



SaaS Startup Benchmark Sources

2024–25 Comparison

Last updated
June 2025



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

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