

Annual Business Report 2025

Executive Summary

This comprehensive annual report presents a detailed analysis of our company's performance throughout 2025. The year has been marked by significant growth, strategic expansions into new markets, and successful product launches that have positioned us as a leader in our industry.

Our revenue increased by 45% year-over-year, reaching \$12.8 million, while maintaining healthy profit margins of 28%. This growth was driven by three key factors: expansion into the European market, successful launch of our Enterprise tier product, and strategic partnerships with major industry players.

Key Highlights

Metric	2025	2024	Growth
Total Revenue	\$12.8M	\$8.8M	+45%
Active Customers	2,450	1,620	+51%
Employee Count	85	62	+37%
Market Share	18%	12%	+6pp
Customer Satisfaction	4.7/5	4.5/5	+0.2

Strategic Achievements

- Successfully entered 5 new European markets (Germany, France, UK, Netherlands, Spain)
- Launched Enterprise tier with advanced analytics and dedicated support
- Formed strategic partnership with TechCorp International
- Achieved SOC 2 Type II and ISO 27001 certifications
- Expanded engineering team by 40% to support product roadmap

Financial Performance

Revenue Breakdown by Quarter

Our quarterly performance showed consistent growth throughout the year, with Q4 being our strongest quarter at \$3.8M in revenue. This represents a 62% increase compared to Q4 2024 and demonstrates the compounding effect of our growth strategies.

Quarter	Revenue	New Customers	Churn Rate	Avg Deal Size
Q1 2025	\$2.4M	156	3.2%	\$5,340
Q2 2025	\$3.1M	198	2.8%	\$6,020
Q3 2025	\$3.5M	224	2.5%	\$6,450
Q4 2025	\$3.8M	267	2.1%	\$6,890

Revenue by Region

Region	2025 Revenue	% of Total	2024 Revenue	Growth
North America	\$7.2M	56%	\$6.8M	+6%
Europe	\$4.1M	32%	\$1.5M	+173%
Asia Pacific	\$1.2M	9%	\$0.4M	+200%
Other	\$0.3M	3%	\$0.1M	+200%

Operating Expenses

We maintained disciplined cost management while investing in growth. Total operating expenses for 2025 were \$9.2M, resulting in a healthy EBITDA margin of 28%. Key expense categories include:

- Personnel costs: \$5.1M (55% of expenses)
- Sales & Marketing: \$2.3M (25% of expenses)
- Infrastructure & Technology: \$1.2M (13% of expenses)
- General & Administrative: \$0.6M (7% of expenses)

2026 Outlook & Strategic Priorities

Market Opportunities

Looking ahead to 2026, we have identified several significant market opportunities that will drive our growth strategy. The total addressable market for our solutions is estimated at \$2.4 billion and growing at 23% annually. We are well-positioned to capture an increasing share of this market.

Strategic Priorities for 2026

1. Product Innovation

- Launch AI-powered analytics module in Q2 2026
- Release mobile applications for iOS and Android
- Develop API marketplace for third-party integrations

2. Market Expansion

- Enter Latin American market with focus on Brazil and Mexico
- Establish physical presence in London and Berlin offices
- Develop localized versions for key markets (German, French, Spanish)

3. Team Growth

- Hire 35 new team members across engineering, sales, and support
- Establish dedicated customer success team
- Create leadership development program

2026 Financial Targets

Metric	2026 Target	2025 Actual	Required Growth
Revenue	\$18.5M	\$12.8M	+45%
Customers	3,500	2,450	+43%
EBITDA Margin	30%	28%	+2pp
Employee NPS	75	68	+7 points

Key Action Items (Q1 2026)

1. Complete Series A funding round (\$15M target) by end of Q1
2. Launch enterprise sales campaign in DACH region
3. Begin development of AI analytics module
4. Hire VP of Engineering and VP of Sales
5. Achieve 99.9% uptime SLA for Enterprise customers

Conclusion

2025 was a transformational year for our company. We've built a strong foundation for sustainable growth, assembled a talented team, and proven our product-market fit. As we look to 2026, we are confident in our ability to execute on our strategic priorities and continue our trajectory of rapid, profitable growth.