

SaaS Metrics Dashboard

Updated Nov 15th. 2020

	ene.-20	feb.-20	mar.-20	abr.-20	may.-20	jun.-20	jul.-20	ago.-20	sept.-20	oct.-20	ESTIMATED		Total 2020
											nov.-20	dic.-20	
INVOICING													
NET Invoice	89.074	71.602	69.382	26.114	34.430	34.504	36.750	48.885	61.460	56.611	93.009	88.330	710.152
<i>m/m growth [Invoiced]</i>		-19,62%	-3,10%	-62,36%	31,84%	0,22%	6,51%	33,02%	25,72%	-7,89%	64,30%	-5,03%	
Suspended Fees				40.552	39.281	30.306	28.875	27.132	25.079	26.868	18.581	13.581	250.255
NET Monthly with Suspended Fees & Yearly Fees	78.267	74.284	72.064	69.348	71.392	67.492	68.307	72.630	74.630	75.361	94.593	99.593	917.958
<i>m/m growth</i>		-5,09%	-2,99%	-3,77%	2,95%	-5,46%	1,21%	6,33%	2,75%	0,98%	25,52%	5,29%	
Monthly Fees	75.585	71.602	69.382	26.114	29.430	34.504	36.750	42.816	46.869	45.811	73.330	83.330	635.522
SetUp Fees	9.900	0	0	0	0	0	0	6.070		1.800	19.679	5.000	42.449
Yearly Fees (non Monthly)	3.589	0	0	0	5.000	0	0	0	14.591	9.000			32.181
													2.682
% Monthly Fees	84,86%	100,00%	100,00%	100,00%	85,48%	100,00%	100,00%	87,58%	76,26%	80,92%	78,84%	94,34%	
PAYING CUSTOMERS 3)													
Customers beginning of the month	28	28	29	29	28	28	26	27	28	29	30	33	36
New customers	2	2	0	0	0	0	1	2	1	1	3	3	15
Growth Gross		7,14%	0,00%	0,00%	0,00%	0,00%	3,85%	7,41%	3,57%	3,45%	10,00%	9,09%	
Lost customers	-2	-1	0	-1	0	-2	0	-1	0	0	0	0	-7
Churn rate	7,14%	3,57%	0,00%	1,84%	1,64%	7,14%	0,00%	3,70%	0,00%	0,00%	0,00%	0,00%	19,44%
Net new customers	0	1	0	-1	0	-2	1	1	1	1	3	3	
Customers end of month	28	29	29	28	28	26	27	28	29	30	33	36	
<i>m/m growth customers</i>		3,57%	0,00%	-1,84%	-1,64%	-7,14%	3,85%	3,70%	3,57%	3,45%	10,00%	9,09%	28,57%
MRR													
MRR beginning of the month	79.730 €	73.644 €	73.941 €	73.941 €	29.377 €	28.942 €	36.517 €	38.355 €	44.529 €	48.582 €	48.593 €	74.205 €	
New MRR	8.300 €	1.130 €	0 €	0 €	0 €	0 €	407 €	4.730 €	2.000 €	1.800 €	17.324 €	5.000 €	40.691 €
Suspended MRR				-40.552 €						-2.000,00			-42.552 €
Recovered MRR					1.272 €	8.975 €	1.431 €	1.743 €	2.053 €	211 €	8.287 €	5.000 €	28.972 €
Total new MRR	8.300 €	1.130 €	0 €	-40.552 €	1.272 €	8.975 €	1.838 €	6.473 €	4.053 €	11 €	25.611 €	10.000 €	27.111 €
Lost MRR 6)	-14.386 €	-833 €	0 €	-4.012 €	-1.706 €	-1.400 €	0 €	-299 €	0 €			0 €	-22.636 €
To be recovered													
MRR churn rate 7)	19,53%	1,13%	0,00%	5,74%	2,45%	1,82%	0,00%	0,35%	0,00%	0,00%	0,00%	0,00%	23,15%
Net new MRR	-6.086 €	297 €	0 €	-44.564 €	-434 €	7.575 €	1.838 €	6.174 €	4.053 €	11 €	25.611 €	10.000 €	4.475 €
MRR end of month	73.644 €	73.941 €	73.941 €	29.377 €	28.942 €	36.517 €	38.355 €	44.529 €	48.582 €	48.593 €	74.205 €	84.205 €	1.010.458 €
<i>m/m growth [MRR]</i>	-7,63%	0,40%	0,00%	-60,27%	-1,48%	26,17%	5,03%	16,10%	9,10%	0,02%	52,71%	13,48%	
Final Contracted MRR	73.644 €	73.941 €	73.941 €	69.929 €	69.495 €	77.069 €	78.907 €	85.081 €	89.135 €	75.461 €	92.785 €	97.785 €	97.785 €
% Monthly Growth [Contracted]	-7,63%	0,40%	0,00%	-5,43%	-0,62%	10,90%	2,38%	7,82%	4,76%	-15,34%	22,96%	5,39%	
ARPA (p.m.)	31.562 €	30.596 €	30.596 €	29.478 €	29.783 €	35.571 €	35.070 €	36.463 €	36.883 €	30.185 €	33.740 €	32.595 €	
ARPA new customers (p.m.)	49.800 €	6.780 €	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4.887 €	28.381 €	24.000 €	21.600 €	69.296 €	20.000 €	\$32.553
CASH													
Cash beginning of month	599.010 €	532.536 €	504.947 €	547.606 €	688.301 €	782.618 €	798.165 €	787.928 €	774.362 €	760.362 €	819.000 €	844.000 €	
Cash coming in	81.546 €	77.444 €	98.455 €	19.328 €	34.183 €	44.008 €	19.772 €	17.002 €	20.000 €	79.000 €	40.000 €	50.000 €	580.738 €
Cash going out	125.707 €	82.720 €	81.796 €	48.633 €	35.366 €	49.861 €	56.009 €	56.568 €	60.000 €	68.000 €	90.000 €	95.000 €	849.660 €
Net cash burn (operational)	44.161 €	5.276 €	-16.659 €	29.305 €	1.183 €	5.853 €	36.237 €	39.566 €	40.000 €	-11.000 €	50.000 €	45.000 €	268.922 €
Leverage	22.313 €	22.313 €	-26.000 €	-170.000 €	-95.500 €	-21.400 €	-26.000 €	-26.000 €	-26.000 €		-75.000 €	-103.000 €	-524.274 €
Net cash burn	66.474 €	27.589 €	-42.659 €	-140.695 €	-94.317 €	-15.547 €	10.237 €	13.566 €	14.000 €	-11.000 €	-25.000 €	-58.000 €	-255.352 €
Cash end of month	532.536 €	504.947 €	547.606 €	688.301 €	782.618 €	798.165 €	787.928 €	774.362 €	760.362 €	819.000 €	844.000 €	902.000 €	
Runway at current burn (operational last Q)	12,1	20,4	50,1	115,2	169,8	65,9	54,6	28,4	19,7	35,8	32,1	32,2	
Runway at current burn (last Q)	8,0	10,7	32,0	-13,3	-8,5	-9,6	-23,7	281,4	60,3	148,3	-115,1	-28,8	

