|  |  |  |  |
| --- | --- | --- | --- |
| **Key Performance Indicator** | **Current Scale** | **Ambition (May 2025)** | **Explanation** |
| **Service 1 – Name the service** |  |  |  |
| Number of Registered Farmers |  |  | Unique Farmers count |
| Number of seasonally active users |  |  | Explain “active user” definition for your service here |
| Number of registered female farmers |  |  | Unique Farmers count |
| Number of seasonally active female farmers |  |  | Unique Farmers count |
| Number of registered young farmers/FWD\* |  |  | Unique Farmers count |
| Number of seasonally active young farmers/FWD |  |  | Unique Farmers count |
| Amount of external investment raised |  |  | Combined grant and commercial funding |
|  |  |  |  |
| **Service 2 – Name the service** |  |  |  |
| Number of Registered Farmers |  |  | Unique Farmers count |
| Number of seasonally active users |  |  | Explain “active user” definition for your service |
| Number of registered female farmers |  |  | Unique Farmers count |
| Number of seasonally active female farmers |  |  | Unique Farmers count |
| Number of registered young farmers/FWD |  |  | Unique Farmers count |
| Number of seasonally active young farmers/FWD |  |  | Unique Farmers count |
| Amount of external investment raised |  |  | Combined grant and commercial funding |
|  |  |  |  |

\* Farmers with disabilities (FWD)

Please feel free to add rows for each additional service and enter your proposed KPIs against the given headline items.