

SaaS Revenue Benchmarks

How long does it take for SaaS companies to reach key Revenue milestones?

We've compiled benchmarks based on data from 750 startups.

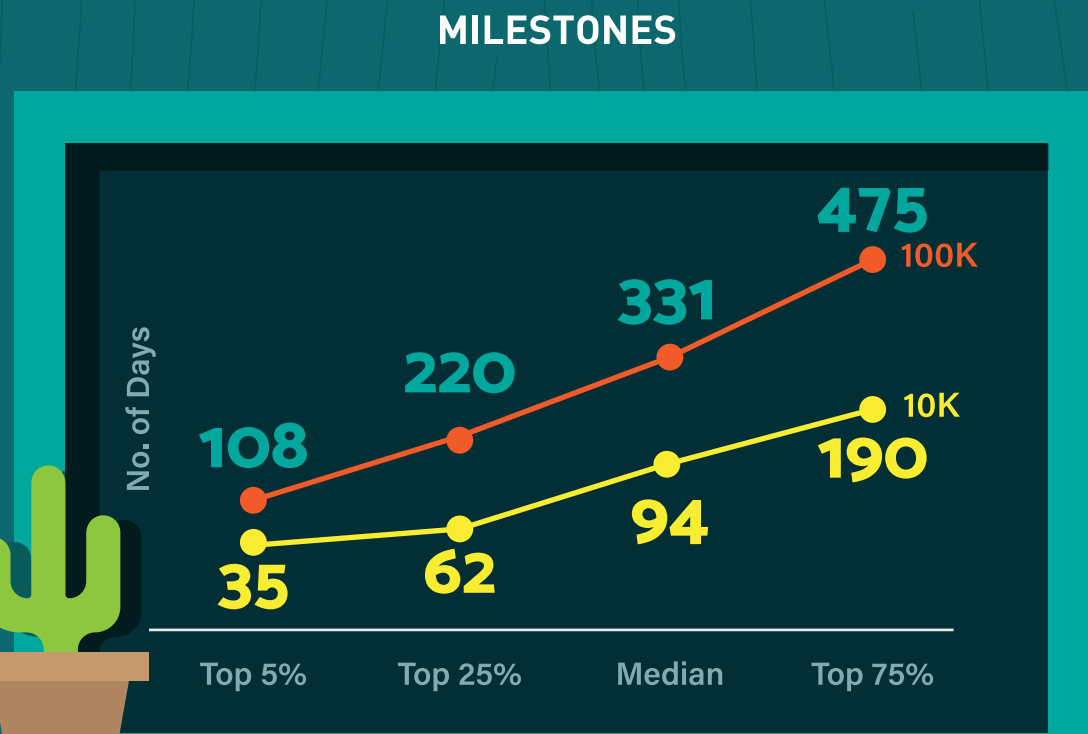
The top 50% SaaS companies hit their first \$10K revenue in

94 Days

331 Days

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

REVENUE MILESTONES



*Average Number of Days = 372 (100K)

*Average Number of Days = 146 (10K)

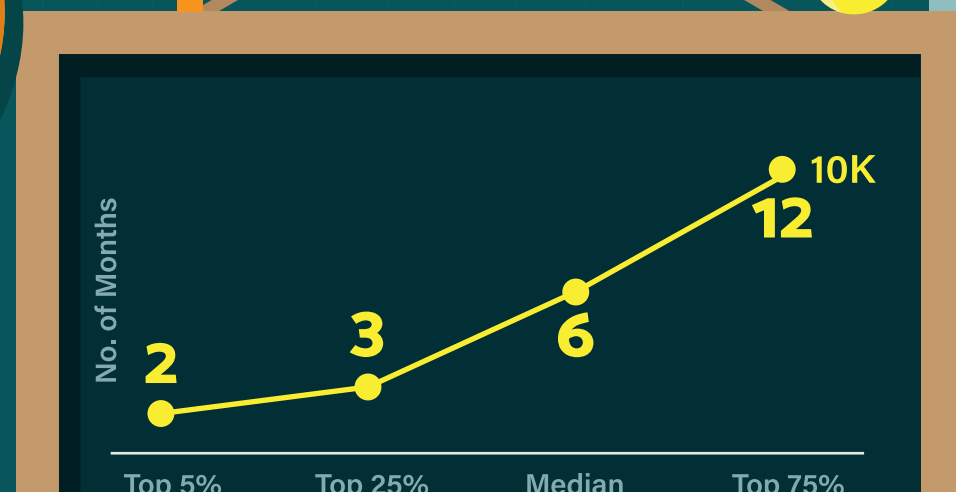
How long does it take a SaaS company to hit their first \$10K in MRR?

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

4 months

MRR:

Monthly Recurring Revenue (MRR) is normalized monthly revenue, based on all recurring items of a subscription.

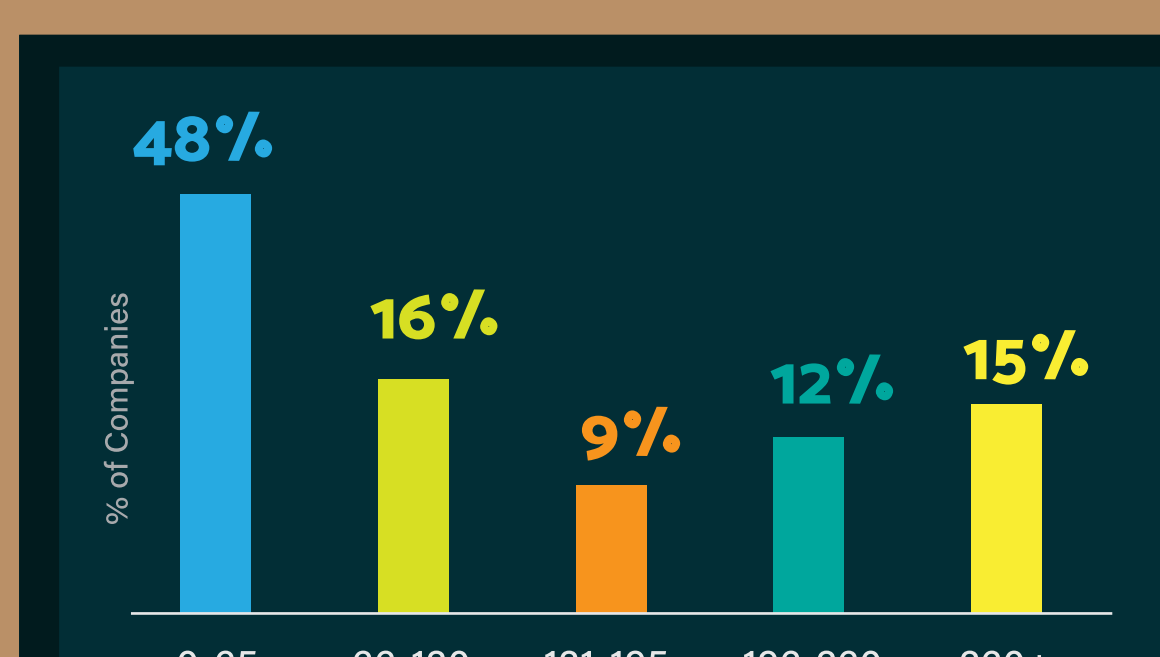


* Average Number of Months = 9

MRR MILESTONES

How long does it take for SaaS companies to get their first 100 customers?

The top 50% of companies get their first 100 customers in 72.5 days.



*Average Number of Days = 139

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