

Series A Board Update: Q1 2026

This presentation provides a comprehensive overview of our Q1 2026 performance, highlighting significant progress in revenue growth, product development, and market expansion since our Series A funding.

We've translated our funding into tangible momentum, exceeding key targets and strengthening our market position.

Q1 2026 Agenda

We will review our performance across the core pillars of the business, assess our strategic position, and outline our objectives for the upcoming quarter.

01 Executive Summary

A high-level overview of Q1 performance, key achievements, and the quarter's primary themes against our annual goals.

02 Financial & GTM Performance

A deep dive into our revenue growth, unit economics, sales pipeline, and go-to-market effectiveness.

03 Product & Engineering

Updates on product milestones, our technology roadmap, and key metrics for our engineering team's velocity and quality.

04 Strategic Outlook & Asks

A look at our forward-looking plan, revised forecasts, risk mitigation strategies, and key discussion points for the board.

Executive Summary

A snapshot of our strongest quarter to date.

Q1 Performance Dashboard

Our key performance indicators show strong positive trends across the board, significantly exceeding our Q1 targets and demonstrating disciplined execution.



Q1 Narrative: Exceeding Plan

Q1 2026 was a breakout quarter defined by accelerated growth and operational leverage.

This performance was not at the expense of efficiency.

Our primary focus for Q2 will be converting this top-line momentum into improved CAC payback by optimizing our new enterprise sales motion.

Financial & GTM Performance

This section details our financial health and go-to-market execution, highlighting strong revenue growth, improving unit economics, and a robust sales pipeline for Q2.

Annual Recurring Revenue

\$5.2M

We added \$1.6M in net new ARR this quarter, our largest increase ever.

This was driven by a combination of 42 new enterprise logos and significant expansion revenue from our existing customer base, validating our land-and-expand model.

115% of Plan

45% QoQ Growth

\$95k Avg. Deal Size

Financial Health & Runway

We are managing our capital with discipline, balancing aggressive growth investment with a clear line of sight on our cash runway and operational efficiency.

\$12.5M

CASH ON HAND

Ending Q1 with a strong balance sheet provides us with significant operational flexibility and strategic options.

(\$580k)

Q1 NET BURN

Our net burn is tracking 15% below plan, reflecting revenue over-performance and disciplined opex management.

Improving Unit Economics

Our focus on ideal customer profiles and value-based pricing is yielding significant improvements in the efficiency of our growth engine.

Q4 2025

- CAC: \$28k per new logo
- LTV: \$95k (3.4x)
- Gross Margin: 78%

Q1 2026

- CAC: \$32k per new logo
- LTV: \$122k (3.8x)
- Gross Margin: 82%

While absolute CAC increased with our move upmarket, a higher LTV has improved our overall CAC to LTV ratio.

GTM: Land and Expand Motion

Our go-to-market strategy focuses on landing new customers with a specific use case and expanding the relationship as we demonstrate value across their organization.

1

Acquire Department

Our marketing and outbound sales teams target specific departmental leaders with a high-value, easy-to-adopt initial solution for their most pressing pain point.

Outcome: A new logo with a 12-month contract and clear success criteria.

2

Prove Value

Our customer success team ensures rapid time-to-value, focusing on hitting KPIs and identifying adjacent opportunities for expansion within the account.

Outcome: A successful case study and internal champion for our solution.

3

Expand Enterprise

We leverage the internal champion and proven ROI to expand usage to other departments and secure a multi-year, enterprise-wide agreement.

Outcome: A 5-10x increase in account value and deeper strategic partnership.

Voice of the Customer

Feedback from our new enterprise clients validates our product's value proposition and highlights the ROI they are already experiencing.

We reduced our reporting cycle from two weeks to one day. This platform has fundamentally changed how our team operates, freeing up cycles for more strategic analysis.

VP of Operations, Fortune 500 Retail

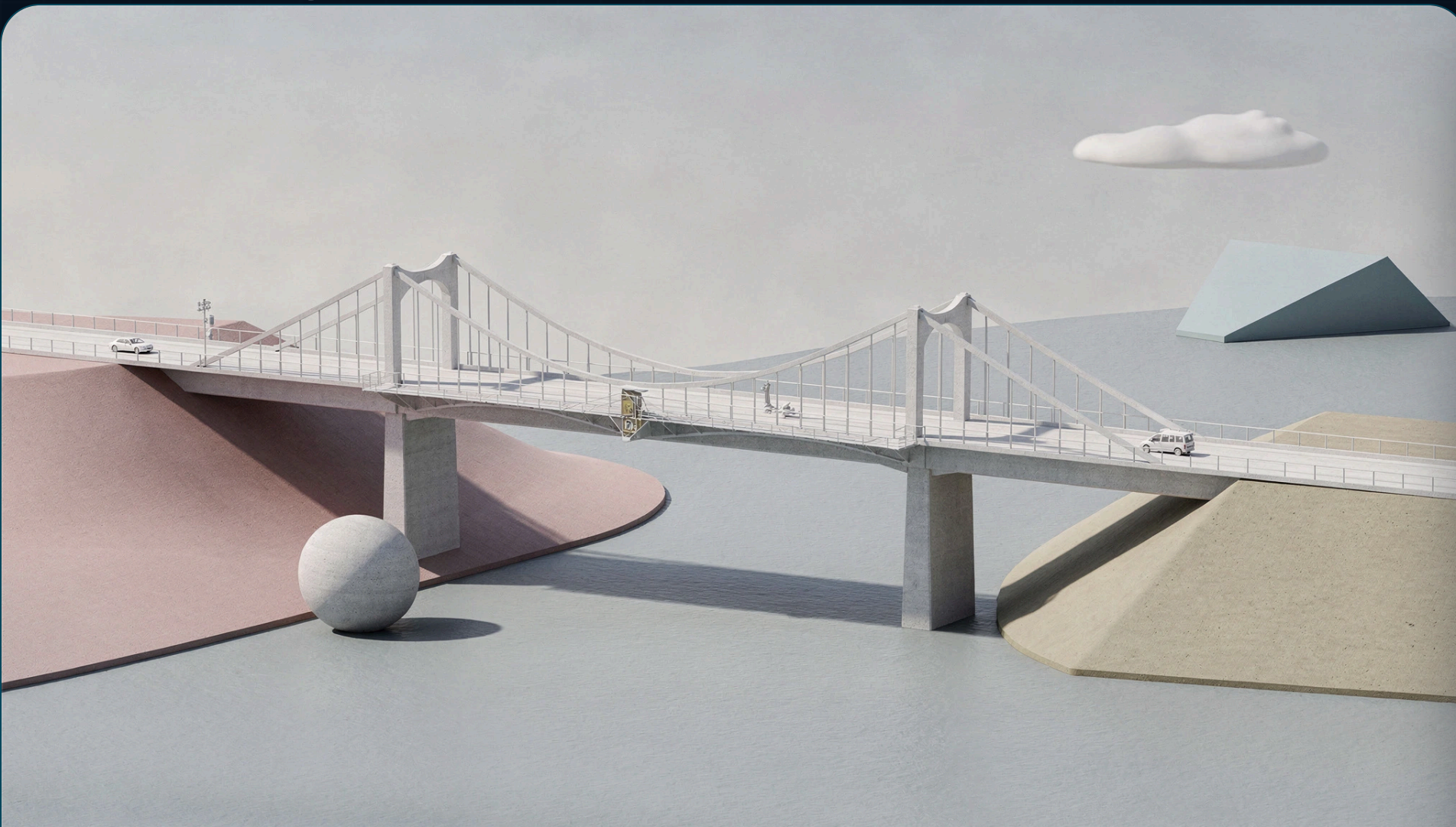
The implementation was shockingly fast. We were live and seeing value within three weeks, which is unheard of for a tool this powerful. The support has been world-class.

Director of Analytics, High-Growth Tech

Product & Engineering

We are shipping high-impact features at an impressive velocity, strengthening our competitive moat and delighting our customers while scaling our technical foundation.

Delivering on the Vision



Bridging Data Silos

Our core mission is to unify disparate data sources into a single, cohesive intelligence layer.

We've moved beyond simple dashboards to provide a truly interactive and predictive analytics environment that drives proactive decision-making for our customers.

This core value proposition is what differentiates us and allows us to command enterprise-level pricing.

Q1 Product Milestones

The product team successfully executed on the Q1 roadmap, delivering key features that directly support our enterprise sales motion and user retention goals.

JANUARY 2026

Enterprise SSO & RBAC

Launched Single Sign-On and Role-Based Access Controls, satisfying key security and compliance requirements for large corporate customers.

FEBRUARY 2026

Public API Beta

Released a beta version of our public API, enabling customers to integrate our platform's data and insights into their existing internal workflows.

MARCH 2026

Predictive Forecasting Module

Shipped our first AI-powered feature, a forecasting module that projects key business metrics based on historical and real-time data.

Scaling the Platform



Infrastructure for Growth

As our customer base and data volume grow exponentially, we are proactively investing in a scalable, secure, and resilient infrastructure.

This investment ensures we can onboard large enterprise clients with confidence and maintain our service level agreements (SLAs) as we scale to thousands of users.

Our infrastructure is now a competitive advantage, not just a cost center, enabling faster performance and enhanced security.

Engineering Velocity

We track key DORA metrics to ensure our engineering team maintains high output and quality as we scale, fostering an environment of continuous improvement.

7.2/day

DEPLOYMENT FREQUENCY

Our CI/CD pipeline enables us to ship small, incremental changes to production multiple times per day.

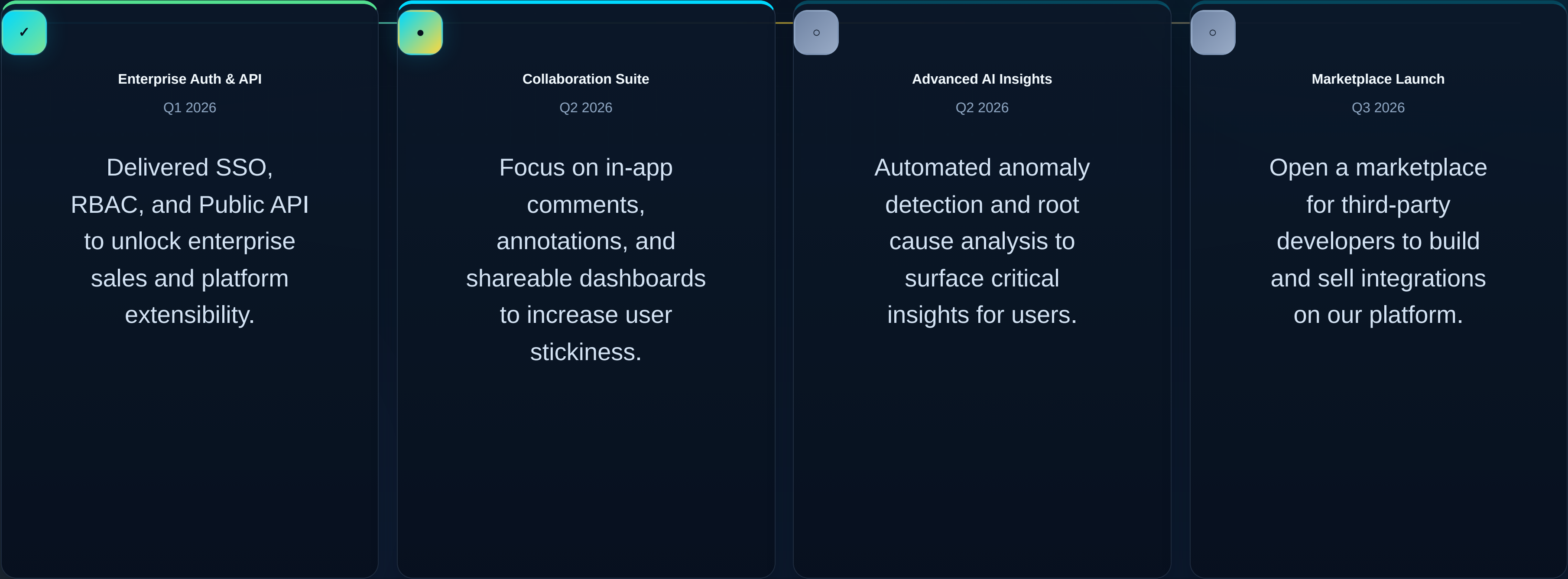
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LEAD TIME FOR CHANGES

The time from a developer's code commit to it being live in production remains exceptionally low.

Product Roadmap: H1 2026

Our H1 roadmap is focused on doubling down on our enterprise readiness and extending our lead in AI-driven analytics and automation.



Strategic Outlook & Asks

Looking ahead, we are focused on leveraging our Q1 momentum, managing risks proactively, and making the strategic investments necessary to win the market.

Building Our Leadership Team



Investing in Experience

To manage our rapid growth and prepare for the next stage of scale, we made two critical leadership hires in Q1 who have already had a significant impact on the business.

These hires fill key gaps in our expertise, allowing the founding team to focus more on long-term strategy, vision, and culture.

We will continue to be opportunistic in adding world-class talent to our leadership bench throughout 2026.

Q1 Strategic Hires

We are thrilled to welcome two seasoned executives who bring deep domain expertise and a track record of scaling high-growth companies.

Eleanor Vance VP of Sales

Previously led enterprise sales for a major SaaS unicorn, scaling the team from 10 to 150 reps.

Marcus Thorne VP of Engineering

Former principal engineer at a large tech firm, with extensive experience in building secure, scalable distributed systems.

SWOT Analysis: Q1 2026

A review of our current strategic position as we enter Q2, highlighting key factors that will influence our decision-making and execution.

INTERNAL → EXTERNAL

↑ HELPFUL

Strengths

Internal & Helpful

- Strong NRR & Gross Margin
- Differentiated technology
- High engineering velocity

Opportunities

External & Helpful

- European market entry
- Expansion into adjacent verticals
- API-driven partner ecosystem

Weaknesses

Internal & Harmful

- High CAC payback period
- Limited brand awareness
- Dependency on key personnel

Threats

External & Harmful

- New well-funded competitor
- Macroeconomic uncertainty
- Data privacy regulation changes

Our key strategic imperative is to leverage our product strength to capitalize on market opportunities while mitigating CAC.

Revised 2026 Forecast

Given our strong Q1 overperformance, we are upwardly revising our full-year 2026 forecast, reflecting increased confidence in our GTM execution.

Original FY2026 Plan

Our initial plan, set during the Series A process, was based on a more conservative ramp in our enterprise sales motion.

ARR: \$12M | GM: 80%

Revised FY2026 Forecast

The revised forecast incorporates the early success of our enterprise tier and the proven impact of our land-and-expand model.

ARR: \$15M | GM: 82%

Key Risks & Mitigations



Proactive Risk Management

We continuously monitor key risks to the business.

Our strategy involves building a deep competitive moat through our technology and fostering a strong community around our product.

We are building a resilient organization by anticipating challenges and developing contingency plans before they become critical.

Addressing Key Concerns

Q: How will we reduce the CAC payback period?

Our new VP of Sales is implementing a more rigorous sales methodology and optimizing territories.

Q: What is the plan for international expansion?

We are taking a phased approach, starting with a dedicated inside sales team for the EMEA market in Q2, supported by targeted digital marketing.

Q: Is the new competitor a significant threat?

While well-funded, their product is currently 18 months behind ours in feature parity.

The discipline we instill today in our financial management, our product development, and our customer relationships is what will define our success tomorrow. We are not just building a product; we are building a durable, market-leading enterprise with a culture of excellence and accountability.

A core principle guiding our Q2 execution

Thank You & Discussion

Q1 was a pivotal quarter that proved our ability to execute at a high level.

Approve Revised 2026 Budget

Formal approval for increased GTM investment aligned with revised forecast.

Strategic Introductions

Connections to potential C-level advisors in the financial services vertical.