

## Example Logframe: Starting and Growing a Business

NARRATIVE SUMMARY	INDICATORS	DATA SOURCES	ASSUMPTIONS
<b>Impact:</b>	% Total market share	Trade association data	Market remains stable
<b>Outcome #1:</b>	Annual increase in revenue of X%	P&L statements	Customers are willing to pay Databoom's fees and overhead
<b>Outputs</b>	# Sales per year # New customers per year	Sales records Customer relationship management (CRM) database	Donor funding is available for projects in Databoom's domain
<b>Activities</b>	Business development Annual marketing plans		
<b>Outcome #2:</b>	Databoom's product achieves X/X on quality index	Product quality scorecard	Product quality can be maintained with growth
<b>Outputs</b>	# New product developments # New product improvements	Project management tool (Hubspot)	
<b>Activities</b>	Research and Development Crowdsourcing ideas		
<b>Outcome #3:</b>	At least X% of customers say they're satisfied or very satisfied with Databoom services	Customer satisfaction survey	Databoom maintains a unique position in the market
<b>Outputs</b>	# Repeat customers # Customer referrals	Project management tool (Hubspot)	
<b>Activities</b>	Communications strategy focused on customer engagement		
<b>Outcome #4:</b>	X% of employees retained on an annual basis	HR records	No major shocks in job market
<b>Outputs</b>	X% of employees report being happy or very happy at Databoom	Annual employee survey	
<b>Activities</b>	Employee referral program Coaching for managers Profit sharing Theme parties		