ConnectIn - Monthly Investor Update: June 2025

To: Our Investors & Advisors
From: Aadi Sharma, CEO, ConnectIn
Date: July 5, 2025
Subject: ConnectIn June 2025 Performance Review & KPI Dashboard

Hi Team,

June was a month of accelerated growth and learning for ConnectIn. We executed our "Summer Scale" marketing campaign, which successfully boosted our top-of-funnel metrics, leading to strong MRR and user growth. This push has temporarily increased our burn and CAC, as expected, and our focus now shifts to optimizing efficiency and converting these new users into long-term advocates.

Our product stickiness remains healthy, and the team's execution has been phenomenal. We are closely monitoring our support volume and are allocating resources to improve our self-service channels in Q3.

Here is a detailed breakdown of our performance across all key metrics.

KPI Dashboard: June 2025 Performance

1. Financial Health

Our financials reflect a strong growth month, balanced with a planned increase in spending for our marketing campaign. Gross margins remain excellent, and our runway is healthy.

Key KPI (Official Name)	Value (June 2025)	Commentary
Monthly Recurring Revenue (MRR)	**₹28,00,000**	Grew 12% MoM from ₹25,00,000 in May, driven by our "Summer Scale" campaign.

Annual Recurring Revenue (ARR)	₹3,36,00,000	A new milestone for us, putting us on a strong trajectory for the year.
Burn Rate	₹35,00,000	Increased from ₹30L last month due to the one-time marketing spend. We expect this to normalize to ~₹32L in July.
Runway (in Months)	15 Months	Based on current cash reserves and projected burn, we have a healthy runway to execute our plans.
Gross Margin (%)	82%	Consistently high, reflecting the inherent scalability of our cloud infrastructure.
Operating Margin (or EBITDA)	-43%	Negative margin reflects our current stage of reinvesting for growth. This is in line with our annual plan.

2. Growth & Traction

Top-of-funnel growth was the story of June. We saw a significant influx of new users and leads, and our conversion rates are holding steady.

Key KPI (Official Name)	Value (June 2025)	Commentary
MRR Growth Rate	12%	Strong monthly growth, exceeding our 10% target.
User Growth Rate	15%	Added a record number of new active users this month.

Lead-to-Customer Conversion Rate	4%	Holding steady despite the surge in lead volume, indicating lead quality was high.
Trial-to-Paid Conversion Rate	18%	A slight dip from 20% last month, likely due to the wider top-of-funnel from the campaign. We're working on improving this.
Signup-to-MRR Ratio	₹600	Average MRR generated per new signup this month. A metric we will track for GTM efficiency.
Expansion Revenue	₹50,000	Healthy upsells from existing customers moving to higher-tier plans.

3. Unit Economics & Efficiency

Our unit economics remain strong. While CAC saw a temporary increase, the LTV:CAC ratio is excellent, and our payback period is well within the ideal range.

Key KPI (Official Name)	Value (June 2025)	Commentary
Customer Acquisition Cost (CAC)	₹45,000	Increased from ₹40,000 due to the campaign spend, but still highly efficient.
Customer Lifetime Value (CLV or LTV)	₹4,10,000	LTV remains robust, demonstrating the long-term value of the customers we are acquiring.
CAC-to-CLV Ratio	1:9.1	Extremely healthy ROI on our customer acquisition spend.
CAC Payback Period	5.5 Months	We recover our acquisition cost quickly, enabling us to reinvest in growth efficiently.

| Contribution Margin | 82% | Same as Gross Margin, indicating strong per-customer profitability. |

4. Retention & Stickiness

Retention metrics are solid. Our product continues to be sticky, as shown by the DAU/MAU ratio. We are closely watching monthly churn to ensure our growth is sustainable.

Key KPI (Official Name)	Value (June 2025)	Commentary
Customer (Logo) Churn Rate	**2.0%** (Monthly)	Slightly elevated, which we attribute to some lower-fit customers from the broad campaign.
Revenue Churn Rate	**1.6%** (Monthly)	Lower than logo churn, as we are retaining our higher-value customers effectively.
Net Revenue Retention (NRR)	**100.4%** (Monthly)	Positive NRR (annualizes to ~105%) shows that our expansion revenue is slightly outpacing revenue churn.
DAU / MAU Ratio	30%	Strong daily engagement for a collaboration tool, indicating it's becoming a core part of our users' workflow.
Day-30 Retention Rate	35%	For the cohort of users who signed up in May. We are aiming to push this to 40% with better onboarding.
Day-90 Retention Rate	25%	For the cohort of users who signed up in March. Stable long-term retention.

5. Execution & Team Quality

The team is fully committed and growing. Our focus on efficiency is reflected in our regular KPI tracking.

Key KPI (Official Name)	Value (June 2025)	Commentary
Founder Commitment (Full-Time)	**Full-Time**	All founders remain 100% committed and operational.
Team Size	**25 FTEs**	Grew from 22 in Q1 to support product development and customer success.
KPI Update Frequency	**Weekly**	The leadership team reviews core KPIs weekly to maintain agility.
Time Since Last Fundraise	**9 Months**	We last raised our Seed round in September 2024.
Arr per Fte	**₹13,44,000**	This is currently low, as expected after a recent hiring push. We expect this to climb significantly over the next 6 months.

6. Customer Success & Relationship Health

Customer sentiment is positive, with a strong NPS score. The surge in new users has increased support volume, which is our key focus area for improvement.

Key KPI (Official Name)	Value (June 2025)	Commentary
Net Promoter Score (NPS)	**+45**	Ran our bi-annual survey in June. A very strong score indicating high customer loyalty.

Customer Satisfaction (CSAT)	85%	CSAT for resolved support tickets remains high, showing the quality of our support team.
Support Ticket Volume	450 Tickets	Up 30% from May. We are building out our knowledge base to handle this increased volume.
Average Time to Resolution	18 Hours	Still within our 24-hour SLA, but we are working to bring this down.
Onboarding Completion Rate	75%	Solid rate, but we see this as a key lever to improve long-term retention.

Focus for July 2025

1. **Onboarding Optimization:** Launch A/B tests on the new user onboarding flow to increase completion rate from 75% to 85%.
2. **Self-Service Support:** Publish 10 new articles and 3 video tutorials for our knowledge base to deflect common support tickets.
3. **Normalize Burn:** Bring monthly burn back towards the ₹32L mark post-campaign.

Thank you for your continued support. We are excited about the path ahead and are focused on executing with discipline.

Best,

Aadi Sharma
CEO, ConnectIn