

2026 Revenue Forecast

Modeling Results & Business Recommendations

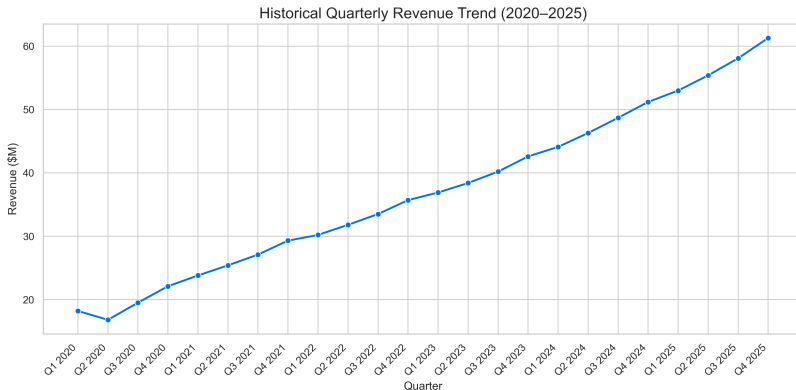
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Executive Summary

- The Base case forecast: **\$280M** ARR for 2026 (+14% YoY)
- 80% confidence interval: \$265M – \$295M
- Key drivers: strong business growth and seasonal patterns
- Risks: uncertainty in the macroeconomy and a possible slowdown in Q2
- Recommendation: protect pipeline coverage now and add a flexible marketing budget if Q1 beats the plan.

Historical Performance

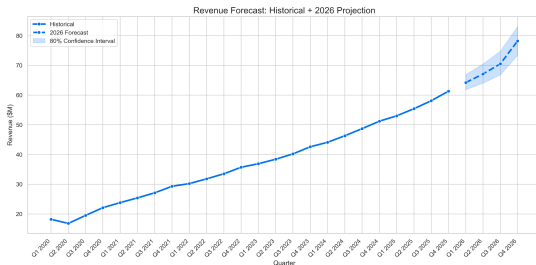


Steady compounding growth since 2020, with clear quarterly seasonality (stronger H2).

Modeling Approach (High-Level)

- Used the Prophet model to predict the future based on six years of quarterly data.
- It took into account seasonality, holidays, and outside factors like interest rates and the tech index.
- Validated with hold-out testing, which showed that 95% of historical points were within confidence bands.
- Conservative assumptions: no big purchases and steady turnover

2026 Forecast



Quarter	Base (\$M)	Low (10th %)	High (90th %)
Q1'26	64.2	61.8	66.9
Q2'26	67.1	64.0	70.5
Q3'26	70.5	66.8	74.8
Q4'26	78.2	73.4	83.1
Total	280.0	266.0	295.3

Scenario Analysis

- **Upside (+20% growth, \$300M+)**: faster wins for businesses and lower rates
- **Base (+14%, \$280M)**: Things will keep going the same way
- **Downside (+8%, \$260M)**: Longer macro pressure and more churn

Expected value based on probability: **\$282M**

Key Recommendations

- 1 thing Keep 3x pipeline coverage going into Q1 and focus on enterprise sales motions.
- 2 Set up a flexible marketing budget of \$5 to \$8 million that will kick in if Q1 actuals are more than \$65 million.
- 3 Check leading indicators every month (like win rates and churn signals) and look at the forecast again in March.

Expected effect: puts us in a position to meet or beat guidance while protecting the downside.

Thank you

I'm happy to go over the details of the method or run different scenarios.