



Month Ending

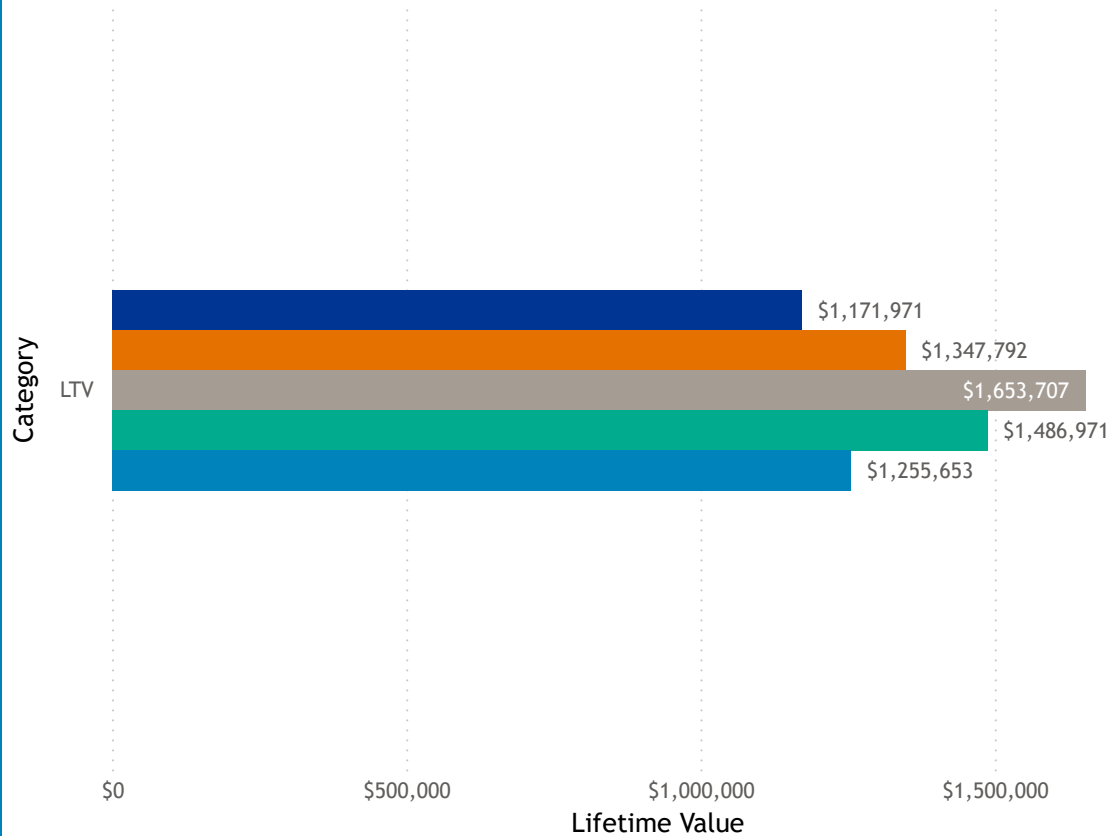
3/31/2024

Client Lifetime Value Summary

	T3Y	T2Y	TTM	T6M	T3M
Gross Margin % (Assumed)	50%	50%	50%	50%	50%
Monthly Churn	2.40%	2.30%	2.14%	2.41%	2.83%
Average Monthly Revenue Per Customer	\$56,234	\$61,978	\$70,663	\$71,718	\$71,078
LTV	\$1,171,971	\$1,347,792	\$1,653,707	\$1,486,971	\$1,255,653
Total Sales	\$117,698,036	\$90,983,276	\$53,774,727	\$28,472,163	\$14,215,571

Client Lifetime Value by Time Horizon

● T3Y ● T2Y ● TTM ● T6M ● T3M

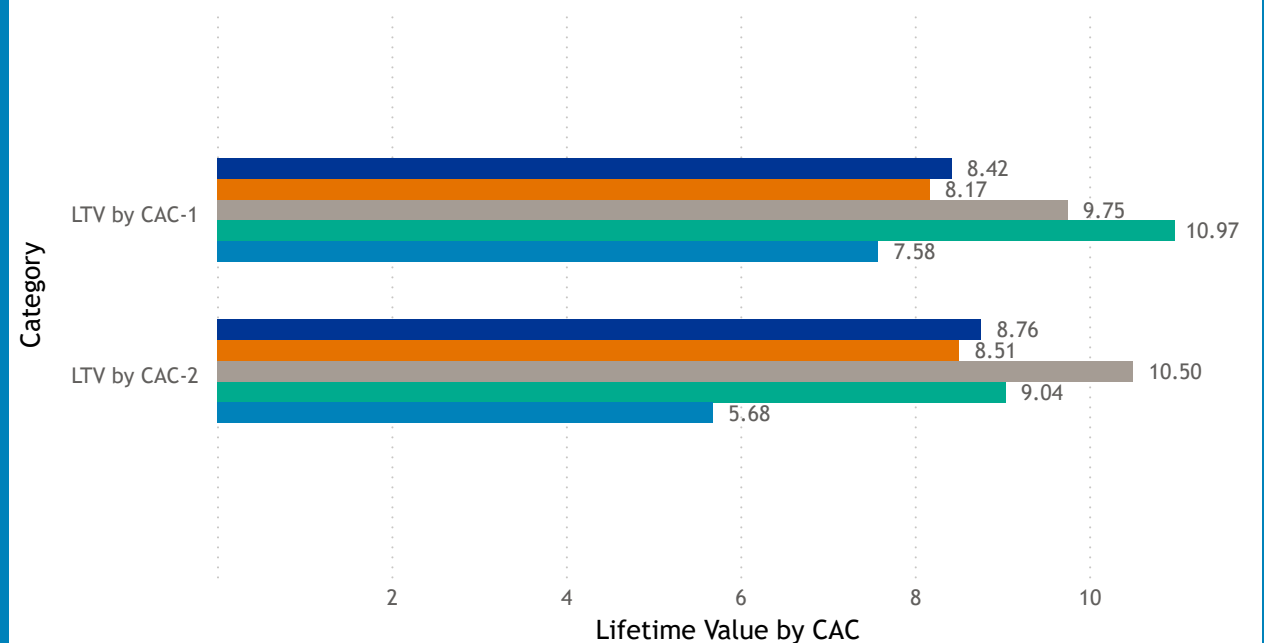


Customer Acquisition Cost Summary

	T3Y	T2Y	TTM	T6M	T3M
Payroll - Sales & Marketing	\$4,882,488	\$4,050,251	\$2,265,238	\$1,234,066	\$698,922
Overhead %	6%	0%	0%	0%	0%
Payroll - With Overhead (Taxes + Benefits)	\$5,175,821	\$4,050,245	\$2,265,238	\$1,234,066	\$698,922
Other Sales & Marketing Expenses	\$5,128,561	\$3,871,770	\$2,145,133	\$1,069,669	\$627,063
Total Sales & Marketing Expenses	\$10,304,382	\$7,922,015	\$4,410,371	\$2,303,734	\$1,325,986
# of New Customers (By Sales / Revenues)	74	48	26	17	8
# of New Customers (By Contract-In-Hand)	77	50	28	14	6
CAC-1 (by Sales/Revenues)	\$139,248	\$165,042	\$169,630	\$135,514	\$165,748
CAC-2 (by Contract-In-Hand)	\$133,823	\$158,440	\$157,513	\$164,552	\$220,998
LTV by CAC-1	8.42	8.17	9.75	10.97	7.58
LTV by CAC-2	8.76	8.51	10.50	9.04	5.68

LTV by CAC-1 and CAC-2 by Time Horizon

● T3Y ● T2Y ● TTM ● T6M ● T3M





Year

All

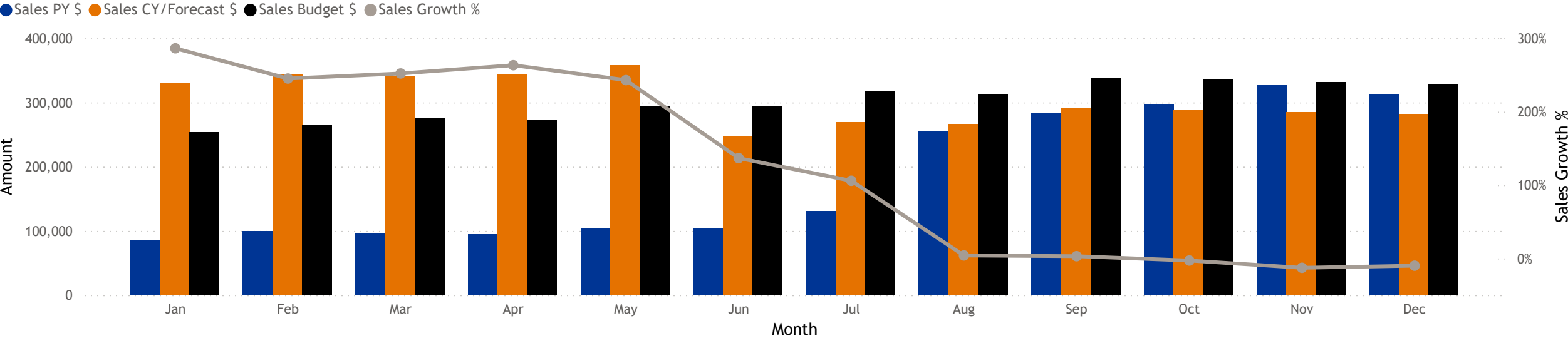
Quarter

All

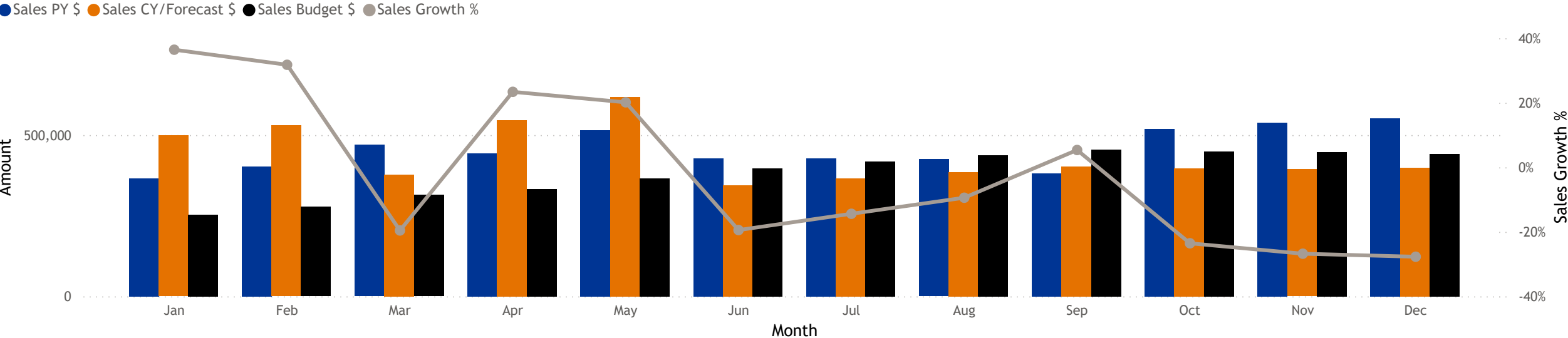
Month

All

Category 1 Sales Trends



Category 2 Sales Trends





Year

All

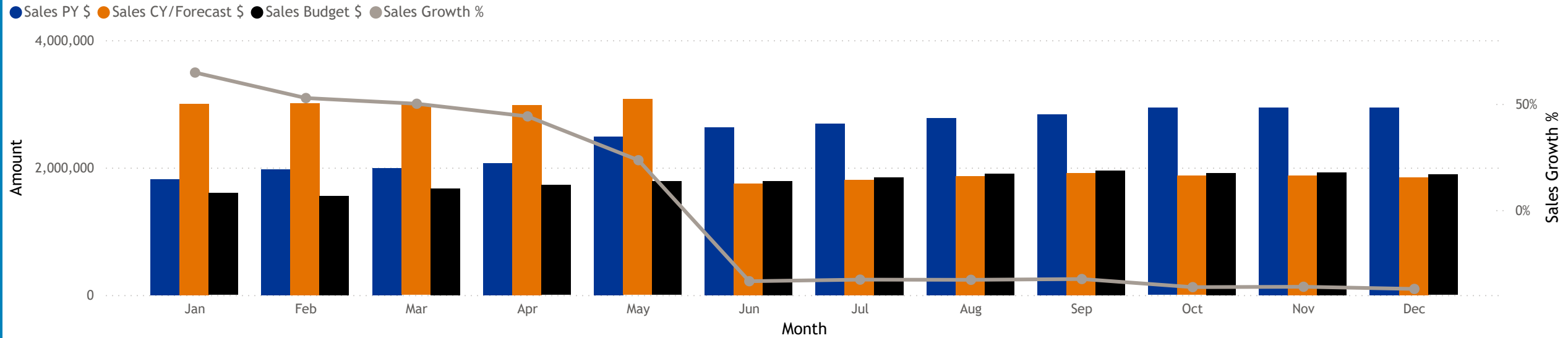
Quarter

All

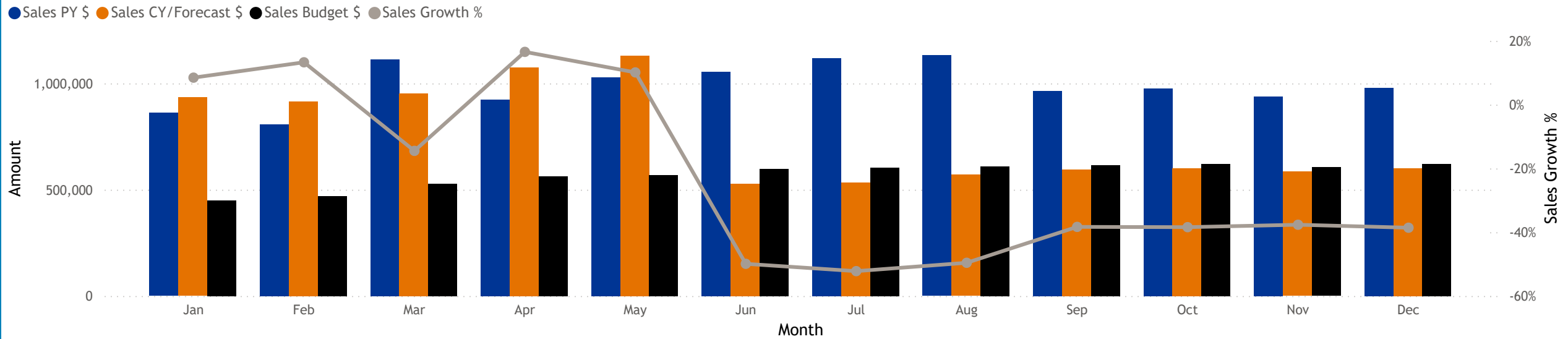
Month

All

Category 3 Sales Trends



Category 4 Sales Trends





Year

2024

Quarter

All

Month

May

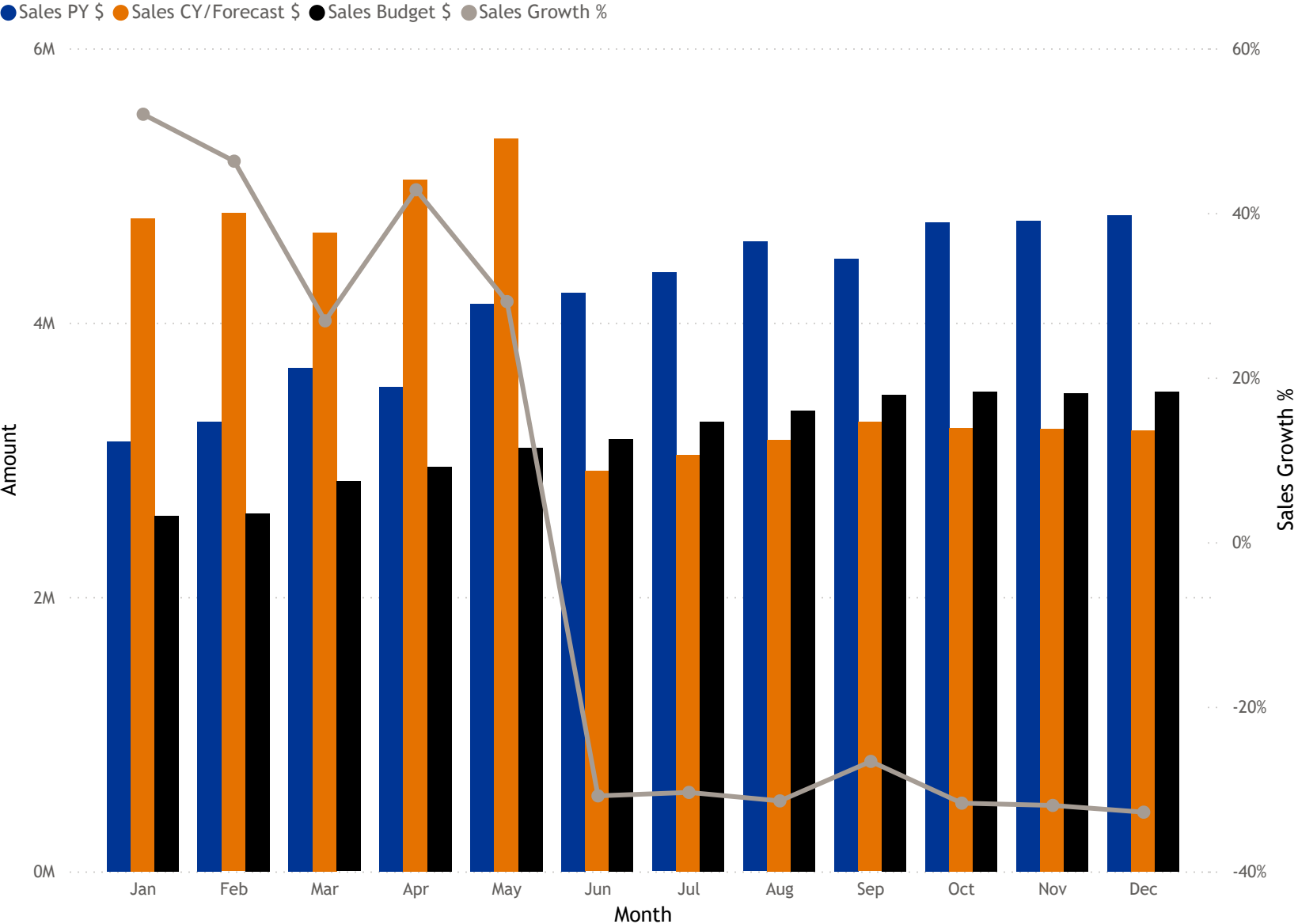
Client

All

Category

All

Sales Trends



55

Clients Up

208

Clients Same

31

Clients Down

Sales Growth Drivers

● Increase ● Decrease

Vertical	Value
HME FS	4,711,561
Infusion FS	1,234,727
Infusion E2E	375,876
HME E2E	274,855
(Blank)	256,336
Consulting	(774)



Year, Month

Multiple selections

Status

Complete

Client

All

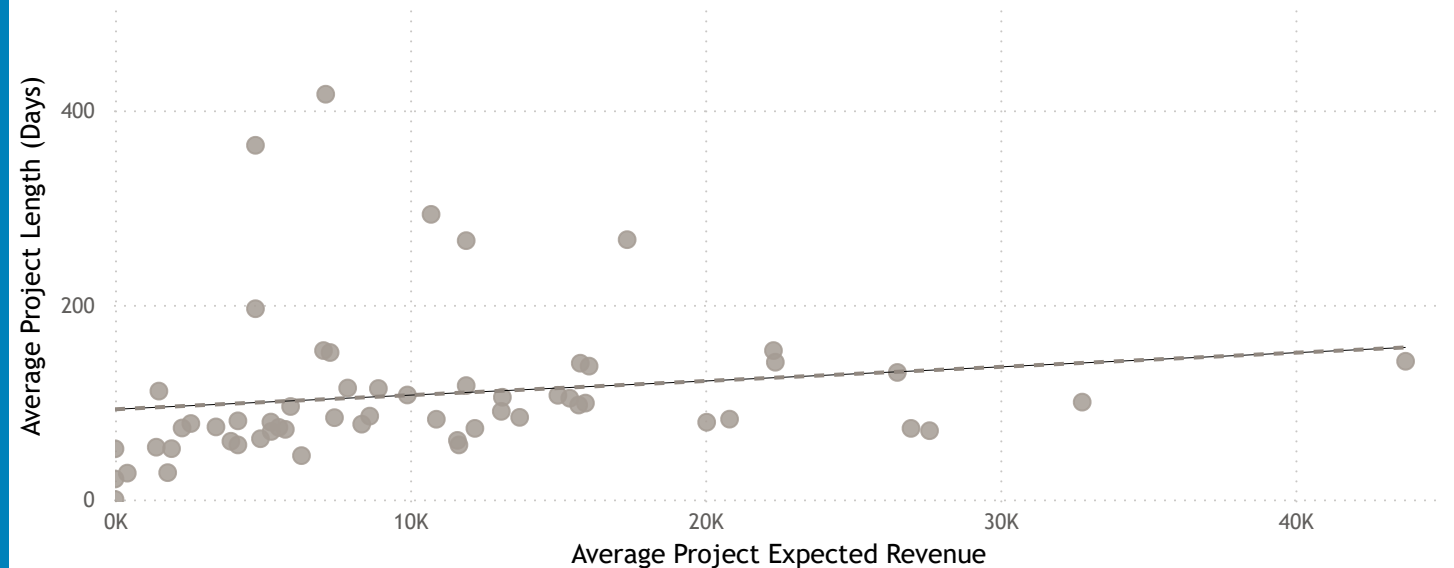
Project

All

Contract Lengths and Values

Client	Project Count	Average Project Length (Days)	Average Project Expected Revenue
Client 1148	41	69.93	13,605.67
Client 295	21	85.60	8,631.07
Client 144	18	74.00	5,553.33
Client 134	16	78.00	2,570.40
Client 387	14	70.64	27,601.51
Client 141	10	82.00	
Client 2594	10	79.50	5,282.21
Client 15	9	56.00	4,165.00
Client 19	9	41.67	15,315.30
Client 35	9		
Client 584	9	69.88	5,295.50
Client 166	8	52.17	1,915.90
Client 425	8	77.33	8,359.75
Client 607	8	72.00	5,772.10
Client 831	8	73.00	3,867.50
Client 968	8	62.38	4,928.58
Client 127	7	73.40	2,272.90
Client 16	7	111.33	1,487.50
Client 20	7	59.75	3,927.00
Client 225	7	53.67	1,398.25
Client 34	7	80.75	4,165.00
Client 48	6	38.00	
Client 90	6		
Client 1013	5	62.20	28,361.67
Client 171	5	42.00	
Client 4299	5	82.40	10,888.50
Client 174	4		0.00
Client 2108	4	84.00	7,437.50
Client 2116	4	153.00	7,065.63
Client 2124	4	79.33	20,049.12
Client 2406	4	130.50	26,509.63
Client 4831	4	95.50	5,950.00
Client 50	4	65.00	
Client 520	4	107.33	9,906.75
Client 1247	3	267.00	17,354.16
Total	390	83.97	10,663.82

Average Project Length and Expected Revenue Correlation



Project Details

Client	Project	Status	Start Date	End Date	Expected Revenue
Client 387	Project 144	Complete	3/10/2023	8/8/2023	141,610.00
Client 1013	Project 208	Complete	7/21/2022	11/3/2022	65,450.00
Client 1536	Project 129	Complete	5/17/2023	9/26/2023	59,500.00
Client 387	Project 326	Complete	7/27/2023	11/8/2023	43,732.50
Client 387	Project 327	Complete	7/27/2023	11/8/2023	43,732.50
Client 475	Project 141	Complete	12/6/2023	4/26/2024	43,732.50
Client 19	Project 283	Complete	3/13/2023	6/30/2023	41,626.20
Client 1148	Project 119	Complete	11/18/2022	3/21/2023	37,485.00
Client 257	Project 233	Complete	12/9/2022	3/28/2023	34,532.67
Client 640	Project 132	Complete	12/11/2023	3/20/2024	32,773.79
Client 295	Project 228	Complete	6/17/2022	11/3/2022	32,074.07
Client 1148	Project 291	Complete	4/3/2023	7/7/2023	31,237.50
Client 1148	Project 289	Complete	4/3/2023	7/10/2023	31,237.50
Client 1148	Project 292	Complete	4/3/2023	7/12/2023	31,237.50
Client 1148	Project 290	Complete	4/3/2023	7/21/2023	31,237.50
Client 1148	Project 293	Complete	4/3/2023	7/27/2023	31,237.50



Year

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All

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Quarter

▼

All

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Month

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All

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Client

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All

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Category

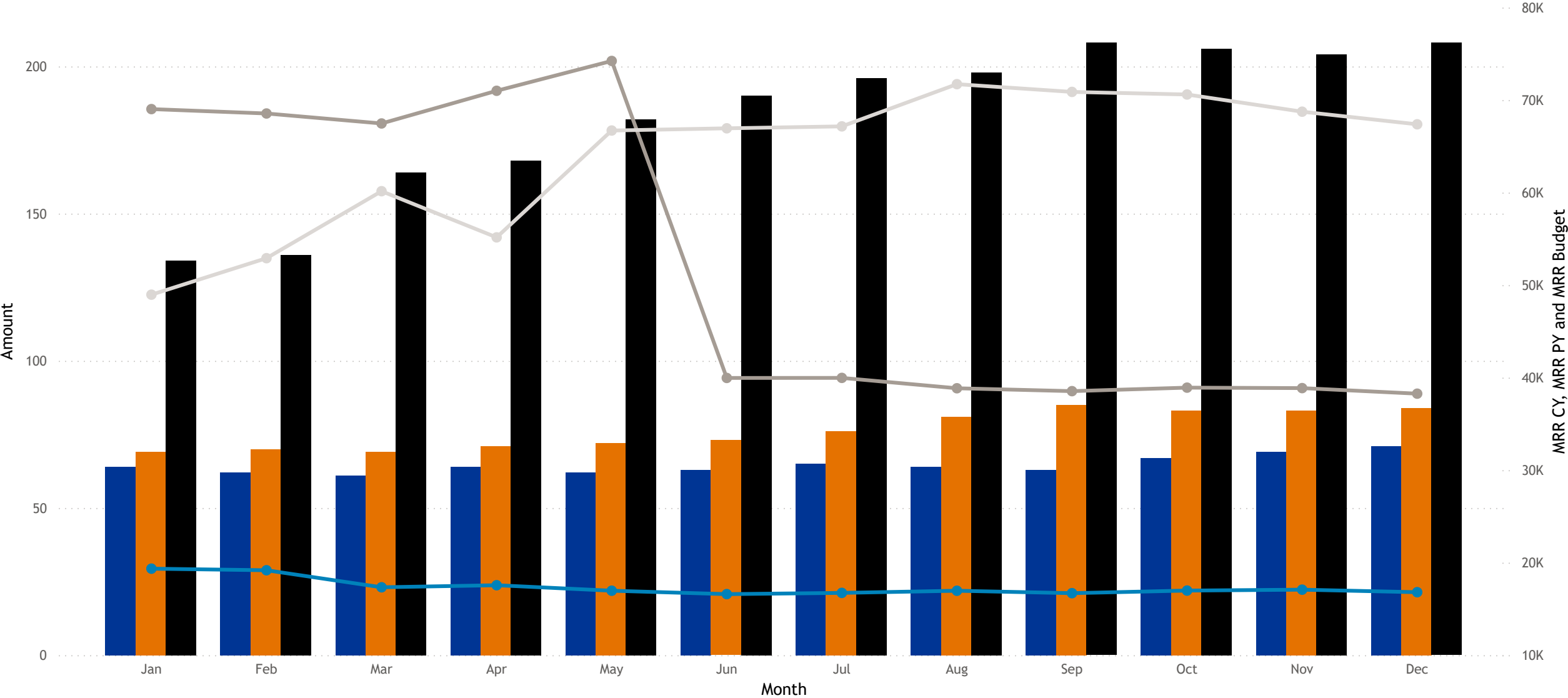
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All

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Client Growth

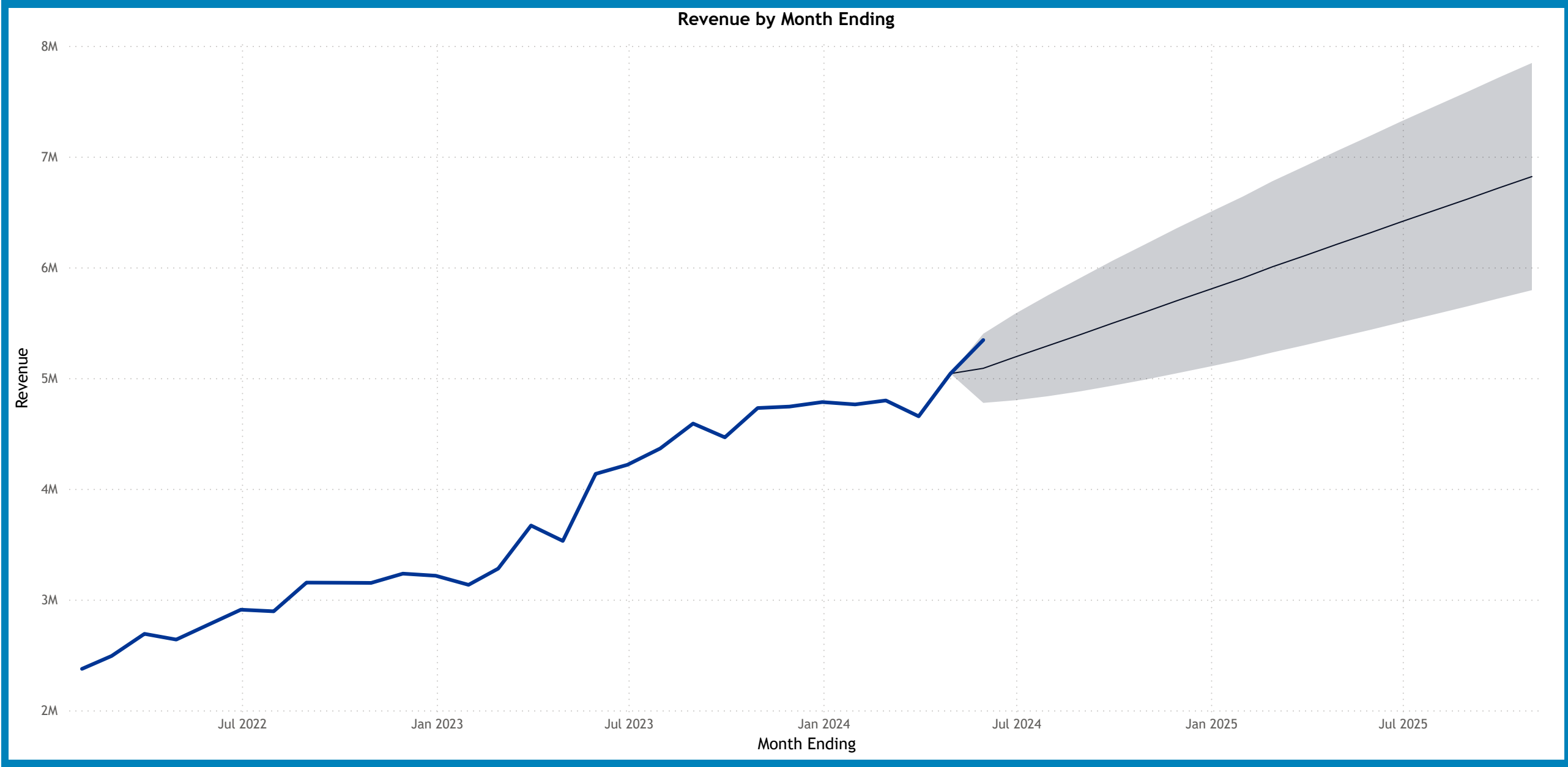
Clients PY # Clients CY # Clients Budget MRR CY MRR PY MRR Budget





Client 

All 





Year

2024

Quarter

All

Month

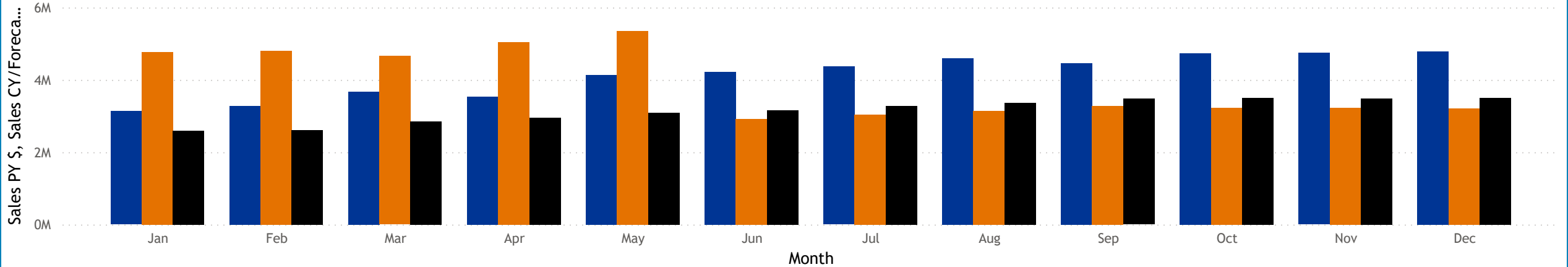
All

Category

All

Sales Trends

Sales PY \$ Sales CY/Forecast \$ Sales Budget \$



Variance: CY vs PY, and Budget vs CY

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales PY \$	3,133,453	3,280,068	3,668,860	3,529,870	4,135,519	4,217,378	4,364,867	4,589,696	4,465,233	4,729,982	4,742,943	4,783,668
Sales CY/Forecast \$	4,762,326	4,798,085	4,655,160	5,040,783	5,343,999	2,917,061	3,037,397	3,146,455	3,275,356	3,229,686	3,225,518	3,213,886
Sales CY/Forecast \$ and Sales PY \$ Variance	51.98%	46.28%	26.88%	42.80%	29.22%	-30.83%	-30.41%	-31.45%	-26.65%	-31.72%	-31.99%	-32.82%
CY Forecast \$	2,564,329	2,583,584	2,633,179	2,680,325	2,689,525	2,917,061	3,037,397	3,146,455	3,275,356	3,229,686	3,225,518	3,213,886
Sales CY/Forecast \$ and CY Forecast \$ Variance	0.86	0.86	0.77	0.88	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sales Budget \$	2,592,350	2,607,690	2,842,678	2,949,451	3,087,081	3,152,867	3,278,596	3,357,918	3,472,939	3,497,518	3,483,278	3,494,888
Sales CY/Forecast \$ and Sales Budget \$ Variance	-45.57%	-45.65%	-38.93%	-41.49%	-42.23%	8.08%	7.94%	6.72%	6.03%	8.29%	7.99%	8.74%

Variance: Monthly

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales PY \$	3,133,453	3,280,068	3,668,860	3,529,870	4,135,519	4,217,378	4,364,867	4,589,696	4,465,233	4,729,982	4,742,943	4,783,668
Sales PY \$ Monthly Variance	0.00%	4.68%	11.85%	-3.79%	17.16%	1.98%	3.50%	5.15%	-2.71%	5.93%	0.27%	0.86%
Sales CY/Forecast \$	4,762,326	4,798,085	4,655,160	5,040,783	5,343,999	2,917,061	3,037,397	3,146,455	3,275,356	3,229,686	3,225,518	3,213,886
Sales CY/Forecast \$ Monthly Variance	0.00%	0.75%	-2.98%	8.28%	6.02%	-45.41%	4.13%	3.59%	4.10%	-1.39%	-0.13%	-0.36%
CY Forecast \$	2,564,329	2,583,584	2,633,179	2,680,325	2,689,525	2,917,061	3,037,397	3,146,455	3,275,356	3,229,686	3,225,518	3,213,886
CY Forecast \$ Monthly Variance	0.00%	0.75%	1.92%	1.79%	0.34%	8.46%	4.13%	3.59%	4.10%	-1.39%	-0.13%	-0.36%
Sales Budget \$	2,592,350	2,607,690	2,842,678	2,949,451	3,087,081	3,152,867	3,278,596	3,357,918	3,472,939	3,497,518	3,483,278	3,494,888
Budget Monthly Variance	0.000%	0.592%	9.011%	3.756%	4.666%	2.131%	3.988%	2.419%	3.425%	0.708%	-0.407%	0.333%



Year

Multiple sele...

Quarter

All

Month

All

Days to ...

All

Stage

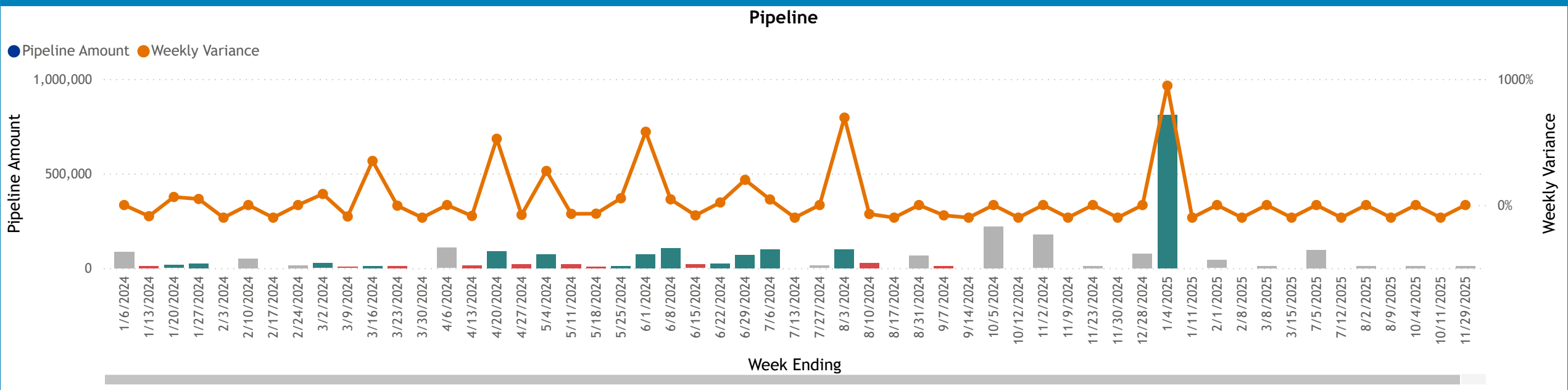
All

Client

All

Category

All



Pipeline																		
Client	1/6/2024	1/13/2024	1/20/2024	1/27/2024	2/3/2024	2/10/2024	2/17/2024	2/24/2024	3/2/2024	3/9/2024	3/16/2024	3/23/2024	3/30/2024	4/6/2024	4/13/2024	4/20/2024	4/27/2024	5/4/2024
Client 10019																		
Client 1015																		
Client 10289																		
Client 1062																		
Client 1120																		
Client 1126																		
Client 11409																		
Client 1147																		
Client 1148									2,083									
Client 1149																		
Client 1151				11,900														
Client 1189																		
Client 1190																		
Client 1202																		
Client 1211																		
Client 1221																		
Total	85,227	9,796	16,065	23,800		50,945	0	13,794	25,883	2,380	10,710	10,151		107,398	14,454	90,440	19,933	73,81