



1. Confirm North Star	2. Agree on the Problem to Solve
<i>How will this OKR impact our strategy?</i>	<i>What problem does the business have that we are trying to solve?</i>
3. Develop Objectives	4. Answer "Why Now"?
<i>What is the most important area to focus on making measurable progress in the near term?</i>	<i>Why is this objective important right now?</i>
5. Draft Key Results	
<i>What would have to be true? At the end of the period, how will you know that you achieved the objective?</i>	
6. Align Initiatives	
<i>What are the initiatives that will drive the key results? What are the outcomes of these?</i>	

EXAMPLE

For Illustrative Purposes Only



1. Confirm North Star	2. Agree on the Problem to Solve
<p>How will this OKR impact our strategy?</p> <p style="text-align: center;"><i>AI-Powered Guardian Angels for EV Drivers</i></p>	<p>What problem does the business have that we are trying to solve?</p> <p><i>EV drivers face range anxiety and fear of being stranded due to a lack of real-time assistance and emergency support. This hinders EV adoption and leads to inefficient charging.</i></p>
3. Develop Objectives	4. Answer "Why Now"?
<p>What is the most important area to focus on making measurable progress in the near term?</p> <p style="text-align: center;"><i>Transform EV Driver Confidence and Safety with AI-Powered Real-Time Assistance</i></p>	<p>Why is this objective important right now?</p> <p><i>Focusing on this objective this year is crucial to capitalize on the growing EV market, differentiate from competitors, build customer trust, leverage technological advancements, and align with sustainability goals. This will help us establish a strong market presence and contribute to a sustainable future.</i></p>
5. Draft Key Results	
<p>What would have to be true? At the end of the period, how will you know that you achieved the objective?</p> <ul style="list-style-type: none"> <i>Increase the number of cities with our AI-driven support system from 0 to 10 by the end of Q2 2025.</i> <i>Decrease the number of stranded EV incidents in pilot cities from 350 incidents per month to 50% of 350 incidents per month by the end of Q4 2025.</i> <i>Expand the integration of our AI-powered assistance system from 0 to 5 leading EV models by the end of Q3 2025.</i> <i>Increase the number of active users relying on our real-time assistance and rescue services in pilot cities from 0 to 100,000 by the end of Q4 2025.</i> 	
6. Align Initiatives	
<p>What are the initiatives that will drive the key results? What are the outcomes of these?</p> <ul style="list-style-type: none"> <i>Pilot Program Deployment: Launch the AI-powered real-time assistance system by setting up the necessary infrastructure, training support teams, and promoting the service to EV drivers in these cities.</i> <i>Partnerships with EV Manufacturers</i> <i>AI and Data Analytics Enhancement</i> 	

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