

SaaS Metrics Dashboard

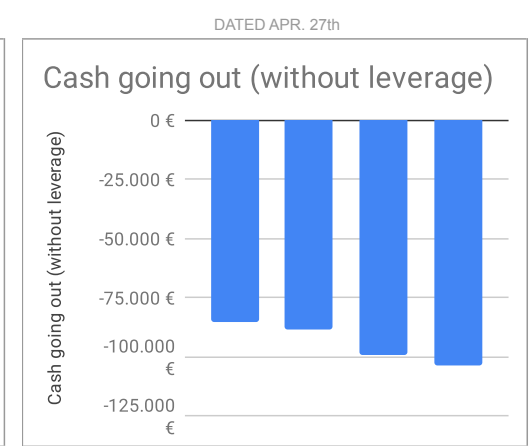
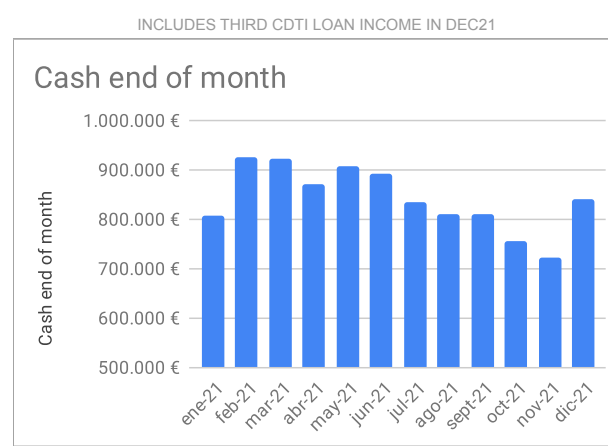
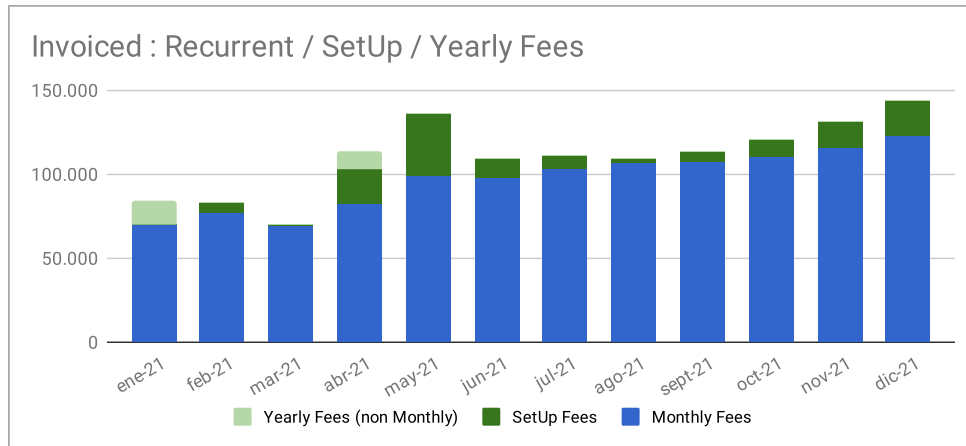
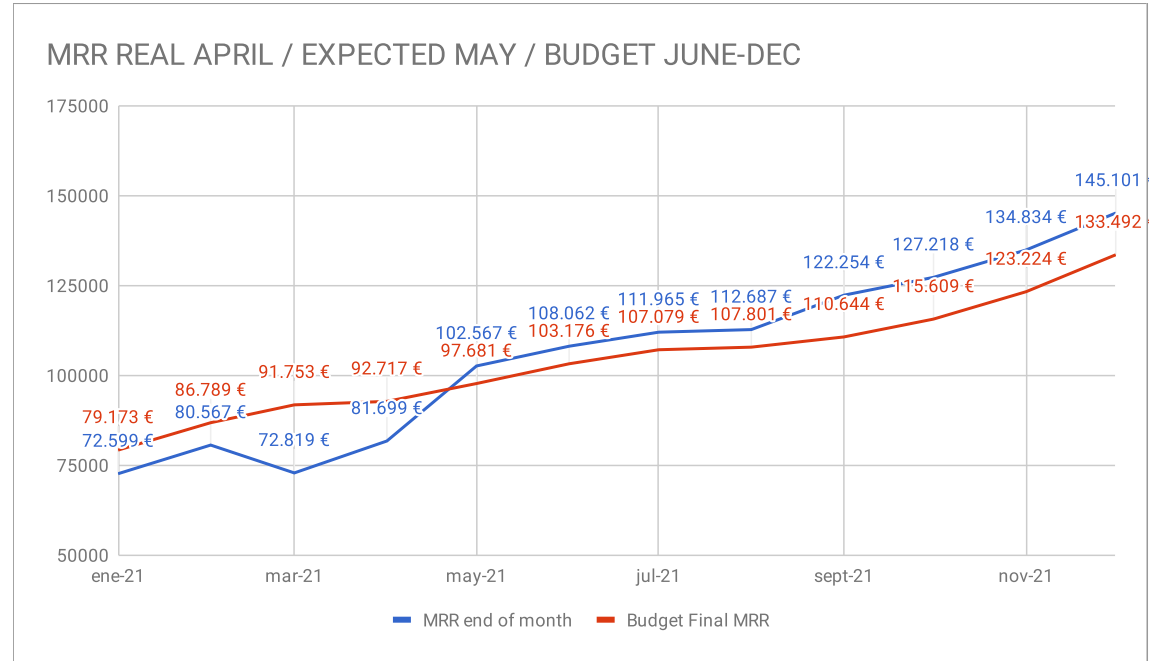
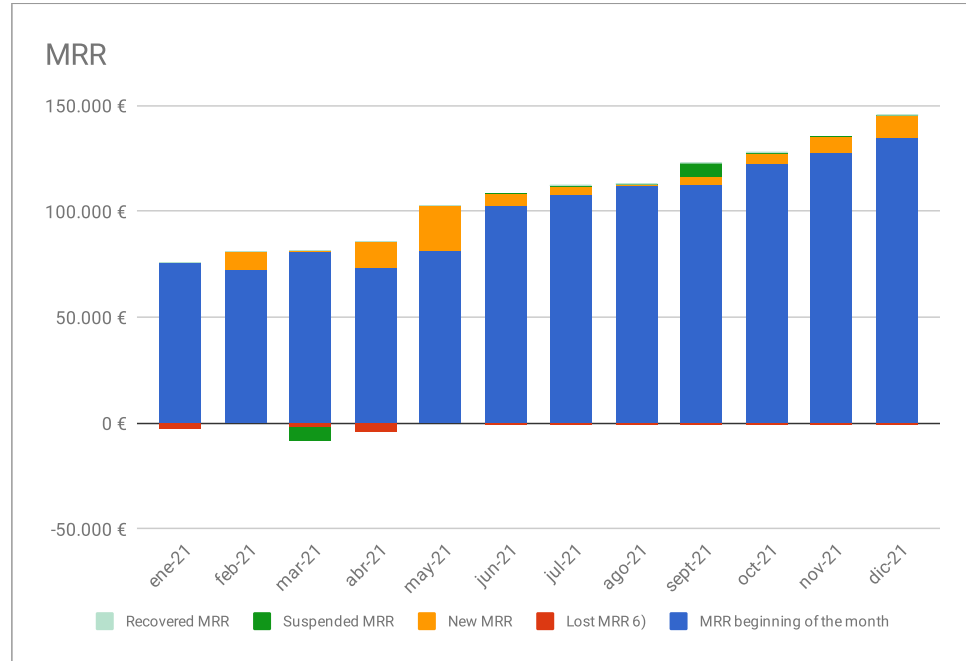
Updated Apr 26th. 2021

20/11/2020

3/02/2021

	REAL			PREVISION		BUDGET								
	ene-21	feb-21	mar-21	abr-21	may-21	jun-21	jul-21	ago-21	sept-21	oct-21	nov-21	dic-21	Total 2021	
INVOICING														
NET Invoice	84.561	83.653	69.581	113.580	135.670	109.009	111.322	108.862	113.826	120.912	131.179	144.098	1.326.252	
<i>m/m growth [Invoiced]</i>	12,47%	-1,07%	-16,82%	63,23%	19,45%	-19,65%	2,12%	-2,21%	4,56%	6,22%	8,49%	9,85%		
Suspended Fees	18.435	15.997	25.159	26.923	26.923	26.544	26.164	25.784	25.404	25.025	24.645	24.265	291.269	
NET Monthly with Suspended Fees & Yearly Fees	90.521	94.711	96.069	111.141	128.717	126.002	131.117	134.641	134.983	137.446	142.031	149.267	1.476.645	
<i>m/m growth</i>		4,63%	1,43%	15,69%	15,81%	-2,11%	4,06%	2,69%	0,25%	1,82%	3,34%	5,09%		
Monthly Fees	69.970	76.597	68.793	82.102	99.678	97.343	102.837	106.741	107.463	110.306	115.270	122.886	1.159.984	
SetUp Fees		7.056	788	20.678	35.992	11.667	8.485	2.121	6.364	10.606	15.909	21.212	140.877	
Yearly Fees (non Monthly)	14.591			10.800		0	0	0					25.391	
													2.116	
% Monthly Fees	82,74%	91,57%	98,87%	72,29%	73,47%	89,30%	92,38%	98,05%	94,41%	91,23%	87,87%	85,28%		
MRR														
MRR beginning of the month	75.561 €	72.599 €	80.567 €	72.819 €	81.699 €	102.567 €	108.062 €	111.965 €	112.687 €	122.254 €	127.218 €	134.834 €		
New MRR	0 €	7.968 €	788 €	12.780 €	20.868 €	5.833 €	4.242 €	1.061 €	3.182 €	5.303 €	7.955 €	10.606 €	80.586 €	
Suspended MRR			-6.724 €						6.724 €				0 €	
Recovered MRR						380 €	380 €	380 €	380 €	380 €	380 €	380 €	2.658 €	
Total new MRR	0 €	7.968 €	-5.937 €	12.780 €	20.868 €	6.213 €	4.622 €	1.440 €	10.286 €	5.683 €	8.334 €	10.986 €	83.244 €	
Lost MRR 6)	-2.962 €		-1.812 €	-3.900 €		-719 €	-719 €	-719 €	-719 €	-719 €	-719 €	-719 €	-13.703 €	
To be recovered														
MRR churn rate 7)	3,26%	0,00%	1,85%	3,66%	0,00%	0,54%	0,52%	0,52%	0,51%	0,49%	0,47%	0,44%	8,39%	
Net new MRR	-2.962 €	7.968 €	-7.749 €	8.880 €	20.868 €	5.495 €	3.904 €	722 €	9.567 €	4.964 €	7.616 €	10.267 €	69.541 €	
MRR end of month	72.599 €	80.567 €	72.819 €	81.699 €	102.567 €	108.062 €	111.965 €	112.687 €	122.254 €	127.218 €	134.834 €	145.101 €	1.741.217 €	
<i>m/m growth [MRR]</i>	-3,92%	10,98%	-9,62%	12,20%	25,54%	5,36%	3,61%	0,64%	8,49%	4,06%	5,99%	7,61%	92,03%	
Budget Final MRR	79.173 €	86.789 €	91.753 €	92.717 €	97.681 €	103.176 €	107.079 €	107.801 €	110.644 €	115.609 €	123.224 €	133.492 €		
Difference Accrued	-\$6.574	-\$6.221	-\$18.934	-\$11.018	\$4.886								-37.861 €	
Difference Accrued	92%	93%	79%	88%	105%									
Final Contracted MRR	90.828 €	98.796 €	97.771 €	106.652 €	127.520 €	133.014 €	136.918 €	137.640 €	140.483 €	145.447 €	153.063 €	163.330 €	163.330 €	
% Monthly Growth [Contracted]	20,20%	8,77%	-1,04%	9,08%	19,57%	4,31%	2,93%	0,53%	2,07%	3,53%	5,24%	6,71%		
ARPA (p.m.)	33.028 €	32.932 €	32.590 €	32.816 €	36.844 €	40.375 €	40.535 €	39.767 €	39.635 €	40.093 €	39.472 €	42.119 €		
ARPA new customers (p.m.)	0 €	31.872 €	9.450 €	38.341 €	83.472 €	0 €	50.909 €	6.364 €	38.182 €	63.636 €	31.818 €	0 €	\$50.896	
CASH														
[CASH CRITERIA DO NOT INCLUDES BAILS]	REAL			Cash al 26Ab -30K			BUDGET							
Cash beginning of month	798.879 €	807.599 €	925.656 €	920.804 €	869.475 €	907.078 €	890.243 €	833.192 €	810.660 €	808.440 €	754.274 €	722.258 €		
Cash in (customers only)	109.358 €	101.795 €	94.320 €	59.197 €	89.532 €	91.718 €	92.629 €	97.320 €	103.014 €	105.199 €	102.875 €	107.566 €	1.154.523 €	
Cash going out (without leverage)	-85.423 €	-88.589 €	-99.172 €	-103.391 €	-120.000 €	-101.418 €	-142.546 €	-112.718 €	-98.100 €	-152.231 €	-127.756 €	-104.129 €	-1.335.473 €	
Net cash burn (operational)	23.935 €	13.206 €	-4.852 €	-44.194 €	-30.468 €	-9.700 €	-49.917 €	-15.398 €	4.914 €	-47.032 €	-24.881 €	3.437 €	-180.950 €	
Leverage	-15.215 €	104.851 €		-7.134 €	-7.134 €	-7.134 €	-7.134 €	-7.134 €	-7.134 €	-7.134 €	-7.134 €	112.866 €	145.428 €	

Net cash burn	8.720 €	118.057 €	-4.852 €	-51.328 €	-37.602 €	-16.834 €	-57.051 €	-22.532 €	-2.220 €	-54.166 €	-32.015 €	116.303 €	-35.522 €
Cash end of month	807.599 €	925.656 €	920.804 €	869.475 €	907.078 €	890.243 €	833.192 €	810.660 €	808.440 €	754.274 €	722.258 €	838.561 €	
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	-33.333,3	
Runway at current burn (operational last Q - leverage)			-57,9	-22,5	-17,1	-16,2	-14,7	-15,7	-17,3	-16,5	-14,7	-14,9	



DISCLAIMER: THERE MAY BE MINOR DIFFERENCES WITH OFFICIAL ACCOUNTS. THIS INFORMATION IS FOR MANAGEMENT PURPOSES ONLY, AND IT IS ELABORATED USING DIFFERENCES AND IN SOME CASE WITH ACCOUNTING ADJUSTMENTS.