

Monthly Business Performance Update - July 2025

This document provides a concise overview of key performance indicators (KPIs) for the past month. It aims to highlight current business health and identify areas for strategic focus.

Key Performance Indicators (KPIs) Overview

KPI	Value	Notes
Monthly Recurring Revenue (MRR)	₹3,50,000	Strong core revenue base.
Burn Rate	₹1,20,000	Indicates operational expenditure.
Runway (in Months)	15.5 months	Healthy runway, providing significant operational flexibility.
Gross Margin (%)	72%	Excellent gross margin, indicating efficient cost of goods/services.
MRR Growth Rate	8%	Solid month-over-month revenue growth.
User Growth Rate	10%	Healthy expansion of user base.
Trial-to-Paid Conversion Rate	22%	Good conversion from trial users to paying customers.
Customer Acquisition Cost (CAC)	₹15,000	Cost incurred to acquire a new customer.
Customer Lifetime Value (CLV)	₹60,000	High value derived from each customer over their lifecycle.
CAC-to-CLV Ratio	4.0	Indicates a strong return on customer acquisition investment (CLV is 4x CAC).
Customer Churn Rate	3%	Low churn rate, indicating good customer retention.
Net Revenue Retention (NRR)	115%	Positive NRR, showing revenue

		growth from existing customers (expansions outweigh churn/downgrades).
Onboarding Completion Rate	85%	High rate of users successfully completing the onboarding process.
Founder Commitment	Full-Time	Strong dedication from founders.

Key Highlights

- **Strong Financial Health:** A healthy MRR of ₹3,50,000, coupled with an impressive 15.5 months of runway and a high 72% Gross Margin, indicates robust financial stability.
- **Efficient Growth:** Both MRR (8%) and User Growth (10%) rates are positive, demonstrating effective expansion.
- **Excellent Customer Economics:** The CLV of ₹60,000 significantly outweighs the CAC of ₹15,000, resulting in a healthy CAC-to-CLV Ratio of 4.0. This is further supported by a low 3% Customer Churn Rate and a strong 115% Net Revenue Retention, indicating that customers are not only staying but also increasing their value.
- **User Engagement:** A high Onboarding Completion Rate (85%) suggests that new users are effectively adopting the product.

Recommendations / Areas for Focus

- **Sustaining Growth:** While growth rates are good, continually explore new acquisition channels and optimize existing ones to maintain or accelerate MRR and User Growth.
- **Operational Efficiency:** With a 15.5-month runway, consider strategic investments that could accelerate growth or product development without compromising long-term financial stability.
- **Leverage High CLV:** Explore strategies to further increase CLV, such as upselling, cross-selling, or loyalty programs, given the already strong CAC-to-CLV ratio.

This document provides a snapshot of your current performance. Feel free to use this as a basis for your discussions and planning.