Board Deck

🔷 Fictional Board Deck (Q2 Close – July Board Meeting)

Startup Name: *NimbusFlow*
Vertical: B2B SaaS — Workflow Automation for Regulated Industries
Stage: Series A | Targeting Series B EOY

Slide 1: Executive Summary

- **Q2 Revenue:** $4.8M ARR (+42% QoQ)
- **Burn Rate:** $650K/month → 8.5 months runway
- **Strategic Client Signed:** *Lexan Health* ($1.2M ACV, 3-year deal)
- **Series B Goal:** $10M ARR by EOY
- **Team:** 57 FTEs (+9 this quarter)
- **New Executive Hire:** Priya Desai, CFO (ex-Gusto, ex-Benchmark-backed startup)

Slide 2: Revenue Highlights

- **Net New ARR:** +$1.4M
- **Expansion ARR:** +$420K
- **Churn:** 3.1% (1 enterprise client left due to missing enterprise SSO at scale)
- **Sales Cycle:** 94 days → improved from 112 days
- **Big Deal:** Lexan Health required 11 custom features (7 already in progress)

Slide 3: Product & Engineering

- **PMF confirmed in mid-market healthcare & compliance workflows**
- **Infrastructure strain evident:** backlog of stability tickets + latency spikes in Eastern region
- **Custom roadmap divergence:**
  - **Lexan** features = 28% of current Q3-Q4 capacity
  - **Market-requested features** slipping (e.g. AI audit trails, Jira/Asana integrations)

Slide 4: Product Roadmap Risks

Risk	Status	Mitigation Plan
Feature bloat from Lexan	🚨 High	Revisit contract SLAs / rescope mid-Q3

Infra instability	⚠️ Medium	Prioritize refactor sprint (was deprioritized Q2)
Tech debt blocking velocity	🚨 High	Audit in progress; spike in prod incidents
Sales > Product alignment	⚠️ Medium	CRO-CPO planning offsite scheduled Q3 wk2
Series B metrics dilution	🚨 High	CFO leading margin + CAC review

Slide 5: Strategic Focus Areas (Q3–Q4)

1. **Sustainable Velocity:**
   Refactor + hiring 2 senior engineers (backend & infra)
2. **Roadmap Reconciliation:**
   Adjust mix: 70% core market features / 30% client-specific by October
3. **Revenue Quality:**
   Tier deals by margin + repeatability with CFO; focus GTM on 3 verticals
4. **Board + Investor Readiness:**
   - Rebuild Series B model w/ Priya
   - 4 targeted investor intros (Insight, Bessemer, Menlo, Scale)

Slide 6: Open Questions for Board

- **What’s our appetite for revenue risk vs. roadmap integrity?**
- **Should we re-scope Lexan contract post-funding?**
- **How should we present custom work to Series B VCs — as signal or liability?**
- **How involved should Priya be in product/tech prioritization vs. pure finance?**