



## Sample of a Readiness Report

[quantar.io](http://quantar.io)

Proprietary

# Introduction

This document has a sample of some of the reports we provide after having a first conversation with your company.

The call has no cost, and provides your company with a third party view of the status of your SaaS B2B company. The scoring is based on benchmarking and our experience of having founded and run companies for + 10 years, and have participated as investors and scale up officers in dozens of similar companies.

Take these slides as examples of the report we will provide you if you [book](#) a call with us.

# Performance example



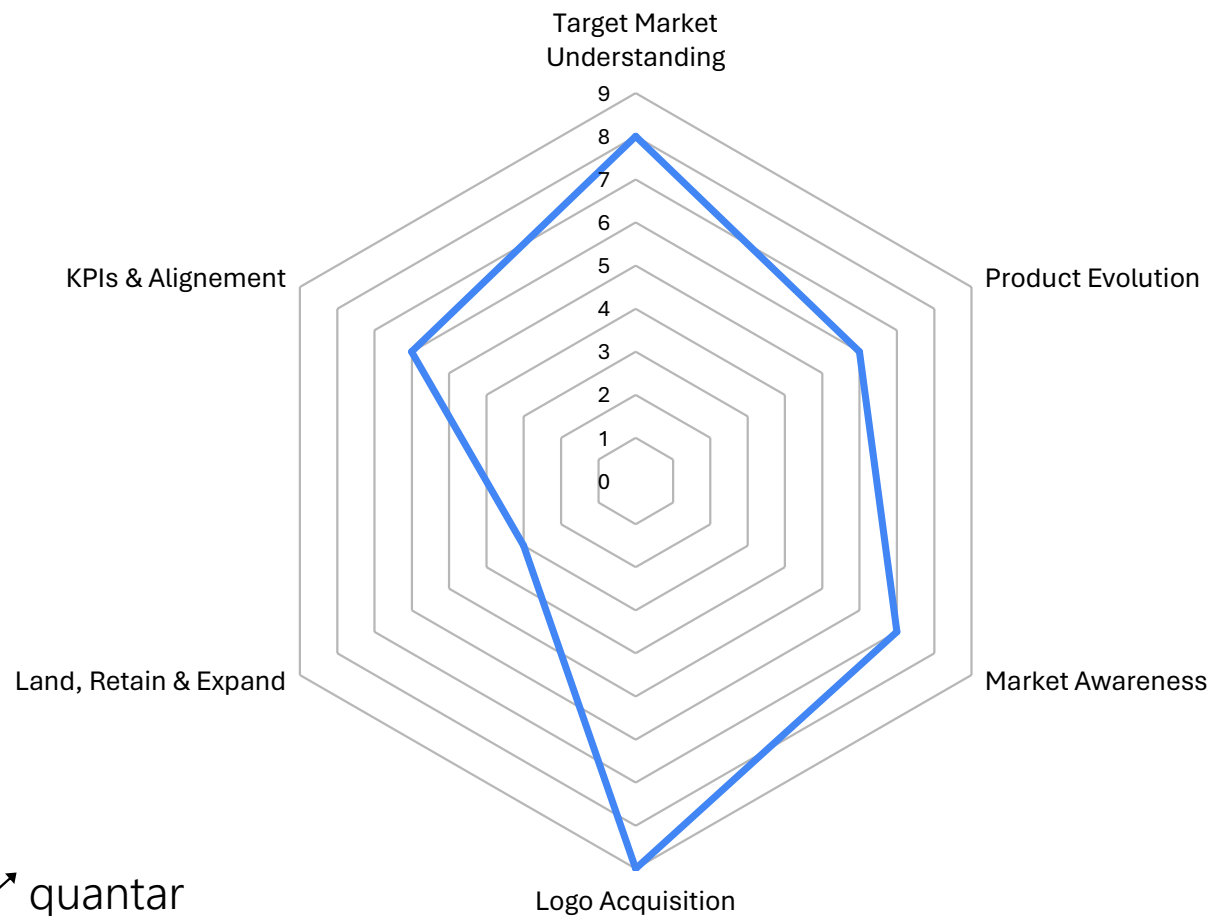
A set of reports highlight the strengths and areas of focus based on the performance of the company and its level of ambition (future expected growth)

Full growth and unit economic KPIs as benchmarked to produce these dashboards.

A health index is derived from growth, unit economics and capital efficiency, based on benchmarks and our experience as investors and SaaS B2B founders.

This is an example of one of them

# Example of Readiness- Scoring



Based on our first understanding, we think the company has a well set up and execution of logo acquisition, with strong focus on target accounts, a robust lead generation practice, a clear process to take them from leads to closing and an experienced team. Marketing is also well integrated with the sales team, and has a thorough understanding of market pains and the solution.

We see gaps in the onboarding and upselling dynamics, as well as a relatively low NPS which explains part of the high churn. There also seems to be room for improvement in generating periodically a single set of operational KPIs and P&L versus budget, and having the habit of discussing this information with the C-Level team

# Example of Readiness- Areas to focus

We would focus the implementation of the quantar SUP on enhancing Conces's retain and expand its current customers. The cost of churn and the almost lack of upselling history needs to be reversed in order to scale up without burning too much cash.

Some areas to improve are:

- Deploy systems and indicators to monitor the use of the product by client, with early warnings of usage decline and trigger actions
- Review of CS team, their skillset and training.
- Definition of a set of clear KPIs for the CS team
- A bundling of the product in versions, to allow an upselling journey for each client
- ..... Etc.....