

PayFlow Systems BV - Q4 2024 Investor Update

Direct Investment: PayFlow Systems BV

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Period: Q4 2024

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Highlights:

- Processed €1.1B in payment volume (up 180% YoY)
- Launched embedded finance API for SEPA clients
- Partnered with Visa, Mastercard, and Banco Santander
- Achieved profitability milestone

Lowlights:

- BaFin PSD2 approval delayed
- Competition intensified from incumbent eurozone banks
- Lost 2 key engineering leads in Amsterdam

Milestones:

- Obtained e-money licences across the EU and UK
- Reached 10,000 business customers
- Launched instant SEPA payment rails
- Achieved PCI DSS Level 1 certification

Metrics Snapshot:

Revenue: €2,100,000

ARR: €2,550,000

MRR: €212,000

Gross Margin: 75.0%

Burn: €180,000

Runway (months): 28

Headcount: 82

CAC: €8,000

LTV: €42,000

NRR: 128.0%

Cash Balance: €3,400,000