Review: Product

- Revenue Forecasting  JANUARY 2015
- Plan Insights  MARCH 2015
- Revenue Insights  MAY 2015
- Cohort Analysis  JUNE 2015
- Annotations  JUNE 2015
- Dunning & Retention  SEPTEMBER 2015
- Trendlines  NOVEMBER 2015
- Goals  FEBRUARY 2016
- SubMRR+  FEBRUARY 2016
- Slack App  MARCH 2016
Review: Company

- Scott joined **JULY 2015**
- Renee joined **DECEMBER 2015**
- General Catalyst invested $200k **DECEMBER 2015**
- Fried joined **JANUARY 2016**
- Bessemer invested $100k **JANUARY 2016**
MRR

$30,988 \downarrow 50\% \Rightarrow $46,604
Customers

28%

407 > 520
ARPU

↓ 17%

$76 ➤ $89
LTV

\[
\text{\textgreater\textless 64\%}
\]

\[
\$1,222 \text{\textgreater\textless} \$2,001
\]
User Churn

58%}

10.7% > 4.5%
Revenue Churn

\[ \downarrow 55\% \]

12.8% > 5.7%
Goal: 2016

Profitability
Goal: 2016

- Expenses: $80,000/mo
- Need: 900 customers
Goal: 2016

+45 customers each month
How?

- Focus, focus, focus
- Transparency
- Education
- Measured action
How: Focus

- Weekly, monthly & quarterly goals
- Don’t over-solve: Ship the smallest solution possible
How: Transparency

Our own transparency equips other businesses
How: Education

Teaching is one of the greatest marketing tools available
How: Measured Action

Regular and consistent testing with measurable results to know what is and isn’t working
Mission

Our mission is to equip businesses with the tools they need to grow.
Values

Shared principles on what it will take for us to accomplish our mission.
Principles

› Be entrepreneurial
Principles

› Be entrepreneurial
› Constraints bring out creativity
Principles

- Be entrepreneurial
- Constraints bring out creativity
- High bar for quality
Principles

- Be entrepreneurial
- Constraints bring out creativity
- High bar for quality
- Relentless focus on success
Principles

- Be entrepreneurial
- Constraints bring out creativity
- High bar for quality
- Relentless focus on success
- Strong sense of purpose
Team

Five foundations needed to work well together and accomplish our mission
Team

› Create an environment of trust
Team

- Create an environment of trust
- Have healthy conflict
Team

- Create an environment of trust
- Have healthy conflict
- Commit to decisions
Team

› Create an environment of trust
› Have healthy conflict
› Commit to decisions
› Accountability to decisions
Team

- Create an environment of trust
- Have healthy conflict
- Commit to decisions
- Accountability to decisions
- Focus on results
People

Baremetrics can’t exist without you.
The End