

SaaS Metrics Dashboard

Update 28 Sep 2020

	ene.-20	feb.-20	mar.-20	abr.-20	may.-20	jun.-20	jul.-20	ago.-20	sept.-20	oct.-20	nov.-20	dic.-20	Total 2020
ESTIMATED													
INVOICING													
NET Invoice	89.074	71.602	69.382	26.114	34.430	34.504	36.750	48.885	61.460	52.869	59.869	75.869	660.807
<i>m/m growth [Invoiced]</i>		-19,62%	-3,10%	-62,36%	31,84%	0,22%	6,51%	33,02%	25,72%				
Suspended Fees				40.552	39.281	30.306	28.875	27.132	25.079	25.079	21.079	12.079	249.463
NET Monthly with Suspended Fees & Yearly Fees	77.517	73.534	71.314	68.598	70.642	66.742	67.557	71.880	73.880	76.880	79.880	84.880	883.301
<i>m/m growth</i>		-5,14%	-3,02%	-3,81%	2,98%	-5,52%	1,22%	6,40%	2,78%	4,06%	3,90%	6,28%	
Monthly Fees	75.585	71.602	69.382	26.114	29.430	34.504	36.750	42.816	46.869	49.869	56.869	70.869	610.657
SetUp Fees	9.900	0	0	0	0	0	0	6.070		3.000	3.000	5.000	26.970
Yearly Fees	3.589	0	0	0	5.000	0	0	0	14.591				23.181
% Monthly Fees	84,86%	100,00%	100,00%	100,00%	85,48%	100,00%	100,00%	87,58%	76,26%	94,33%	94,99%	93,41%	
PAYING CUSTOMERS 3)													
Customers beginning of the month	28	28	29	29	28	28	26	27	28	29	31	33	33
New customers	2	2	0	0	0	0	1	2	1	2	2	3	15
Growth Gross		7,14%	0,00%	0,00%	0,00%	0,00%	3,85%	7,41%	3,57%	6,90%			
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%			21,21%
Net new customers	0	1	0	-1	0	-2	1	1	1	2	2	3	
Customers end of month	28	29	29	28	28	26	27	28	29	31	33	36	
<i>m/m growth customers</i>		3,57%	0,00%	-1,84%	-1,64%	-7,14%	3,85%	3,70%	3,57%	6,90%	6,45%	9,09%	
MRR													
MRR beginning of the month	79.730 €	73.644 €	73.941 €	73.941 €	29.377 €	28.942 €	36.517 €	38.355 €	44.529 €	46.529 €	49.029 €	55.529 €	
New MRR	8.300 €	1.130 €	0 €	0 €	0 €	0 €	407 €	4.730 €	2.000 €	3.000 €	3.000 €	5.000 €	27.567 €
Suspended MRR				-40.552 €	1.272 €	8.975 €	1.431 €	1.743 €		0 €	4.000 €	9.000 €	-14.132 €
Total new MRR	8.300 €	1.130 €	0 €	-40.552 €	1.272 €	8.975 €	1.838 €	6.473 €	2.000 €	3.000 €	7.000 €	14.000 €	
Lost MRR 6)	-14.386 €	-833 €	0 €	-4.012 €	-1.706 €	-1.400 €	0 €	-299 €	0 €	-500 €	-500 €	-500 €	-24.136 €
MRR churn rate 7)	19,53%	1,13%	0,00%	5,74%	2,50%	2,10%	0,00%	0,42%	0,00%	0,66%	0,64%	0,60%	29,02%
Net new MRR	-6.086 €	297 €	0 €	-44.564 €	-434 €	7.575 €	1.838 €	6.174 €	2.000 €	2.500 €	6.500 €	13.500 €	-10.701 €
MRR end of month	73.644 €	73.941 €	73.941 €	29.377 €	28.942 €	36.517 €	38.355 €	44.529 €	46.529 €	49.029 €	55.529 €	69.029 €	
<i>m/m growth [MRR]</i>	-7,63%	0,40%	0,00%	-60,27%	-1,48%	26,17%	5,03%	16,10%	4,49%	5,37%	13,26%	24,31%	
Final Contracted MRR	73.644 €	73.941 €	73.941 €	69.929 €	68.223 €	66.823 €	67.230 €	71.661 €	73.661 €	76.161 €	78.661 €	83.161 €	83.161 €
% Monthly Growth [Contracted]	-7,63%	0,40%	0,00%	-5,43%	-2,44%	-2,05%	0,61%	6,59%	2,79%	3,39%	3,28%	5,72%	
ARPA (p.m.)	31.562 €	30.596 €	30.596 €	29.478 €	29.238 €	30.841 €	29.880 €	30.712 €	30.481 €	29.482 €	28.604 €	27.720 €	
ARPA new customers (p.m.)	49.800 €	6.780 €	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4.887 €	28.381 €	24.000 €	18.000 €	18.000 €	20.000 €	
CASH													
Cash beginning of month	599.010 €	532.536 €	504.947 €	547.606 €	688.301 €	782.618 €	798.165 €	787.928 €					
Cash coming in	81.546 €	77.444 €	98.455 €	19.328 €	34.183 €	44.008 €	19.772 €	17.002 €					391.738 €
Cash going out	125.707 €	82.720 €	81.796 €	48.633 €	35.366 €	49.861 €	56.009 €	56.568 €					536.660 €
Net cash burn (operational)	44.161 €	5.276 €	-16.659 €	29.305 €	1.183 €	5.853 €	36.237 €	39.566 €					144.922 €
Leverage	22.313	22.313	-26.000 €	-170.000 €	-95.500 €	-21.400 €	-26.000 €	-26.000 €					-320.274 €
Net cash burn	66.474 €	27.589 €	-42.659 €	-140.695 €	-94.317 €	-15.547 €	10.237 €	13.566 €					-175.352 €
Cash end of month	532.536 €	504.947 €	547.606 €	688.301 €	782.618 €	798.165 €	787.928 €	774.362 €					
Runway at current burn (operational last Q)	12,1	20,4	50,1	115,2	169,8	65,9	54,6	28,4					
Runway at current burn (last Q)	8,0	10,7	32,0	-13,3	-8,5	-9,6	-23,7	281,4					

