (the person accountable, not necessarily the one doing the work)
- Each metric has a **weekly target** — a number, not a feeling
- Green = on or above target. Red = below target
- Red numbers go on the Issues List for IDS — they are not discussed during Scorecard review
- The goal is 13 consecutive weeks of green

> ⚠ **Rule:** The Scorecard is not a project status report. It measures the health of the business, not the completion of tasks. Rocks and To-Dos live in OpenProject.

Company Scorecard

#	Metric	Owner	Weekly Target	Tool / Source
1	New trial signups	Predrag	3	Mautic / Matomo
2	MRR (Monthly Recurring Revenue)	Predrag	Track weekly delta	Dolibarr
3	Open support tickets (unresolved >48h)	Predrag	< 5	FreeScout
4	GitHub PRs merged (platform)	Peter	≥ 3	GitHub
5	EU project deliverables on track (%)	Alexander	100%	OpenProject
6	Platform uptime (%)	Peter	≥ 99.5%	status.unicis.tech / Grafana
7	Newsletter open rate (last send)	Ksenija	≥ 35%	Mautic
8	Active paying organisations	Predrag	Track weekly delta	Dolibarr
9	Critical security alerts (CrowdSec)	Peter	0 unresolved	Grafana / Matrix alerts
10	Website organic sessions (week-over-week)	Ksenija	↑ vs prior week	Matomo

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Individual Measurables by Seat

Each person in each seat is accountable for at least one number per week. These feed into the Company Scorecard or stand alone as seat-level health indicators.

Predrag — CEO (runs all functions)

- New trial signups this week
- MRR delta (week-over-week)
- Outbound partner conversations (calls/emails sent)
- Support tickets unresolved >48h (FreeScout)

Peter — Technical Development

- PRs merged to main branch
- Open critical bugs (P0/P1) unresolved
- Platform uptime %

Alexander — Stakeholder & EU Projects Management

- EU project deliverables on track (% of active milestones green in OpenProject)
- Stakeholder communications sent this week
- Community GitHub activity (issues opened/closed/commented)

Ksenija — Marketing & SEO Strategy

- Website organic sessions (Matomo, week-over-week)
- Newsletter open rate (Mautic, last send)
- New content published (blog posts / social posts)

Scorecard in OpenProject

The live Scorecard is maintained as a shared wiki page in OpenProject and updated by each owner before the Monday Level 10 meeting.

→ Open Scorecard in OpenProject

If you do not have access to OpenProject, contact the CEO.

Adding or Changing a Metric

Metrics should be stable — don't change them frequently or they lose meaning. To propose a new metric or retire an existing one:

1. Add it to the Issues List in the next Level 10 Meeting
2. Discuss and agree as a leadership team (IDS process)
3. Update this page and the OpenProject Scorecard together

A metric should be removed if it stays green for 8+ consecutive weeks without anyone looking at it — it has served its purpose.

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Last reviewed: Q2 2026 — next review: Q3 2026 Quarterly Session

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