

CASE STUDY

How we reduced time to create monthly investor reporting to 15 minutes

at SaaS testing-startup AskUI

Company Name

AskUI

Type of Company

Software Development Startup

Location

Karlsruhe, Germany

ABSTRACT

Investor reporting is often perceived as overhead distracting from building and selling the product. However, most startup founders also agree that tracking the right KPIs is core in understanding areas of traction and deficits and thus make data-driven decisions. In addition, as the OKR-methodology is gaining more and more popularity, linking KPIs and OKRs is crucial to bring the plans into execution. Thus, the real pain point lies in the time that is necessary to build investor reporting and

calculating KPIs, as there are 100 other things to do each day. But what if you could only spend 15 minutes a month to create a best-in-class investor reporting, while also having all data together for your company steering? This would be awesome right? We at ValueWorks have gone on a mission to optimize the investor reporting process – both from content and technical perspective.

This case study describes how we reduced time to create monthly investor reporting to 15 minutes.

3h

EFFORT

Time invested by AskUI to set up ValueWorks was 3 hours.

1 day

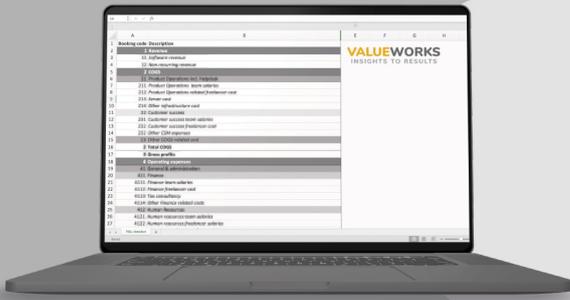
SAVINGS

While saving 1 day a month of manual calculations of operational KPIs and financials.

CASE

AskUI and ValueWorks are both part of the Cyberlab Accelerator program and therefore part of the Karlsruhe startup ecosystem.

As ValueWorks is focused on optimizing the management reporting process through industry-templates (in this specific case Software-as-a-Service) and standardized integrations, we discussed the current process at AskUI which included a lot of manual effort to calculate the KPIs that were requested by the investor. Especially classical SaaS metrics like churn, but also aggregating financial data from DATEV needed to be calculated manually. In addition, we gave an additional perspective on which KPIs can be included with no additional effort and are used by the ValueWorks customer community in the SaaS-industry. In detail, we identified following pain points.



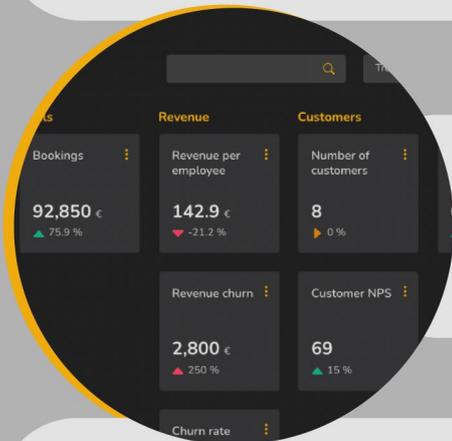
EXAMPLE SAAS P&L STATEMENT

Transforming financial data from DATEV into management-ready reporting applying a standard “Software-as-a-Service” Profit & Loss statement. You can download the P&L statement via this link: <https://valueworks.ai/investor-ready-saas-profit-loss-statement/>

COMPARISON OF ACTUAL WITH PLANS

Comparing financial plans and actuals without manual copy pasting

	December			YTD
in k€ / %	Actual	Planning	Deviation (%)	Actual
Revenue	40	36	11.1 ▲	239.9
Cost of Goods Sold (COGS)	13.8	53.8	-74.3 ▼	466.2
Gross profits	26.2	-17.7	247.6 ▲	-226.3
Operating expenses	12.6	445	-97.2 ▼	4,069.5
EBDA	13.6	-462.7	102.9 ▲	-4,295.7
EBITDA	10.6	-465.7	102.3 ▲	-4,295.7
EBIT	9.9	-466.4	102.1 ▲	-4,295.7
EBE	2.4	-474.1		

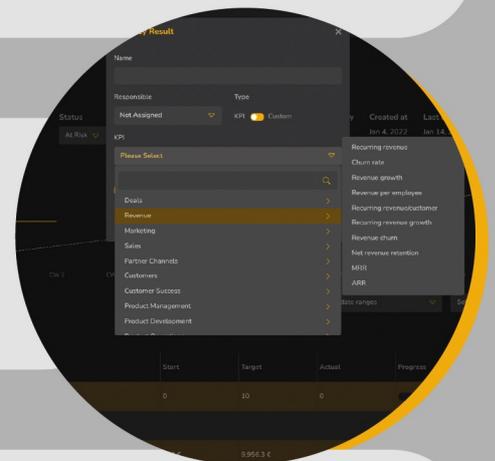


EXAMPLE INVESTOR DASHBOARD WITH SELECTED, AUTOMATICALLY CALCULATED KPIS

Calculating requested investor KPIs automatically

SELECTION OF OPERATIONAL KPIS TO BE ESTABLISHED AS KEY RESULTS

Keeping OKR up to date without looking into different operational systems



STREAMLINE YOUR INVESTOR REPORTING - NEW MONTHLY REPORT IN UNDER 5 MINUTES

Send precisely the KPIs and data that you need. Reuse report templates and simply add your comments to the new data/KPIs.

WE ENGAGED IN THE VALUEWORKS TWO TWO-STEP APPROACH

1

SETTING UP VALUEWORKS

- a) We gave detailed introductions to the tax consultant to set up cost centers and explained the monthly procedure in place so DATEV data can be imported and investor-ready P&L is automatically generated
- b) We brought financials plans for 2022 into the system
- c) We defined target dashboards and target P&L based on prioritization of ValueWorks industry templates
- d) We connect data sources through OAuth handshake and applied data wizard to calculate requested KPIs (e.g., churn calculation through Hubspot)
- e) We setup up the investor dashboard that can be accessed by the investors providing key KPIs
- f) We helped bring their current OKRs into the system and link the key results to KPIs

2

GETTING THE MONTHLY REPORTING IN PLACE IN UNDER 15 MINUTES

- a) Automatic calculations of operational KPIs with manual exceptions
- b) Limited manual updating of OKRs necessary through linkage to KPIs
- c) Preparation of DATEV data (basically tagging cost center numbers to invoices & personnel cost)
- d) DATEV data received from tax consultant is uploaded to ValueWorks once a month, generating the industry P&L and allowing visibility into single bookings

OUTCOME AND INVESTMENT FOR ASKUI

Step one was done with a time investment of roughly 3 hours by AskUI, described in step 1. Time saved by AskUI is 1 day a month that was usually reserved for management reporting.



VALUEWORKS
INSIGHTS TO RESULTS

