

# **GitLab**

## **Board Deck**

**Website: <https://www.gitlab.com>**

**Industry: DevOps**

# Executive Summary

GitLab is a leading player in the DevOps industry. This quarter, the company has achieved remarkable milestones, including strong growth in revenue and app usage. The following board deck outlines key metrics, updates, and future plans.

# Key Metrics

Headcount: 148

Headcount Growth: 10.7%

Employee Breakdown:

- Engineering: 70

- Sales: 30

- Support: 30

Product Rating: 4.4

Total Fundraising: \$326M

Last Round Date: Jan 2019

Monthly Revenue: \$1,300,180

Annual Revenue: \$49,918,058

CAC: \$862

Retention Rate: 85.1%

# Market Trends

The DevOps industry continues to grow rapidly. Notable trends include:

- Increasing demand for innovative, user-friendly solutions.
- Growing competition from emerging players.
- Expansion into international markets.

# Product Updates

GitLab has made significant strides in product development this quarter:

- Launched a new feature to enhance user experience.
- Improved scalability and performance.
- Expanded capabilities to serve a larger audience.

# Financial Performance

Monthly Revenue: \$1,300,180

CAC: \$862

# Challenges and Opportunities

## Challenges:

- Maintaining competitive pricing while scaling operations.
- Attracting and retaining top talent in a competitive market.

## Opportunities:

- Expanding to new geographical regions.
- Introducing new features based on user feedback.

# Future Roadmap

GitLab aims to:

- Expand into international markets by Q4 2025.
- Launch a new subscription-based pricing model.
- Achieve a 20% increase in user retention by the next quarter.



# Board Requests

We request the board's support in:

- Providing strategic guidance for entering new markets.
- Introducing potential investors for future funding rounds.
- Expanding our network of industry advisors and mentors.