

Chargebee

**SAAS
REVENUE
INSIGHTS**

Revenue benchmarks for SaaS startups

**HOW LONG DOES IT TAKE
FOR SAAS COMPANIES TO
REACH KEY REVENUE
MILESTONES?**

REVENUE MILESTONES

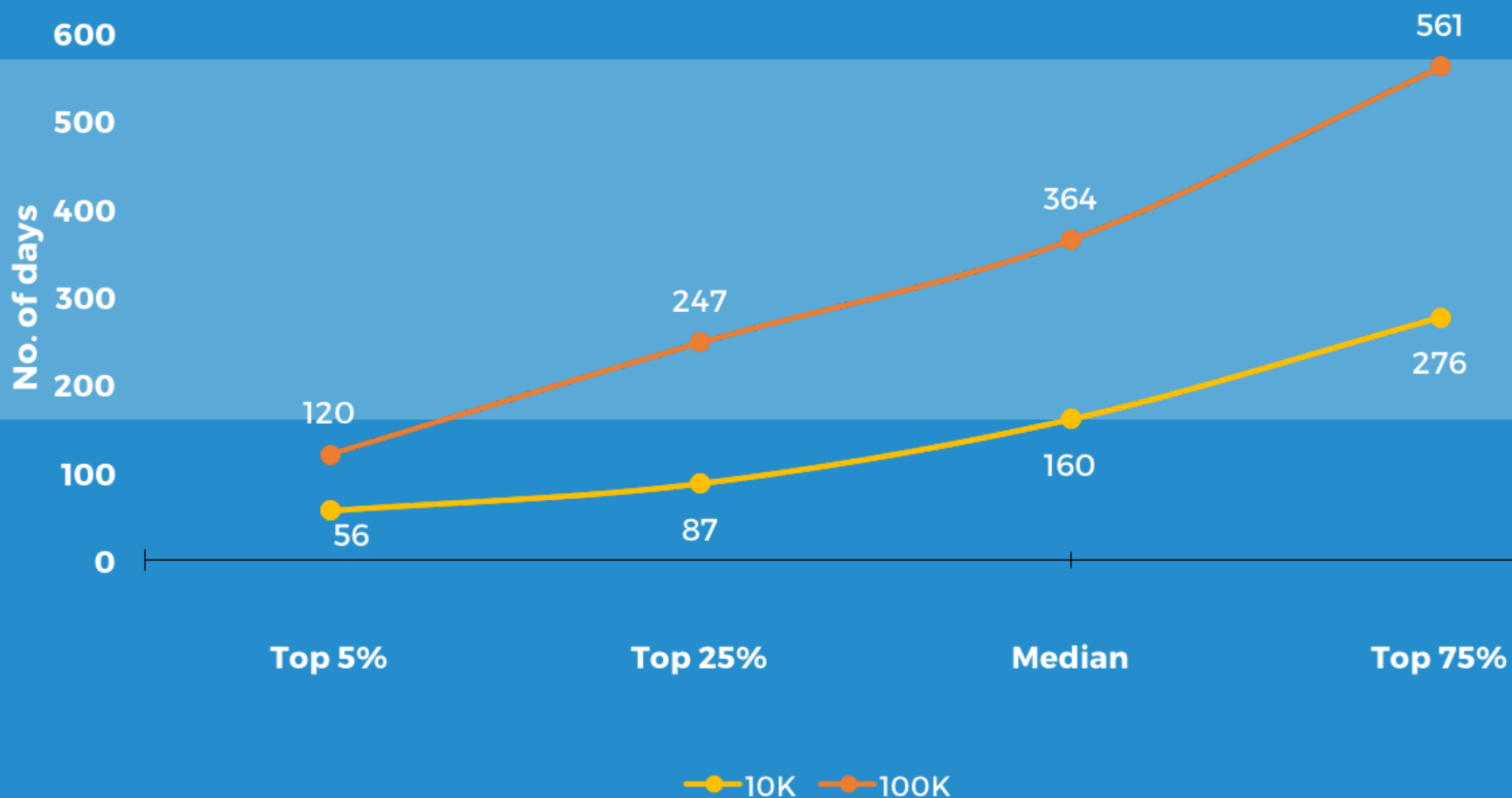
The top 50% SaaS companies hit their **first 10K in revenue** in

160 days

364 days

is the time it takes for the top 50% SaaS companies to hit their **first 100K in revenue.**

REVENUE MILESTONES



These metrics are based on 750 early stage SaaS companies across 45 countries.
All the revenue metrics are represented in USD.

**HOW LONG DOES IT TAKE FOR
SAAS COMPANIES TO
REACH KEY **MRR**
MILESTONES?**

MRR

Monthly Recurring Revenue is normalized monthly revenue, based on all recurring items of a Subscription.

WHAT MAKES IT RELEVANT?

The spikes & troughs of traditional revenue hides too much information about how well the business is doing, while **MRR** gives the true picture of the health of a SaaS business.

MRR MILESTONES

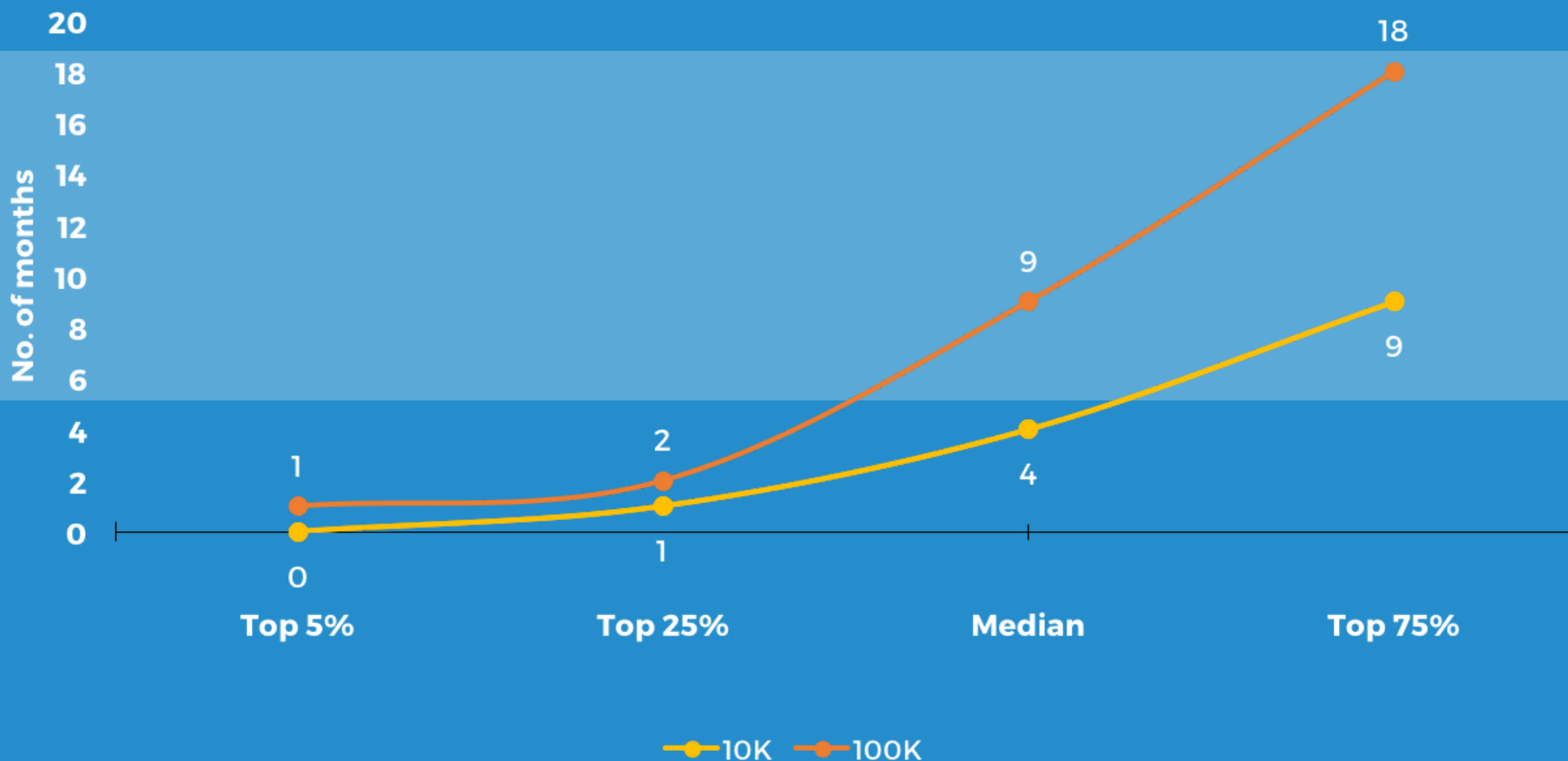
The top 50% SaaS
companies hit their **first**
10K in MRR in

4 mos.

9 mos.

is the time it takes for
the top 50% SaaS
companies to hit their
first 100K in MRR.

MRR MILESTONES



These metrics are based on 750 early stage SaaS companies across 45 countries.
All the revenue metrics are represented in USD.

**SO HOW LONG DID IT TAKE YOU TO
NAIL THE ABOVE MILESTONES?**

WE'D LOVE TO KNOW.

**Drop a note to media@chargebee.com, and let's
get the conversation started!**