

Antifragile Ecommerce Scorecard



Business Name: _____

Lead Times		Supplier Terms		OPEX % of Rev		Contribution Margin	
(+2)	On demand	(+2)	On delivery	(+2)	<15%	(+2)	>75%
(+1)	<6 weeks	(+1)	0% up front	(+1)	<25%	(+1)	>65%
(+0)	>6 weeks	(+0)	>50% up front	(+0)	>25%	(+0)	<65%

Traffic Mix		60-Day LTV		Distribution		Grand Total:
(+2)	>50% organic	(+2)	>30%	(+2)	>2 channels	
(+1)	>40% organic	(+1)	>15%	(+1)	2 channels	
(+0)	<40% organic	(+0)	<15%	(+0)	1 channel	

To determine your grand total ...

Mark one score for each of the seven metrics based on your business' current operations. Then, add them up for your grand total. *See back for definitions and your grade.*

7 Antifragile Metrics

Lead Times: Length between placing an inventory order to receiving stock that's ready to sell and ship

Supplier Terms: Time between ordering inventory and paying for that order, along with the percentage of order cost to be paid

Operational Expenses (OPEX): Fixed costs often referred to as G&A; including payroll, rent, equipment, software, etc. as a percentage of revenue

Contribution Margin: Also called "gross profit margin" $(\text{Sales revenue} - \text{Cost of delivery}) \div \text{Sales revenue} = \text{CM}$

Traffic Mix: Paid traffic vs. organic traffic – all non-paid sources including search, email, social, direct, etc.

60-Day LTV: Additional revenue from customers within 60 days, expressed as a percentage increase over first-purchase AOV

Distribution Channels: Separate points of purchase – website, Amazon, wholesale, owned retail, etc.

Grading Scale

A	B	C	D	F
14-12	11-9	8-6	5-3	2-0

Inspired by Nassim Taleb, this antifragile ecommerce scorecard helps you answer the question:

"When change, uncertainty, and challenges hit ... will my business crumble, survive, or thrive?"

Take the interactive quiz here



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