

# **Miro**

## **Board Deck**

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

**Industry: Collaboration Tools**

# Executive Summary

Miro is a leading player in the Collaboration Tools 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: 299

Headcount Growth: 17.6%

Employee Breakdown:

- Engineering: 152

- Sales: 89

- Support: 40

Product Rating: 4.2

Total Fundraising: \$399M

Last Round Date: Jan 2020

Monthly Revenue: \$3,862,822

Annual Revenue: \$11,107,199

CAC: \$1527

Retention Rate: 96.4%

# Market Trends

The Collaboration Tools 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

Miro 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: \$3,862,822

CAC: \$1527

# 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

Miro 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.