



Cultivated Recurring Revenue.

A D E C I S I O N I N S T R U M E N T F O R T H E N O R T H A M E R I C A N F A R M

K01ARR · Y3 BASE

\$2.0M

+148% YoY

ANNUAL RECURRING REVENUE:
CONTRACTED SUBS, ANNUALIZED.

\$0.08M Y1 · \$0.62M Y2 · \$2.0M Y3

K02NET REVENUE RETENTION

118%

EXPANSION > CHURN

\$ FROM PRIOR COHORT + UPSELL
- CHURN - DOWNGRADES.

Y3UPSELL > CHURN · >110% TARGET

K03GROSS LOGO RETENTION

92%

8% ANNUAL CHURN

% OF FARMS RETAINED YoY,
BEFORE EXPANSION REVENUE.

OPERATOR TIER · BENCH 85-90%

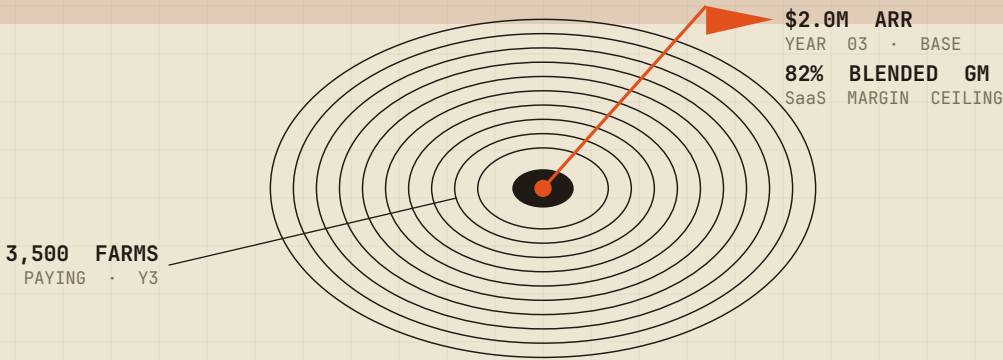
K04PAYING FARMS GROWTH

+14%/mo

250 > 3,500 FARMS

COMPOUND MONTHLY GROWTH
OF PAID LOGOS, 36-MO WINDOW.

Y1 250 · Y2 1,200 · Y3 3,500



01OPERATOR

SaaS CORE

\$457

BLENDED ARPA (Y3)

02MARKET

MARKETPLACE

\$12.0M

GMV · 2% TAKE

03DATA

ENTERPRISE

04

PAID CONTRACTS (Y3)