

Annual Recurring  
Revenue (\$M)

63

Customer Acquisition Cost (\$)

26

Design Win Value (\$M)

3000

Opportunity Value (\$M)

60000

Lead To Customer Ratio (%)

10

Average Customer Lifetime Value (\$M)

200

ROI (Marketing Investment)

10

ROI (Sales Investment)

15

Lead Conversion Ratio

90

Churn Rate (%)

33