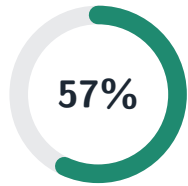


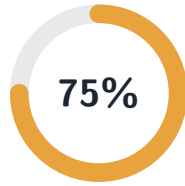
Nexa | OKR Planning Sheet

Q3 2026

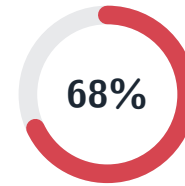
Company & team objectives, key results, confidence tracking — prepared by the Office of Strategy



Overall progress



Objectives on track (3/4)



Avg. key result progress

Confidence mix

- High — 5 KRs
- Medium — 5 KRs
- Low — 2 KRs

Objectives at a Glance

#	Objective	Owner	Due	Progress	Confidence
O1	Accelerate self-serve revenue growth	Priya Nandan, VP Growth	Sep 30	62%	Medium
O2	Ship a best-in-class collaboration experience	Owen Castellan, Head of Product	Sep 30	71%	High
O3	Build a resilient, scalable platform	Farah Voss, Eng. Director	Sep 30	48%	Medium
O4	Deepen customer retention and expansion	Malik Renner, Head of Customer Success	Sep 30	55%	Low

🕒 How to use this sheet

- Each objective is qualitative and aspirational; key results are the quantitative proof.
- Progress bars track measured value against target, not effort spent.
- Confidence reflects the owner's honest read on hitting target by quarter close — update at each check-in, do not wait for the retro.

📅 Check-in cadence

- Weekly** — async KR score update in the Nexa OKR channel, owners only.
- Bi-weekly** — 30-min cross-functional review, Elena Sorokin (COO) chairing.
- End of quarter** — scored retro, carry-forward decision for each KR below 70%.

O1 — Accelerate self-serve revenue growth

62% complete

Owner: Priya Nandan, VP Growth | Team: Growth | Confidence: Medium | Due: Sep 30, 2026

Key Result	Baseline	Target	Current	Progress	Confidence
KR1 — Grow self-serve monthly recurring revenue	\$184K	\$260K	\$231K	62%	● High
KR2 — Lift trial-to-paid conversion rate	11.2%	16.0%	13.4%	46%	● Medium
KR3 — Reduce checkout drop-off rate	38%	22%	27%	69%	● Medium

📌 Note: the Vertex and Apex enterprise trials converted faster than the self-serve cohort this month; KR2 stays medium-confidence until the new pricing page A/B test (launching Aug 11) reports back.

O2 — Ship a best-in-class collaboration experience

71% complete

Owner: Owen Castellan, Head of Product | Team: Product & Design | Confidence: High | Due: Sep 30, 2026

Key Result	Baseline	Target	Current	Progress	Confidence
KR1 — Roll out real-time co-editing to the Nimbus workspace tier	0%	100%	100%	100%	● High
KR2 — Cut median document load time	2.4s	1.1s	1.5s	69%	● High
KR3 — Raise weekly active usage of comment threads	21%	40%	30%	47%	● Medium

✅ Note: co-editing rollout (KR1) shipped two weeks ahead of schedule to all Nimbus-tier workspaces; the Synapse internal dogfood group reported zero merge-conflict regressions across 4,300 sessions.

O3 — Build a resilient, scalable platform

48% complete

Owner: Farah Voss, Eng. Director | Team: Platform Engineering | Confidence: Medium | Due: Sep 30, 2026

Key Result	Baseline	Target	Current	Progress	Confidence
KR1 — Reduce P1 incident count per quarter	9	3	6	50%	● Medium
KR2 — Achieve uptime SLA	99.4%	99.9%	99.6%	40%	● Low
KR3 — Cut infrastructure cost per active user	\$0.84	\$0.60	\$0.68	67%	● High

⚠ Note: KR2 downgraded to low confidence after the Jul 22 queue-backlog incident; the Meridian region failover is now the critical path and is tracked daily, not weekly.

O4 — Deepen customer retention and expansion

55% complete

Owner: Malik Renner, Head of Customer Success | Team: Customer Success | Confidence: Low | Due: Sep 30, 2026

Key Result	Baseline	Target	Current	Progress	Confidence
KR1 — Raise net revenue retention	104%	118%	109%	36%	● Low
KR2 — Reduce logo churn rate	6.1%	3.5%	4.6%	58%	● Medium
KR3 — Grow expansion pipeline across Apex and Vertex accounts	\$210K	\$400K	\$318K	57%	● Medium

👥 Note: KR1 is the quarter's biggest risk — two mid-market renewals (Apex North, Vertex Labs) slipped into Q4; Malik is running save-plays with Elena Sorokin this week.

Confidence legend

- High — on pace, no known blockers to target.
- Medium — achievable, but depends on an open risk or dependency.
- Low — unlikely to hit target without a scope or resourcing change.

Scoring notes

- Progress = (current — baseline) / (target — baseline), clamped to 0–100%.
- A scored 0.7 average across all key results is considered a strong quarter; 1.0 usually means the target was set too low.
- Objectives are not scored directly — they inherit the average of their key results.