

KPI DATA — SUBSCRIPTION BUSINESS (BASE SCENARIO, P50)

Metric	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
— MRR WATERFALL —						
Ending MRR (\$)	\$118,200	\$164,500	\$217,950	\$277,600	\$344,300	\$417,200
+ New MRR (\$)	\$42,000	\$48,000	\$55,000	\$61,000	\$68,000	\$74,000
+ Expansion MRR (\$)	\$3,200	\$3,800	\$4,400	\$5,100	\$5,700	\$6,400
– Contraction MRR (\$)	\$800	\$900	\$950	\$1,050	\$1,100	\$1,200
– Churned MRR (\$)	\$4,200	\$4,600	\$5,000	\$5,400	\$5,900	\$6,300
ARR (\$)	\$1,418,400	\$1,974,000	\$2,615,400	\$3,331,200	\$4,131,600	\$5,006,400
— SUBSCRIBER METRICS —						
Active Users	1,240	1,310	1,400	1,495	1,590	1,680
Monthly Churn (%)	3.4%	3.2%	3.0%	2.8%	2.6%	2.5%
NPS Score	32	35	38	41	43	45
Support Tickets	310	285	270	255	240	225
— UNIT ECONOMICS —						
ARPU (\$/user)	\$95.32	\$125.57	\$155.68	\$185.69	\$216.54	\$248.33
CAC (\$)	\$1,486	\$1,400	\$1,326	\$1,275	\$1,228	\$1,194
LTV (\$)	\$2,804	\$3,924	\$5,189	\$6,632	\$8,328	\$9,933
LTV / CAC Ratio	1.89	2.80	3.91	5.20	6.78	8.32
CAC Payback (months)	15.6	11.1	8.5	6.9	5.7	4.8
Burn Multiple	0.09	0.02	0.00	0.00	0.00	0.00
— PROFITABILITY & CASH —						
Gross Profit (\$)	\$94,560	\$131,600	\$174,360	\$222,080	\$275,440	\$333,760
Gross Margin (%)	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
Total OpEx (\$)	\$160,640	\$173,900	\$189,590	\$205,520	\$223,860	\$242,440
Net Burn (\$)	\$42,440	\$9,400	\$0	\$0	\$0	\$0
S&M Spend (\$)	\$52,000	\$56,000	\$61,000	\$65,000	\$70,000	\$74,000

Cash Balance (\$)	\$2,957,560	\$2,948,160	\$2,976,520	\$3,048,600	\$3,169,040	\$3,343,800
Runway (months)	70	314	2976520	3048600	3169040	3343800

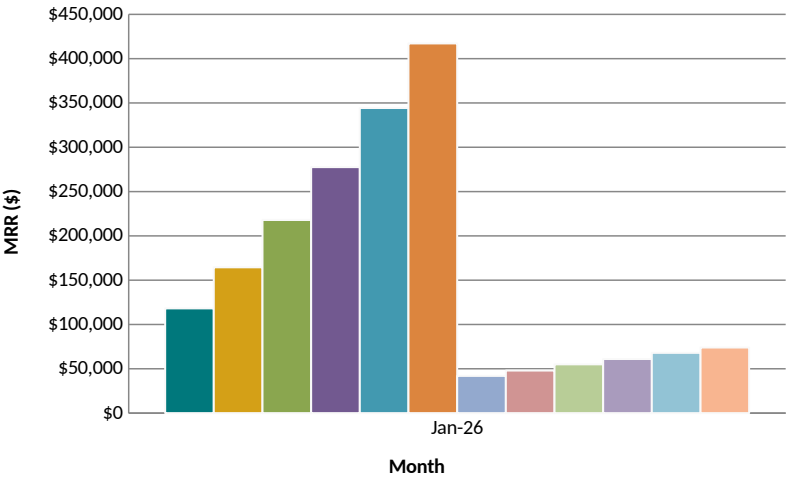
SUBSCRIPTION BUSINESS — EXECUTIVE KPI DASHBOARD

Base Scenario (P50) · 6-Month Trend: Jan-26 – Jun-26 · Data as of June 30, 2026

REVENUE & GROWTH				EFFICIENCY & HEALTH			
KPI	Jun-26 Actual	May-26	MoM Δ	KPI	Jun-26 Actual	May-26	MoM Δ
Ending MRR	\$417,200	\$344,300	+\$72,900	Monthly Churn	2.50%	2.60%	-0.10%
ARR (run-rate)	\$5,006,400	\$4,131,600	+\$874,800	NPS Score	45	43	+2.00
New MRR	\$74,000	\$68,000	+\$6,000	Support Tickets	225	240	-15.00
Expansion MRR	\$6,400	\$5,700	+\$700	LTV / CAC	8.32	6.78	+1.54
Churned MRR	\$6,300	\$5,900	+\$400	CAC Payback (mo)	4.8	5.7	-0.90
Active Users	1,680	1,590	+90.00	Burn Multiple	0.00	0.00	-
MoM User Growth	566.0%	635.5%	-69.41%	Runway (months)	3343800	3169040	+174760.00

6-MONTH TREND ANALYSIS

Monthly Recurring Revenue (MRR) — 6-Month Trend



Customer Health: Churn % vs NPS



PERIOD SCORECARD — JAN-26 through JUN-26

Scorecard Metric	Value	vs Benchmark	Signal
MRR Growth (6-mo)	253.0%	Good ≥30% / OK ≥15%	GOOD
Avg Monthly Churn	2.9%	Good ≤2% / OK ≤4%	OK
NPS (Jun)	45	Good ≥40 / OK ≥25	GOOD
LTV/CAC (Jun)	8.32	Good ≥3 / OK ≥2	GOOD
Runway (months)	3343800	Good ≥18 / OK ≥12	GOOD
Gross Margin (Jun)	80.0%	Good ≥78% / OK ≥70%	GOOD
Burn Multiple	0.00	Good ≤1 / OK ≤1.5	GOOD
Net MRR Chg (Jun)	\$72,900	Good ≥5000 / OK ≥0	GOOD

Model: Cohort-based MRR · Scenario: Base (P50) · Benchmarks: Early-stage SaaS (Startup Financial Modeling skill)