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

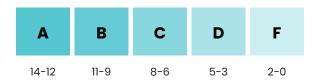
Contribution Margin: Also called "gross profit margin" (Sales revenue - Cost of delivery) ÷ Sales revenue = CM

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



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

antifragilescore.com commonthreadco.com

