

MONTHLY SAAS METRICS DASHBOARD

DeepShield Systems, Inc.

December 2023 Performance Report

CONFIDENTIAL AND PROPRIETARY

1. EXECUTIVE SUMMARY

This Monthly SaaS Metrics Dashboard (the "Dashboard") presents the key performance indicators and operational metrics for DeepShield Systems, Inc. (the "Company") for the period ending December 31, 2023. All financial figures are presented in United States Dollars (USD) unless otherwise specified.

2. RECURRING REVENUE METRICS

2.1 Monthly Recurring Revenue (MRR)

- Current MRR: \$2,875,000
- Net MRR Growth: +\$185,000 (+6.9% MoM)
- New Logo MRR: \$225,000
- Expansion MRR: \$95,000
- Contraction MRR: (\$85,000)
- Churn MRR: (\$50,000)

2.2 Annual Recurring Revenue (ARR)

- Current ARR: \$34,500,000
- YoY ARR Growth: 42.3%
- Enterprise ARR: \$28,750,000
- Mid-Market ARR: \$5,750,000

3. CUSTOMER METRICS

3.1 Customer Count

- Total Active Customers: 187

- New Customers (Dec 2023): 8
- Churned Customers: 2
- Net Customer Addition: 6

3.2 Customer Segmentation

- Enterprise Customers (>\$250k ARR): 42
- Mid-Market (\$50k-\$250k ARR): 89
- SMB (<\$50k ARR): 56

4. UNIT ECONOMICS

4.1 Average Contract Value (ACV)

- Overall ACV: \$184,492
- Enterprise ACV: \$684,524
- Mid-Market ACV: \$64,607
- SMB ACV: \$32,143

4.2 Customer Acquisition Metrics

- Customer Acquisition Cost (CAC): \$82,500
- CAC Payback Period: 13.5 months
- LTV/CAC Ratio: 5.8x

5. RETENTION METRICS

5.1 Revenue Retention

- Gross Revenue Retention (GRR): 95.3%
- Net Revenue Retention (NRR): 118.7%
- Logo Retention Rate: 98.9%

5.2 Churn Analysis

- Revenue Churn Rate: 1.8%
- Logo Churn Rate: 1.1%
- Preventable Churn: 65%
- Competitive Loss Rate: 0.4%

6. SALES EFFICIENCY

6.1 Sales Performance

- Sales Qualified Leads (SQL): 42
- Opportunity Win Rate: 28.5%
- Average Sales Cycle: 89 days
- Pipeline Coverage Ratio: 3.2x

6.2 Sales Productivity

- Quota Attainment: 112%
- Avg. Deal Size: \$184,492
- Sales Efficiency Ratio: 0.82

7. PRODUCT METRICS

7.1 Usage Statistics

- Active Users: 12,450
- Daily Active Users (DAU): 8,715
- Monthly Active Users (MAU): 11,890
- DAU/MAU Ratio: 73.3%

7.2 Feature Adoption

- Core Feature Adoption: 92%
- Premium Feature Adoption: 68%
- API Integration Usage: 74%

8. CERTIFICATION AND APPROVAL

The undersigned hereby certifies that the information contained in this Dashboard is true and accurate to the best of their knowledge as of the date first written above.

DEEPSHIELD SYSTEMS, INC.

By: _

Name: Robert Kessler

Title: Chief Financial Officer

Date: January 15, 2024

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