



# SaaS Startup Benchmark Sources Comparison

Last update  
June 2025



More details at:



	Latest Data	<i>Stage Match</i>	Focus & Bias	N (firms)
<a href="#">KeyBanc × Sapphire Private SaaS Survey</a>	Oct 2024	Series B–Late-stage	VC-backed; small sample only half reported ARR	104
<a href="#">OpenView / High Alpha Benchmarks</a>	Jun 2024	Seed–Series C	VC-backed; early-stage heavy; PLG & AI tilt	800 +
<a href="#">ChartMogul Benchmarks</a>	Jun 2025 (live)	Seed–Series C	65 % < \$300k ARR; SMB / self-serve bias	2,500 +
<a href="#">Emergence “Beyond Benchmarks”</a>	Apr 2024	B2B Seed–Series C	B2B; VC-backed; 80% on early- and mid-stage	664
<a href="#">SaaS Capital Annual Survey</a>	Feb 2025	B2B Seed–Series C	B2B; bootstrapped or lightly funded; SMB tilt	1,000 +
<a href="#">ICONIQ “Compass”</a>	Sep 2024	B2B Series C–Late-stage	Mid- and late-stage; top-decile	~ 200
<a href="#">Meritech Software Index</a>	Jun 2025 (live)	Late-stage	Global public SaaS; large-cap weighting	~ 100
<a href="#">BVP Nasdaq Cloud Index</a>	Jun 2025 (live)	Late-stage	U.S. cloud leaders; profitable large-cap skew	~100
<a href="#">SEG SaaS Index</a>	Jun 2025 (live)	Late-stage	Horizontal B2B; heavier NA sample	115



Created by [Dr. Sarah Zou / The SaaS Economist](#)



[sarahzou.com](#)