

SaaSy Inc.

Financial Report - Q3 2024

Executive Summary

SaaSy Inc. delivered strong financial performance in Q3 2024, achieving \$15.2M in revenue with 23% year-over-year growth. Our SaaS platform continued to demonstrate market traction with 85 new customers acquired during the quarter, bringing our total customer base to 450. Gross margins remained healthy at 82%, while EBITDA improved to \$2.7M, representing an 18% margin. Customer acquisition metrics show sustainable growth with a Customer Acquisition Cost of \$850 and Lifetime Value of \$12,500, providing a strong LTV/CAC ratio of 14.7x. Our Annual Recurring Revenue reached \$15.2M, positioning us well for continued growth.

Key Financial Metrics

Metric	Q3 2024	Notes
Revenue	\$15.2M	23% YoY Growth
Gross Profit	\$12.5M	82% Margin
EBITDA	\$2.7M	18% Margin
Customer Count	450	+85 New Customers
Annual Recurring Revenue	\$15.2M	Stable Growth
Customer Acquisition Cost	\$850	Efficient Acquisition
Customer Lifetime Value	\$12,500	Strong Unit Economics

Financial Details & Analysis

Quarterly Performance

Quarter	Revenue (\$M)	Customers	EBITDA (\$M)	QoQ Growth
Q1 2024	\$4.8M	365	\$0.7M	-
Q2 2024	\$5.1M	405	\$0.9M	6.3%
Q3 2024	\$5.3M	450	\$1.1M	3.9%

Expense Breakdown

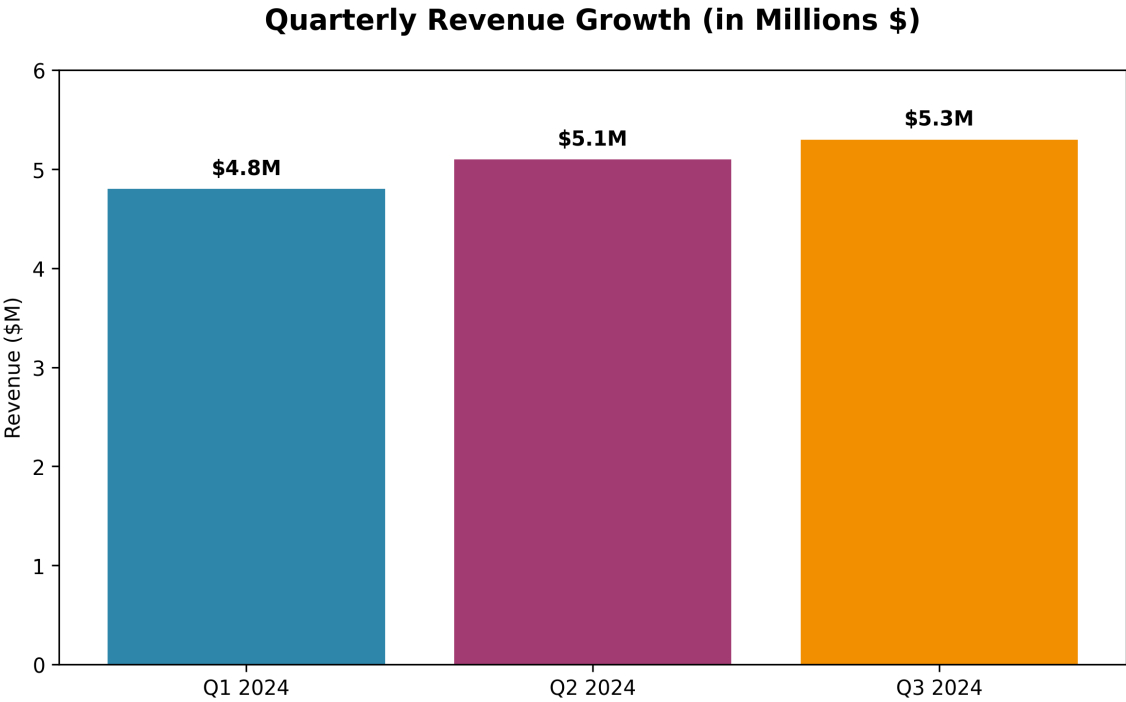
Category	Q3 2024 Amount	Percentage of Revenue
Sales & Marketing	\$4.2M	27.6%
Research & Development	\$3.8M	25.0%
General & Administrative	\$2.5M	16.4%
Customer Success	\$1.8M	11.8%
Other Operating Expenses	\$0.2M	1.3%
Total Operating Expenses	\$12.5M	82.2%

Customer Metrics

Metric	Q3 2024	Benchmark
New Customers Acquired	85	Target: 80
Monthly Churn Rate	2.1%	Industry: 3-5%
Net Revenue Retention	118%	Target: >110%
Average Deal Size	\$33,800	Previous: \$31,200
Customer Satisfaction Score	4.7/5.0	Target: >4.5

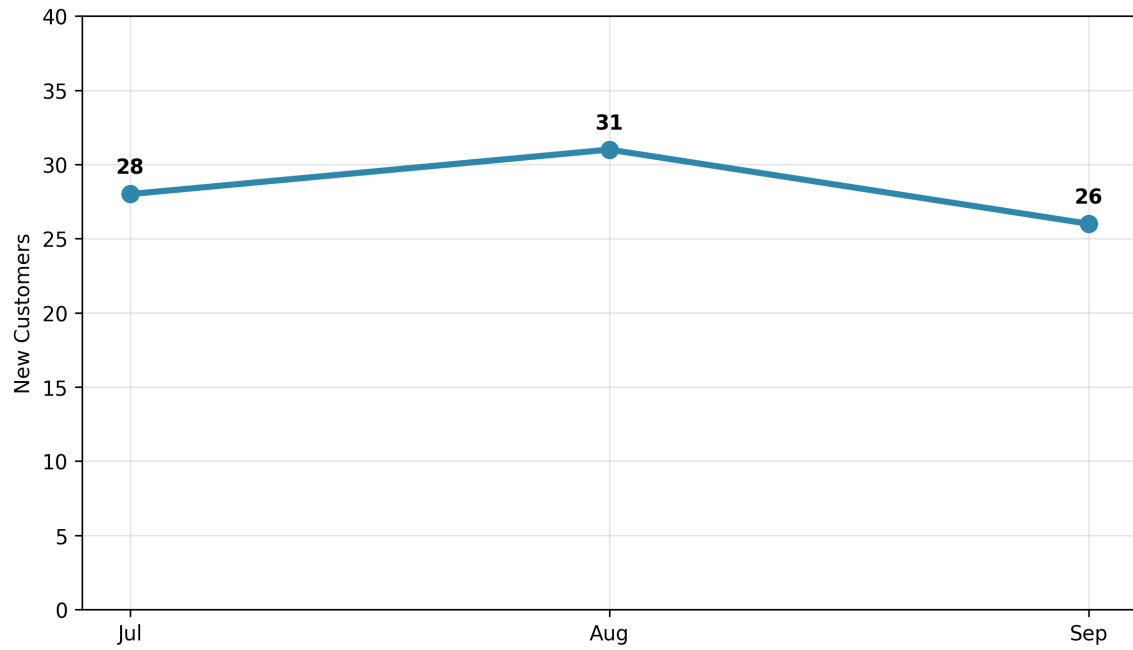
Visual Analysis & Forward Outlook

Revenue Growth Trend



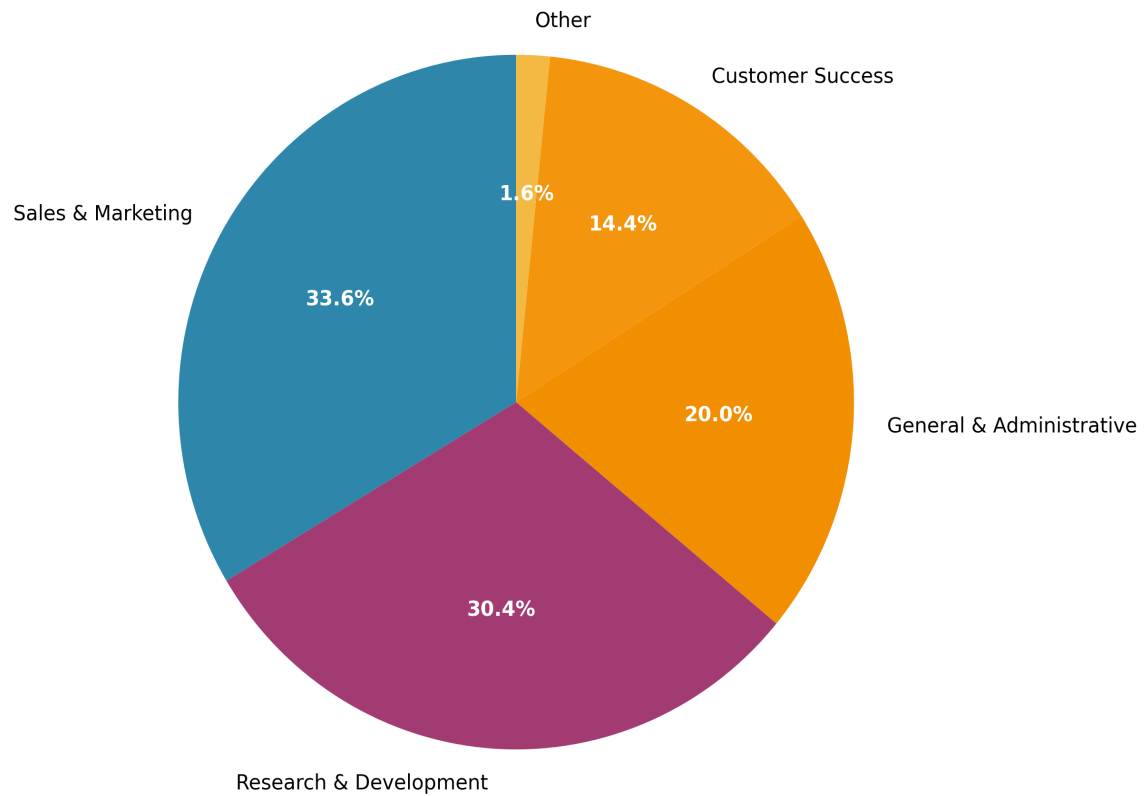
Customer Acquisition Performance

Monthly New Customer Acquisition - Q3 2024



Operating Expense Distribution

Q3 2024 Expense Breakdown (\$M)



Forward-Looking Outlook

Q4 2024 Projections:

- Revenue Target: \$5.8M (+9% QoQ growth)
- Customer Acquisition: 95 new customers
- EBITDA Margin: Maintain 18-20% range

Strategic Initiatives:

- Product expansion into enterprise segment
- International market entry (EMEA focus)
- Enhanced customer success programs
- R&D; investment in AI/ML capabilities

Risk Factors:

- Increased competition in SaaS market
- Potential economic headwinds affecting customer spending
- Talent acquisition challenges in key technical roles

This report contains forward-looking statements based on current expectations. Actual results may differ materially from those expressed herein.