

# BoardWatch

*Auto-generated board decks from connected data (Stripe + QuickBooks + CRM + product analytics) — 8 hours saved per quarter. Carta + Pulley have basic templates; BoardWatch is purpose-built deck production from raw data. \$199/month.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	SaaS startup founders + small private-company finance heads producing quarterly board decks (Seed through Series C; 10-200 employee range)
<b>Monetisation</b>	\$199/mo Solo · \$399/mo Pro (with multi-investor + scenario modeling) · \$999/mo Enterprise (multi-team + custom)
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

BoardWatch automates the quarterly board-deck production for SaaS startup founders + small private-company finance heads. The structural reality: producing a quality board deck quarterly takes 8-20 hours (gather metrics across Stripe + QuickBooks + CRM + product analytics + manually compose narrative + create charts + iterate with co-founders + finalise for investors). For a typical Seed-to-Series-C company, this is 32-80 hours/year on board-deck production alone.

Product: connect data sources (Stripe + QuickBooks + Xero + HubSpot + Salesforce + Mixpanel + PostHog + similar); BoardWatch auto-generates structured board deck with metrics + commentary scaffolding + investor-friendly charts + variance analysis. Founder/CFO reviews + edits + finalises.

Year-1 target: 850 paying companies generating ■3.8 crore annual revenue against ■68 lakh costs. Cash-positive month 4.

## The Problem

SaaS startup founder/CFO board-deck production is recurring time-cost. Each quarter: pull ARR + MRR + churn + CAC + LTV + cash position + burn rate + runway from Stripe + accounting + CRM + product analytics; manually compose narrative + create charts + iterate with co-founder; finalise + send to investors. 8-20 hours per quarter; outsourcing to external CFO contractors is \$2k-8k per quarter.

Existing options. Carta + Pulley + Brex have basic board-pack templates but limited automation (still requires manual data entry + chart building). Generic BI tools (Looker + Tableau) require setup expertise + don't produce board-pack format. Manual Google Slides + Excel is the default.

Market gap: focused board-deck automation with data-source integration at SaaS pricing.

## The Solution

BoardWatch's flow. Onboarding: connect data sources (Stripe + QuickBooks + Xero + HubSpot + Salesforce + Mixpanel + PostHog + similar) + investor list + company profile.

Quarterly deck generation: every quarter, BoardWatch produces structured board deck — executive summary + financial metrics (ARR/MRR + growth + churn + burn + runway) + commercial metrics (CAC + LTV + payback) + product metrics (active users + retention + engagement) + commentary scaffolding + variance analysis (vs. last quarter + vs. plan) + investor-friendly charts.

Founder/CFO review: AI scaffolding is starting point; founder reviews + refines narrative + adjusts emphasis + finalises.

Investor distribution: structured investor communication + deck-versioning + investor-Q&A; workspace.

Pro tier (\$399/mo): multi-investor multi-thesis customisation (different investors care about different metrics; custom-deck per investor) + scenario modeling (next-quarter projection scenarios) + integration with cap-table tools.

Enterprise tier (\$999/mo): multi-team workspace (CEO + CFO + Head of Product collaborate) + custom integrations + dedicated support.

## Market Opportunity

Global SaaS startup + small private-company segment: ~150,000 companies producing regular board decks. Willing-to-pay segment: ~15-25k.

At blended \$3,000/yr ARPU, SAM is \$45-75M annually. Realistic 4-year capture: 1-3% = \$450k-2.3M ARR.

Adjacent expansion. Year 2: investor-side product (investor receives standardised deck format across portfolio). Year 3: enterprise tier for larger companies producing monthly executive packs.

## Target Customer

Primary persona: a 36-year-old founder/CEO of Series A SaaS startup at \$5M ARR. Will pay \$199/mo Solo.

Secondary persona: a 41-year-old CFO at Series B SaaS company at \$18M ARR with 6 investors. Will pay \$399/mo Pro tier.

Tertiary persona: a 46-year-old CFO at Series C company at \$40M ARR with multi-team collaboration. Will pay \$999/mo Enterprise tier.

## Product

Data-source connections: Stripe + QuickBooks + Xero + HubSpot + Salesforce + Mixpanel + PostHog.

Quarterly deck generation: metrics + commentary scaffolding + charts + variance analysis.

Founder/CFO review + refinement workflow.

Investor distribution + deck-versioning + Q&A; workspace.

Pro tier additions: multi-investor customisation + scenario modeling + cap-table integration.

Enterprise tier additions: multi-team workspace + custom integrations.

## Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

Data integrations: Stripe + QuickBooks + Xero + HubSpot + Salesforce + Mixpanel + PostHog APIs.

AI: GPT-4o for commentary scaffolding + variance analysis (~\$3/customer/mo).

Chart generation: Plotly + custom investor-friendly styling.

Payments: Stripe.

Compliance: SOC2 from year-1 (enterprise table-stakes).

## Business Model & Unit Economics

Three tiers. Solo \$199/mo or \$1,990/yr. Pro \$399/mo or \$3,990/yr. Enterprise \$999/mo or \$9,990/yr.

Conversion: 14-day trial converts at 24% (high — value visibly demonstrable on first deck generation).

Distribution: 55% Solo, 35% Pro, 10% Enterprise. Monthly churn under 3%.

Gross margin: 80%. Costs: AI inference + integration maintenance + customer success.

LTV: \$2,388 × 30 mo = \$7,164 (Solo); \$4,788 × 36 mo = \$17,237 (Pro); \$11,988 × 42 mo = \$50,348 (Enterprise).

### Unit Economics (Year-1 base case)

Year-1 paying companies	850
Blended ARPU	\$540/mo
Year-1 revenue	\$450,000 (~₹3.8 crore)
Gross margin	80%
CAC	\$240
Year-1 all-in costs	~₹68 lakh
Year-1 net contribution	~₹2.3 crore

## Go-to-Market

Channel 1 — Founder + CFO community (40%): SaaStr + IndieHackers + founder-focused publications + investor newsletter sponsorships.

Channel 2 — VC investor partnerships (30%): VCs recommend BoardWatch to portfolio companies for standardised reporting.

Channel 3 — Direct outbound (20%): targeted outreach to Series A-C founders + CFOs.

Channel 4 — Content marketing (10%): substantive content on board-deck craft + investor communication.

### Roadmap (first 12 months)

- Month 1-3: MVP with Stripe + QuickBooks integration + Solo tier. 80 companies.
- Month 4-5: HubSpot + Salesforce + Mixpanel integrations + Pro tier, 280 companies, ₹14 lakh MRR.
- Month 6-8: Multi-investor customisation + scenario modeling + Enterprise tier, 550 companies.
- Month 9-10: Multi-team workspace + custom integrations, 720 companies.
- Month 11-12: 850 companies, ₹3.8 crore annualised.

### Key Risks

- Carta + Pulley adding deck-automation — possible. Mitigated by deeper data-source integration + AI-commentary depth + speed.
- Data-source integration maintenance: 8+ integrations require continuous engineering. Mitigated by dedicated integrations team.
- Investor-side adoption: VCs may not want standardised decks (resistance to portfolio standardisation). Mitigated by founder-controlled customisation.

- AI commentary quality: founder/CFO will edit; if AI scaffolding is poor, value declines. Mitigated by quality discipline + investor-deck patterns research.
- Customer concentration: enterprise tier represents large revenue share. Mitigated by Solo + Pro tier diversification.