



Modern SaaS Finance Summit

Welcome & Keynote

How to Grow Your Business to \$100M: Roadmap to Success

9:30 AM - 10:15 AM



David Appel
Head of Software and SaaS
Sage Intacct



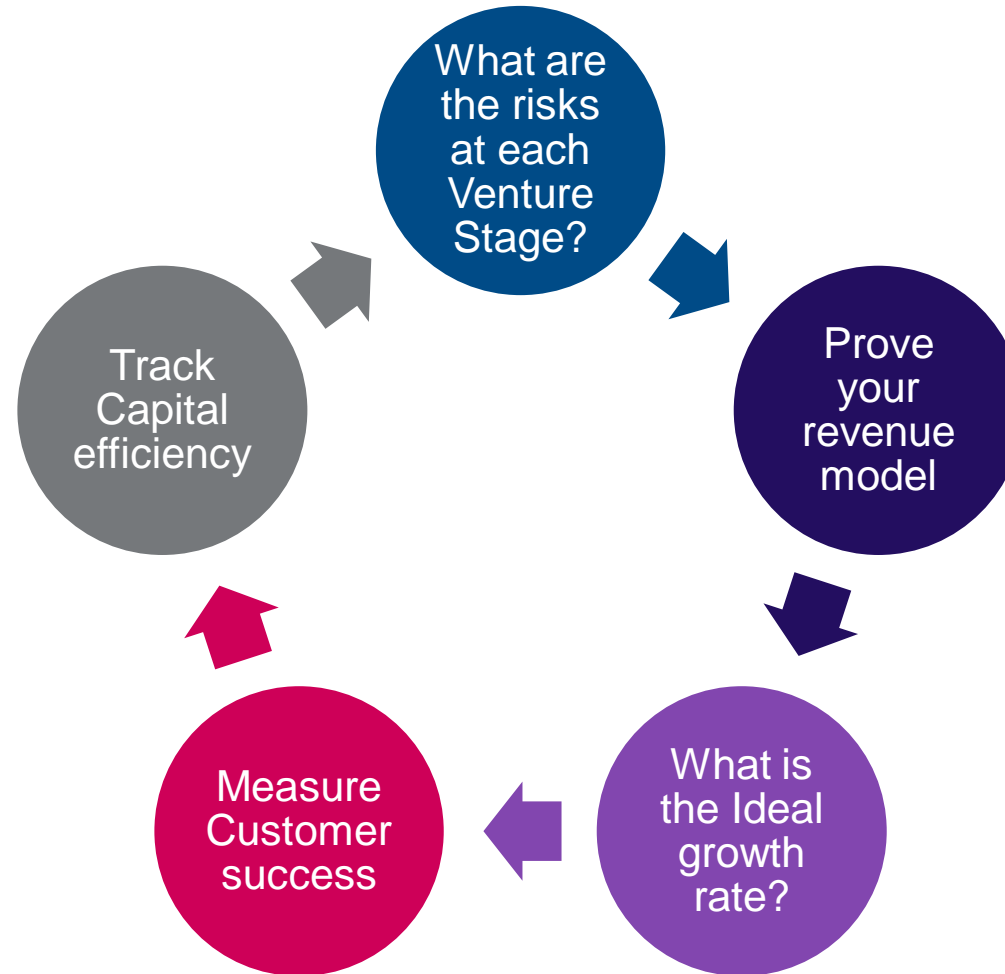
Jeff Epstein
Operating Partner
Bessemer Venture Partners



Marc Linden
CFO
Sage Intacct

Welcome to a new community

Lessons from Jeff



- Simplify your overall measures and leading indicators
- Be rigorous on measuring back to them
- Cash is King
- View through 2 lenses—customer and competitor
- Automate everything

Venture stages, by risk...

| Stage | Amount Raised | Pre Money Valuation | Use of Funds |
|-------------------|---------------|---------------------|--|
| Pre-Seed | \$ 0.1M | \$2M | Build product |
| Seed | \$ 2.5 | \$8 | Prove product-market fit |
| Series A | \$ 6 | \$18 | Prove revenue model |
| Series B | \$ 10 | \$40 | Prove net renewal Model |
| Series C, D, E, F | \$ 23 + | \$160 + | Grow to \$100M in gross profit |
| Sale or IPO | \$75 + | \$500 + | Expand product line, go global, acquisitions |



Prove your revenue model - B2B

sage Intacct



Customer acquisition cost
(CAC) payback period
is less than 2 years

and

75%+ of sales people are
achieving quota

Triple
Triple
Double
Double
Double

- Years 1-3: \$0 – 2 million
- Year 4: Triple: \$ 2 – 6
- Year 5: Triple: 6 – 18
- Year 6: Double: 18 - 36
- Year 7: Double: 36 – 72
- Year 8: Double: 72 – 144

Source: Neeraj Agrawal, Battery Ventures

<https://www.battery.com/powered/helping-entrepreneurs-triple-triple-double-double-double-to-a-billion-dollar-company/>

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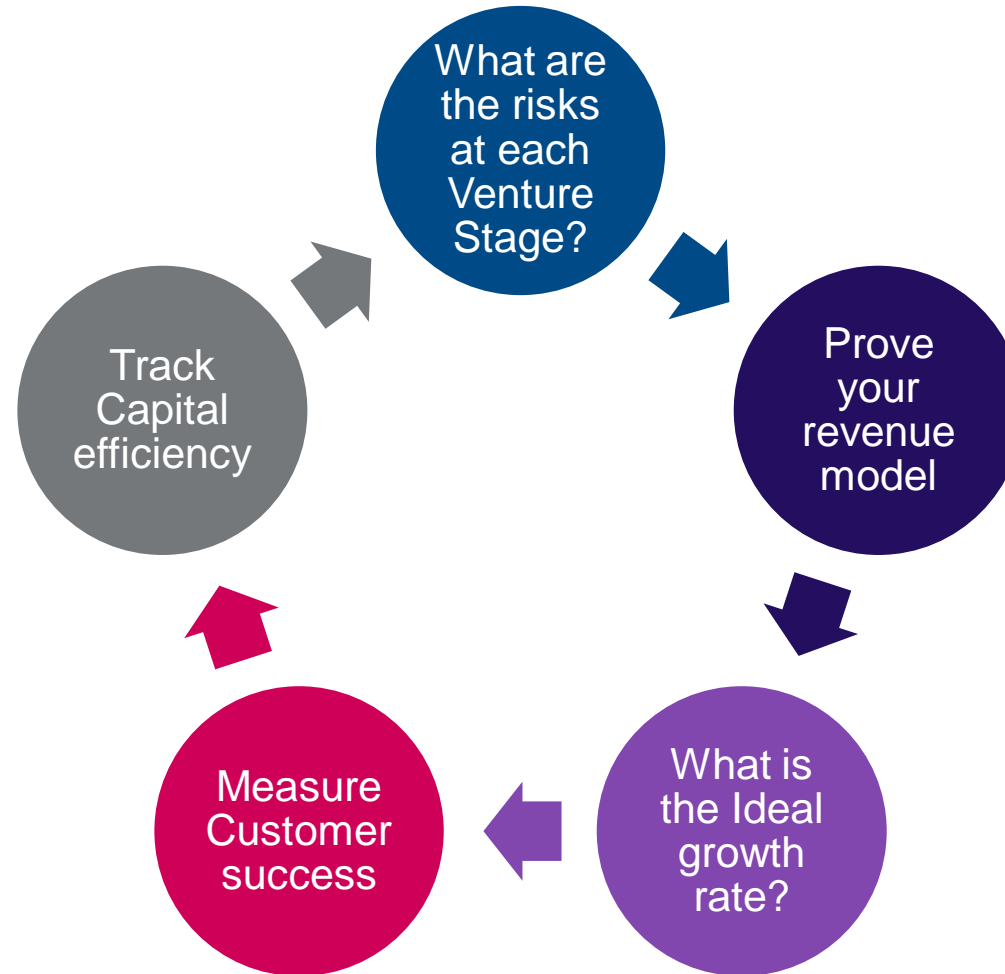
Prove you're growing with little capital

Capital Efficiency

$$\frac{\text{Annual Gross Profit}}{\text{Total Capital Invested}} > 100\%$$

$$\frac{\text{New Annual Recurring Revenue (ARR)}}{\text{Cash Burn}} > 100\%$$

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