

# Enterprise Monetization Strategy: Miro Revenue Growth Roadmap

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## Executive Summary: Enterprise Monetization Opportunity

Miro can achieve \$1.1B in additional ARR through strategic enterprise monetization, with platform expansion and workflow solutions representing 70% of the growth opportunity.

Monetization Stream	Current ARR	Expansion Potential	Growth Strategy	Timeline to Target
Enterprise Platform	\$180M	\$650M	Account expansion, seat growth	36 months
Workflow Solutions	\$65M	\$280M	Use case expansion, vertical solutions	30 months
Platform Ecosystem	\$35M	\$120M	Partner revenue, marketplace	32 months
International Markets	\$20M	\$80M	Geographic expansion, localization	34 months

# Enterprise Pricing & Packaging Strategy

Pricing Tier	Target Accounts	Current ARPU	Expansion ARPU Target	Value Drivers
Enterprise Plus	Top 200 Global 2000	\$450K	\$1.2M	Advanced security, AI features, dedicated support
Enterprise Standard	Global 2000 (201-1000)	\$220K	\$550K	Workflow automation, integrations, admin controls
Business Pro	Mid-market (100-2000 employees)	\$85K	\$180K	Team collaboration, template access, basic automation
Team Starter	SMB & departmental	\$25K	\$45K	Core collaboration, limited templates, self-service

# 1. Enterprise Workflow Solutions Monetization

Workflow Solution	Target Use Cases	Premium Features	Timeline	Revenue Target
Product Development Suite	Roadmapping, sprint planning, user stories	Jira sync, automated reporting, AI insights	Q2-Q4 2025	\$120M ARR
Design Thinking Platform	User research, prototyping, testing	Figma integration, user testing, analytics	Q1-Q3 2026	\$85M ARR
Strategy & Planning Hub	OKR planning, business modeling, strategic planning	Data integration, scenario modeling, executive dashboards	Q4 2026	\$75M ARR

## 2. Platform Ecosystem Monetization Strategy

Ecosystem Component	Current Revenue	Growth Target	Monetization Model	Partner Requirements
Marketplace Apps	\$15M	\$65M	Revenue share (20-30%), listing fees	500+ certified apps, quality standards
Partner Solutions	\$12M	\$45M	Referral fees, joint selling, implementation services	100+ certified partners, training programs
Template Marketplace	\$8M	\$25M	Premium templates, subscription access	Expert creators, quality assurance
Developer Platform	\$5M	\$15M	API usage fees, premium SDKs	Developer community, documentation

# Enterprise Account Expansion Funnel

Expansion Stage	Current Conversion	Target Conversion	Expansion Initiatives	Impact on ARR
Team to Department	22%	38%	Department templates, admin controls, usage reporting	+\$85M ARR
Department to Enterprise	15%	28%	Enterprise security, SSO, compliance features	+\$120M ARR
Enterprise to Platform	8%	20%	Workflow solutions, partner ecosystem, AI features	+\$180M ARR
Platform to Ecosystem	5%	15%	Marketplace adoption, custom development, training	+\$95M ARR

# Revenue Projection & Investment ROI

Growth Initiative	Year 1 Revenue	Year 3 Revenue	Total Investment	ROI Timeline	Key Success Metrics
Enterprise Sales Expansion	\$120M	\$420M	\$65M	28 months	Enterprise ARPU growth >55%
Workflow Solutions	\$85M	\$280M	\$45M	24 months	Workflow adoption >40%
Platform Ecosystem	\$45M	\$160M	\$35M	26 months	Partner revenue >25%
International Growth	\$35M	\$120M	\$30M	30 months	International revenue >35%

## Sales & Customer Success Resource Allocation

Function	Enterprise Sales	Workflow Solutions	Partner Ecosystem	Customer Success
Account Executives	55 FTE	25 FTE	15 FTE	20 FTE

<b>Solution Consultants</b>	28 FTE	18 FTE	12 FTE	15 FTE
<b>Customer Success Managers</b>	35 FTE	22 FTE	8 FTE	25 FTE
<b>Technical Account Managers</b>	18 FTE	12 FTE	10 FTE	15 FTE
<b>Total</b>	<b>136 FTE</b>	<b>77 FTE</b>	<b>45 FTE</b>	<b>75 FTE</b>

# Risk Assessment & Mitigation Strategies

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Risk Category	Probability	Impact	Mitigation Strategy	Contingency Plan
Pricing Pressure	High	High	Value-based pricing, ROI calculators, customer success stories	Tiered pricing, usage-based models
Competitive Feature Gaps	Medium	High	Accelerate platform development, partner integrations	Focus on core collaboration differentiation
Enterprise Sales Cycle	High	Medium	Proof-of-concept programs, executive business reviews	Focus on departmental expansion first
Platform Adoption Challenges	Medium	Medium	Change management programs, training, community building	Simplify onboarding, reduce friction