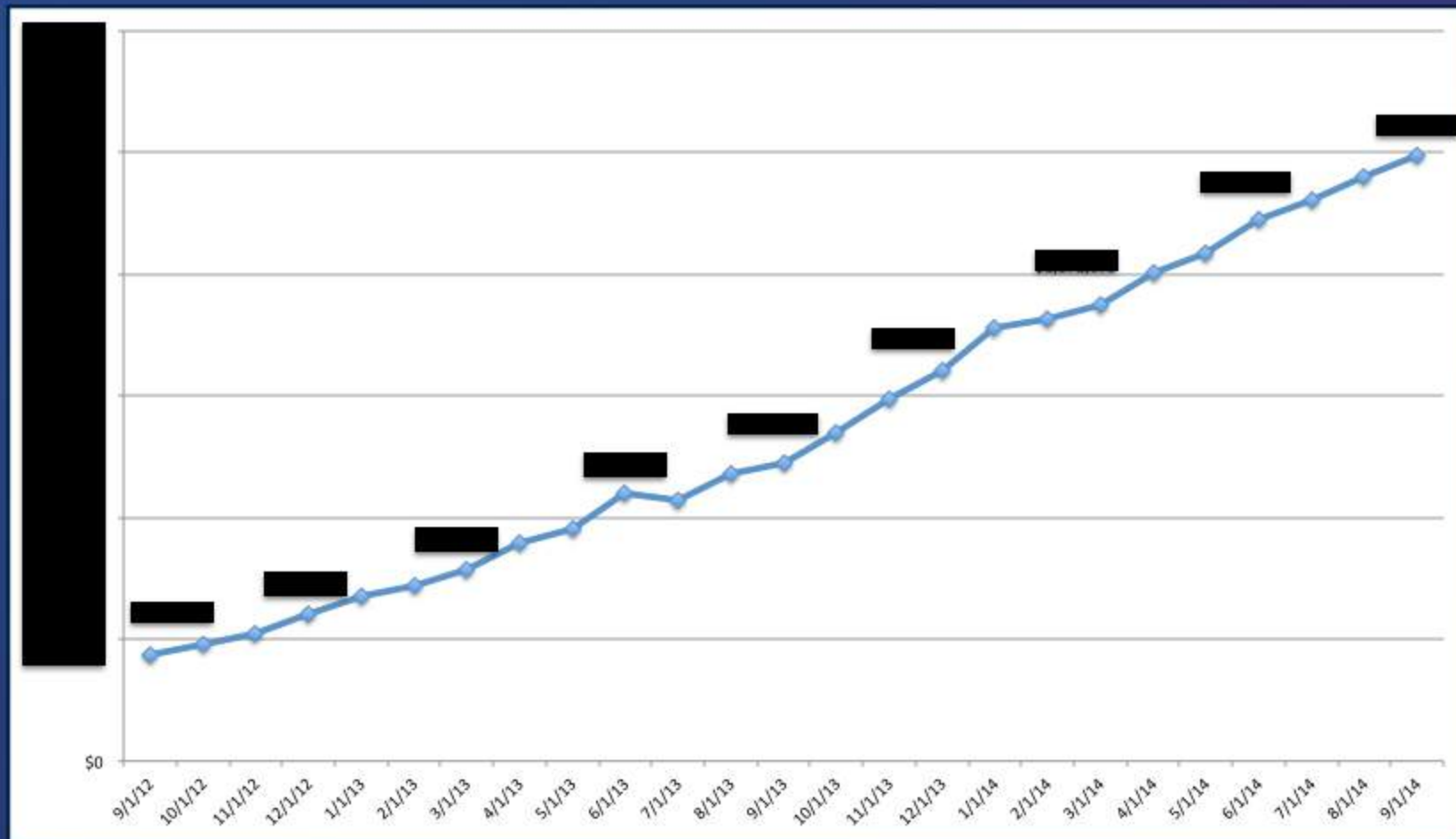


### **COMPETITIVE ADVANTAGE**

In 2010, we built the most sophisticated analytics database engine to answer questions that existing technology could not answer. It's the reason we are winning.

## MONTHLY RECURRING REVENUE OVER TIME



Sept, 2011 to 2012 growth rate: 405%

Sept, 2012 to 2013 growth rate: %

Sept, 2013 to 2014 growth rate: %

## Sales KPIs

2015 target: █████% YoY growth - █████M (conservative), 63 sales reps

Avg revenue per customer: \$█████/mo; we have a wide distribution

Leads per month: █████; 26% of new customers are touched by sales

New customers per month: █████; 4x spend in 5 months, █x in 12 months

Avg monthly revenue churn rate: █%, █% in Sept.

Started 2014 with 5 quota carrying sales reps, will end with 33

Sales payback rate is around 6 months; we will get this down in 2015