

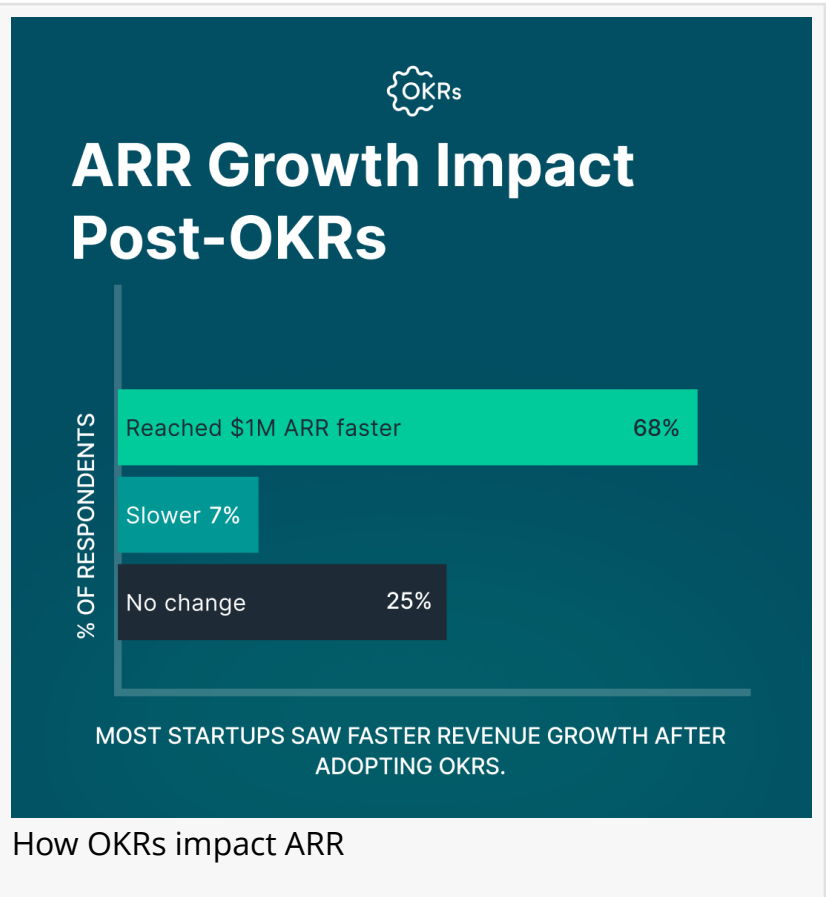
# New Research by OKRs Tool: 68% of Startups Reach \$1M ARR Faster with OKRs

*A new report surveying 200 early-stage startups reveals that 68% reached \$1M in ARR faster after implementing OKRs, the popular goal-setting framework.*

TALLINN, HARJU MAAKOND, ESTONIA, June 17, 2025 /EINPresswire.com/ -- The 2025 Startup OKR Report, released today by OKRs Tool, offers rare insight into how early-stage teams—from 2 to 50 employees—are using OKRs to drive alignment, focus, and sustainable growth.

[Read the full report here](#)

The findings include benchmarks, adoption patterns, and founder-submitted advice from real operators working in high-growth environments.



"Startups don't struggle because they're not working hard," said Steven Macdonald, founder of OKRs Tool. "They struggle because they're not always working on the same things. OKRs—when done right—solve that."

Key findings from the report include:

- 68% said OKRs helped them reach \$1M ARR faster
- 89% wish they had started using OKRs earlier
- 39% saw measurable impact within 1–3 months
- 56% were using spreadsheets before switching to a purpose-built OKR tool
- Top benefits: improved team alignment (21%) and simplified goal tracking (20%)

The report also highlights lessons from top-performing teams, including practical tips for setting OKRs, building weekly habits, and avoiding common rollout mistakes.

Get insights, practical advice and tips from 200 founders on [how to use OKRs here](#).

#### About the Study

This independent study was conducted between February and May 2025 and included responses from 200 early-stage teams across North America, Europe, and Southeast Asia. All respondents were non-customers of OKRs Tool, ensuring an unbiased snapshot of real-world OKR adoption and outcomes.

#### About OKRs Tool

OKRs Tool is a goal-setting platform built specifically for early-stage startups. Designed to replace the chaos of spreadsheets and the overhead of enterprise tools, OKRs Tool helps small, fast-moving teams stay aligned, accountable, and focused on the goals that matter.

Learn more at [www.okrstool.com](http://www.okrstool.com)

Steven Macdonald

OKRs Tool

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