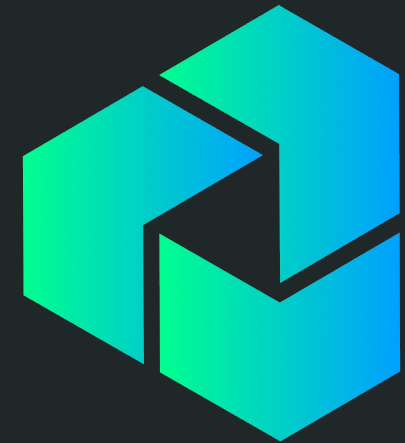


DeltaDeck CRM

Monthly Board Pack (**LITE** VERSION)



OCTOBER-2025

Overview

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Market Update, OCT-2025

Messaging cost shifts and competitor packaging updates are tightening unit economics—but opening near-term displacement opportunities in SMB retail CRM.

- **Demand:** Inbound leads rose **+6.5% MoM (1,240→1,320)** while broader SaaS shows continued consolidation—fewer funded vendors competing for SMBs; keep leaning on SEO/partners to capture share. [The Times of India](#)
- **Costs/pricing/supply:** Messaging costs are rising: **WhatsApp moved to per-message pricing (Jul 1, 2025)**; U.S. **A2P SMS fees/registration** continue to bite; Gmail/Yahoo bulk-sender rules require **DMARC + one-click unsubscribe**—protect deliverability. [Facebook for Developers](#)
- **Competitive/platform moves:** **HubSpot** and **Pipedrive** revised pricing/packaging in 2025; **Zoho** added an in-house LLM—raising complexity/cost for some SMBs; position DeltaDeck as leaner, faster setup, lower TCO.

KPI Summary, OCT-2025 (1/2)

Metric	Oct-2025 Actual	Nov-2025 Actual	Nov-2025 Target
New Leads	1,240	1,320	1,350
Lead→Customer Conversion (%)	3.1	3.4	3.6
Orders (New Paid Customers)	38	45	49
Average Order Value (AOV / ARPA, \$)	90	92	94
New MRR added (\$)	3,420	4,140	4,606
MRR, end of month (\$)	92,000	97,600	99,000
Gross Profit (\$)	78,200	83,936	85,140
Gross Profit Margin (%)	85.0	86.0	86.0
EBITDA (\$)	-44,000	-42,000	-40,000

KPI Summary, OCT-2025 (2/2)

Metric	Oct-2025 Actual	Nov-2025 Actual	Nov-2025 Target
New Leads	1,240	1,320	1,350
Churn Rate (logo, %)	3.2	3.0	2.8
Repeat Purchase / Upsell Rate (%)	12.0	13.0	14.0
LTV (proxy, \$)	2,391	2,637	2,887
CAC (\$)	310	300	295
Cash Balance, end of month (\$)	520,000	495,000	500,000
Cash Runway (months)	11.6	11.0	11.1

Variance Analysis, OCT-2025

October shows solid unit economics but negative EBITDA

- **Biggest positive:** Gross Profit \$78.2k on GM% 85.0% with ARPA \$90; variance vs LastMo/Plan: n/a. Driver: high service margins/low COGS support contribution even at early scale.
- **Biggest negative:** EBITDA -\$44.0k; variance vs LastMo/Plan: n/a. Driver: fixed cost base outpacing MRR \$92.0k; churn 3.2% limits net growth.
- **Action:** Lift lead→customer conversion 3.1%→3.3% (shorter form, mid-trial nudge). If leads hold at 1,240, expect ~+3 orders and ~+\$270 MRR next month; directional ↑ GP and faster CAC payback.

Financial Analysis, OCT-2025

High gross margin supports healthy contribution; payback \approx 4.1 months while fixed costs keep EBITDA negative.

- **GM% 85.0%; Contribution/account \approx \$77 ($=\$90 \times 85\%$); CAC \$310; Payback \approx 4.1 months.**
- **Main driver vs LastMo: n/a** — prior-month baseline not provided.
- **Action:** Lift **ARPA** via add-on bundles/extra seats and tighten paid acquisition mix (pause weakest channels) — expected effect: \uparrow **contribution per account**, \downarrow **CAC**, \downarrow **payback**.

Risk Analysis, OCT-2025

Overall risk: moderate—high GM% but rising messaging costs, negative EBITDA, and SMB churn.

- **Messaging cost/deliverability** → exposure: comms COGS up; compliance **n/a** → mitigation: DMARC/A2P completion; cap unprofitable sends.
- **Cash/runway** → exposure: EBITDA -\$44k; runway **11.6m** → mitigation: trim low-ROI spend; lift ARPA to cut payback.
- **Churn** → exposure: **3.2%** logo churn → mitigation: activation nudges; save offers for low-usage accounts.

CEO Summary, OCT-2025

High margin and stronger inbound; EBITDA remains negative amid messaging-cost pressure.

- **What worked:** Leads **+6.5%** (1,240→1,320); GM **85%** supports healthy contribution; payback \approx **4.1m**.
- **Needs work:** EBITDA **-\$44k**; churn **3.2%**; deliverability/compliance **n/a** as messaging rules tighten.
- **What we're doing next (30 days):** Lift conversion to **3.3%** (form cut, trial-day nudge); complete **DMARC/A2P**; pause weak paid; bundle add-ons to lift **ARPA**.
- **Ask:** Approve budget-neutral shift to **SEO/partners**; guardrails **CAC \leq \$300**; 30-day review.

Q&A