

SaaS Metrics Dashboard

Updated Dec 31st, 2021

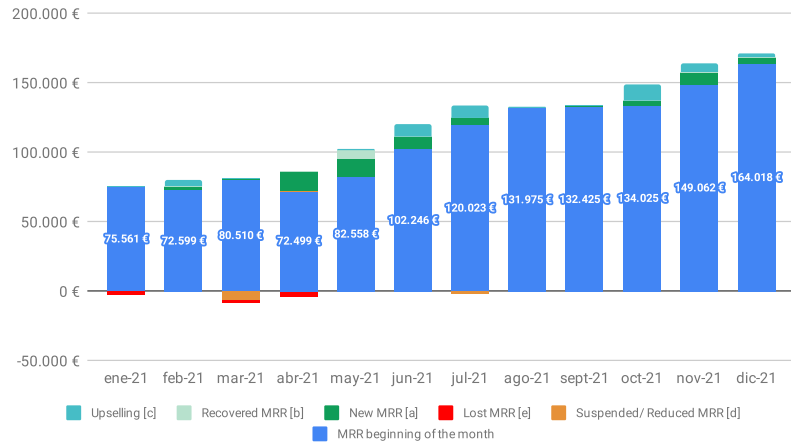
Cifras en Ppto V2

Ya firmado

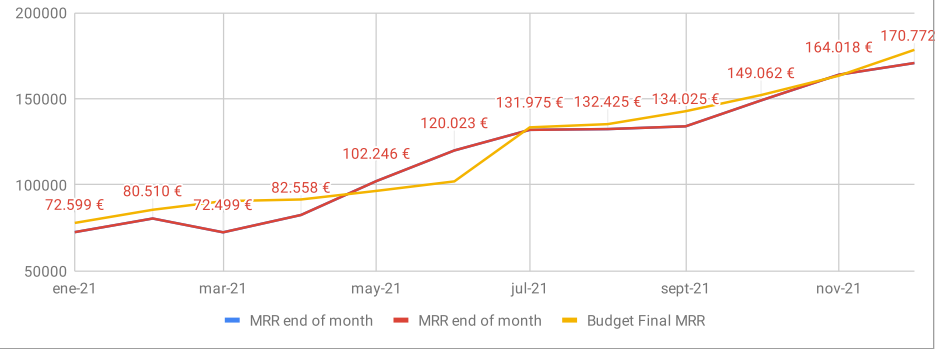
EUR €

	REAL												3/01/2022
	ene-21	feb-21	mar-21	abr-21	may-21	jun-21	jul-21	ago-21	sept-21	oct-21	nov-21	dic-21	
INVOICING													
NET Invoice	84.561	83.653	69.581	112.188	138.809	152.466	129.353	125.928	131.107	176.110	187.353	180.440	1.543.971
<i>m/m growth [Invoiced]</i>	47,17%	-1,07%	-16,82%	61,23%	23,73%	9,84%	-15,16%	-2,65%	4,11%	34,33%	6,38%	-3,69%	27.579
Suspended Fees	18.247	15.824	24.908	25.056	18.917	18.438	18.992	18.082	18.332	18.332	18.332	19.247	232.706
NET Monthly with Suspended Fees & Yearly Fees	94.601	96.390	99.822	111.585	122.994	138.853	148.305	149.794	151.644	166.187	182.023	189.693	1.651.889
<i>m/m growth</i>		1,89%	3,56%	11,78%	10,22%	12,89%	6,81%	1,00%	1,24%	9,59%	9,53%	4,21%	
Monthly Fees	69.970	74.182	68.531	80.145	97.692	114.031	122.929	125.328	126.928	141.965	156.921	163.674	1.342.296
% Monthly Growth		6,02%	-7,62%	16,95%	21,89%	16,72%	7,80%	1,95%	1,28%	11,85%	10,53%	4,30%	124,42%
SetUp Fees	0	7.113	1.050	21.243	36.116	23.276	5.824	0	2.400	23.098	23.545	8.700	152.366
Yearly and non-Monthly Fees	14.591	2.358	0	10.800	5.000	15.159	600	600	1.779	11.540	6.500	7.679	76.606
<i>16,09%</i>												/12 =	6.384
MRR													
MRR beginning of the month	75.561 €	72.599 €	80.510 €	72.499 €	82.558 €	102.246 €	120.023 €	131.975 €	132.425 €	134.025 €	149.062 €	164.018 €	232 €
New MRR [a]	0 €	2.803 €	525 €	13.498 €	12.550 €	9.007 €	4.400 €	0 €	1.600 €	3.300 €	9.073 €	4.850 €	61.605 €
Recovered MRR [b]					6.724 €	76 €		0 €	0 €	0 €	0 €	0 €	6.800 €
Upselling [c]		5.108 €		461 €	414 €	8.694 €	9.612 €	450 €	0 €	11.737 €	5.883 €	1.904 €	44.263 €
Total new MRR [a]+[b]+[c]	0 €	7.911 €	525 €	13.959 €	19.688 €	17.777 €	14.012 €	450 €	1.600 €	15.037 €	14.956 €	6.754 €	112.668 €
Suspended/ Reduced MRR [d]	0 €	0 €	-6.724 €				-2.060 €	0 €	0 €	0 €			-8.784 €
Lost MRR [e]	-2.962 €	0 €	-1.812 €	-3.900 €				0 €	0 €	0 €			-8.673 €
Total LOST [d]+[e]	-2.962 €	0 €	-8.536 €	-3.900 €	0 €	0 €	-2.060 €	0 €	0 €	0 €	0 €	0 €	-17.458 €
CHURN [b]+[c]+[d]+[e]	-2.962 €	5.108 €	-8.536 €	-3.439 €	7.138 €	8.770 €	7.552 €	450 €	0 €	11.737 €	5.883 €	1.904 €	33.606 €
MRR churn rate [=CHURN/MRR]	4,08%	-6,34%	11,77%	4,17%	-6,98%	-7,31%	-5,72%	-0,34%	0,00%	-7,87%	-3,59%	-1,11%	-30,61%
Net new MRR	-2.962 €	7.911 €	-8.011 €	10.059 €	19.688 €	17.777 €	11.952 €	450 €	1.600 €	15.037 €	14.956 €	6.754 €	95.211 €
MRR end of month	72.599 €	80.510 €	72.499 €	82.558 €	102.246 €	120.023 €	131.975 €	132.425 €	134.025 €	149.062 €	164.018 €	170.772 €	2.049.259 €
<i>m/m growth [MRR]</i>	<i>-3,92%</i>	<i>10,90%</i>	<i>-9,95%</i>	<i>13,87%</i>	<i>23,85%</i>	<i>17,39%</i>	<i>9,96%</i>	<i>0,34%</i>	<i>1,21%</i>	<i>11,22%</i>	<i>10,03%</i>	<i>4,12%</i>	<i>126,01%</i>
<i>Compound Monthly Growth 2021 [MRR]</i>		6,55%	-2,05%	3,00%	7,85%	9,70%	9,74%	8,35%	7,43%	7,84%	8,06%	7,69%	
<i>Compound Monthly Growth since April 2020 [MRR]</i>	11,11%	11,09%	8,99%	9,39%	10,44%	10,92%	10,86%	10,17%	9,62%	9,71%	9,72%	9,44%	
Budget Final MRR	77.946 €	85.584 €	90.572 €	91.559 €	96.546 €	102.063 €	133.423 €	135.298 €	142.798 €	152.173 €	163.423 €	178.423 €	
Difference Accrued	- 5.346 €	- 5.074 €	- 18.072 €	- 9.000 €	- 5.701 €	- 17.960 €	- 1.448 €	- 2.873 €	- 8.773 €	- 3.111 €	- 595 €	- 7.651 €	-37.093 €
Difference Accrued	93%	94%	80%	90%	106%	118%	99%	98%	94%	98%	100%	96%	
LTV / CAC (accrued 2021)	0,00	3,61	2,48	4,85	7,22	8,50	8,95	7,85	6,92	7,29	7,57	7,27	
ARPA (p.m.)	30.041 €	30.191 €	28.064 €	28.306 €	32.288 €	33.495 €	35.993 €	36.116 €	35.740 €	36.505 €	37.136 €	37.259 €	
ARPA new customers (p.m.)	0 €	31.644 €	50.616 €	44.790 €	56.111 €	51.309 €	59.098 €	59.458 €	56.942 €	54.575 €	52.957 €	52.001 €	
CASH													
[CASH CRITERIA DO NOT INCLUDES BAILS]	REAL												
Cash beginning of month	798.879 €	807.599 €	925.656 €	920.804 €	874.129 €	813.536 €	870.904 €	1.170.133 €	1.503.667 €	1.750.475 €	1.681.050 €	1.682.128 €	
Cash in (customers only)	109.358 €	101.795 €	94.320 €	91.901 €	45.397 €	139.771 €	214.177 €	157.915 €	132.282 €	138.775 €	140.701 €	214.875 €	1.581.267 €
Cash going out (without leverage)	-85.423 €	-88.589 €	-99.172 €	-131.441 €	-98.838 €	-150.234 €	-134.273 €	-130.930 €	-139.769 €	-197.774 €	-138.856 €	-172.114 €	-1.567.414 €
Net cash burn (operational)	23.935 €	13.206 €	-4.852 €	-39.541 €	-53.442 €	-10.463 €	79.904 €	26.985 €	-7.487 €	-58.999 €	1.845 €	42.761 €	13.853 €
Capital Increase (& grants)							229.700 €	316.942 €	265.011 €				811.653 €
Leverage	-15.215 €	104.851 €	0 €	-7.134 €	-7.151 €	67.831 €	-10.376 €	-10.393 €	-10.716 €	-10.427 €	-767 €	-12.258 €	88.245 €
Net cash burn	8.720 €	118.057 €	-4.852 €	-46.675 €	-60.593 €	57.368 €	69.529 €	16.592 €	-18.203 €	-69.426 €	1.078 €	30.503 €	102.099 €
Net cash burn (with income 100% cash / without Leverage)	4.634 €	502 €	-25.068 €	-11.961 €	48.993 €	12.143 €	3.488 €	3.183 €	-140 €	-10.216 €	60.675 €	20.055 €	106.287 €
Cash end of month (liquid)	807.599 €	925.656 €	920.804 €	874.129 €	813.536 €	870.904 €	1.170.133 €	1.503.667 €	1.750.475 €	1.681.050 €	1.682.128 €	1.712.631 €	913752
Leverage planned next 18 months (average)	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-26.666,7	-320.000 €
Runway (Y) current burn rate (operational last Q - lev.)			-4,8	-2,0	-1,1	-1,2	-4,6	22,9	22,6	-3,5	-2,9	-4,5	

MRR [- DEC = Real]



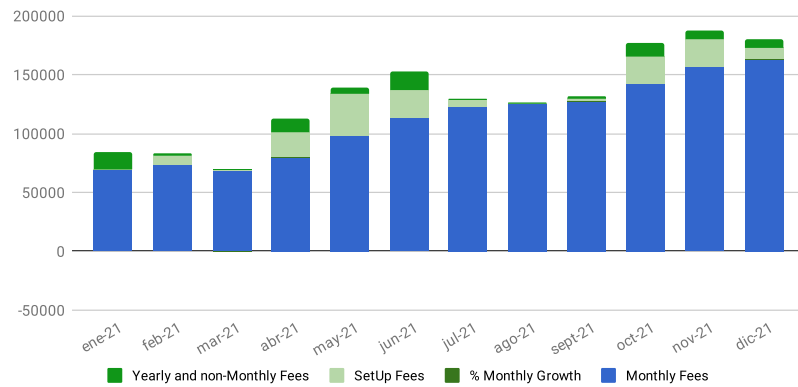
MRR REAL AUG / BUDGET SEP-DEC



INCLUDES CDTI (120K Feb) and BS (75K June) NEW LEVERAGE, 802 K Bridge, 15 K Grants, BS (100K Nov) and PPC (-88K)

Updated Dec 31st, 2021

Invoiced : Recurrent / SetUp / Yearly Fees



Cash end of month

