



CASE STUDY

How to keep track of financial KPIs, wins and losses as a start-up and prepare for professional investor reporting.

At Commerce retailer “people who kaer”

Company Name
people who kaer

Type of Company
D2C Commerce Startup

Location
Hamburg, Germany

ABSTRACT

While many startup founders and leaders understand the importance of investor reporting, it can often be overshadowed by the demands of everyday business, such as driving the sales process and updating product solutions.

Investor reporting can be a challenging task for many companies, and many don't have a system in place to generate the required information in an automated process.

It can be a tedious and time-consuming task, which is why it is important to automate the process as much as possible right from the beginning. But how to keep track of all relevant data investors need and how to ensure an efficient and automated reporting process? Let's look at how ValueWorks investor reporting module solves this problem in an easy way.

3h

ONE-TIME EFFORT

Time invested by “people who kaer” to set up ValueWorks

1 day

TIME-SAVINGS

Time savings in the preparation of investor reports from 1 day to just a few minutes

> 50%

COST-SAVINGS

TCO saved by implementing ValueWorks versus traditional BI-project costs



SITUATION

People who Kaer is a Hamburg-based start-up founded in 2019. Their mission is to improve the lives of pet dogs by providing sustainable treats and supplementary food that e.g., enhance pets' digestion as well as their immune system. People who Kaer has recognized the importance of an effective and transparent investor reporting and now seeks to implement investor reporting as an automated process while saving time and effort and at the same time presenting all relevant data in a clear and structured way.



CHALLENGES

Establishing an effective investor reporting system is crucial for businesses seeking to secure future funding and keeping current investors updated. This includes reducing the effort required to keep investors informed, presenting relevant data in a clear and concise manner, and creating a holistic reporting system.

However, it is not sufficient to include just (financial) KPIs, but also an honest evaluation of the current state of the business, the team, as well as specific departments within the company. Depending on investor preferences, the requirements of the report can even include advanced visualizations such as cohort charts or revenue forecasts. Creating such a complete report usually not only requires a high degree of manual work and time invest, but also a good data quality to begin with. These factors make it difficult for young startups to report to their investors in an efficient and optimal manner.

VALUEWORKS APPROACH /SOLUTION

Investor reporting has never been easier with the combination of the ValueWorks reporting software and the dedicated investor reporting module.

Integrating your systems into ValueWorks takes as little as three hours, after which you will have access to a rich dashboard of industry-specific best practice KPIs. In the case of People who Kaer, important KPIs such as the automatic calculation of COGS, the precise tracking of new customers and CACs are particularly focused on. Based on those, People who Kaer can generate investor reports with sections for different purposes, such as an executive summary, on overview over current and planned liquidity, or a dedicated sales KPI section. On top of that, ValueWorks provides a detailed and integrated cohort analysis of customers, enabling People who Kaer to efficiently analyse the data in a single source of truth without additional solutions.

The required data comes from integrations with e.g., Shopify which helps People who Kaer to evaluate all relevant eCommerce data making it easily accessible.

For the investor report, People who Kaer can freely choose which KPIs they want to include and also flexibly adjust the time frame according to the data they want to report, e.g. it is possible to report the financial data for the whole year, and sales KPIs for the past six months, all included in one single report. Another feature offers the creation of reporting templates which can be used for future reference: These templates can easily be re-used, thus presenting investors with a consistent reporting structure, which saves People who Kaer a significant amount of time while creating new investor reports.

As soon as the actual report is created, People who Kaer can approve it, thus freezing the data and prohibiting the KPI values to change e.g., through the live system integrations. Once the report has been validated and the last comments have been added, it can be sent to investors. When sending the report, all recipients in the predefined contact list will receive a notification automatically. From end to end, it shows that the ValueWorks investor reporting approach is designed to be a timesaving and streamlined solution.

PREVIEW: VALUEWORKS INVESTOR REPORTING (1)

The screenshot displays the ValueWorks Investor Reporting interface. The left sidebar contains navigation options: Unlock Navigation, My Dashboard, Planning, Reporting, Investor Reporting (highlighted), Execution, Data Input, Integrations, and Settings. The main content area shows a report titled "Investor Reporting Q1_v2" with a status of "Draft". Below the title, there are sections for "Operational reporting" (Jan 2023 - Mar 2023) and "Financial reporting" (Jan 2023 - Dec 2023). The "Recipients" section lists "U. Investor". The report content includes an "Executive Summary" section with sub-sections: "Intro" (reporting on strong quarterly results), "Team" (executing at a high level), "Outlook" (focusing on customer base expansion), and "Closing remarks" (thanking supporters).

Text Section for Executive Summary

The screenshot displays the ValueWorks Investor Reporting interface, specifically the "Marketing KPI Overview" section. The left sidebar is identical to the previous screenshot. The main content area shows a report titled "Investor Reporting Q1_v2" with a status of "Draft". The "Marketing KPI Overview" section includes a bar chart titled "New MQLs" showing data for Jan 2023 (31), Feb 2023 (36), and Mar 2023 (41). The chart shows a 32.3% increase in value over the 2-month trend. A comment section on the right shows a comment from ValueWorks Integration Admin dated May 11, 2023, at 4:15 PM, discussing the importance of the "New MQLs" KPI.

Month	New MQLs
Jan 2023	31
Feb 2023	36
Mar 2023	41

Marketing KPI Overview with Chart View

PREVIEW: VALUEWORKS INVESTOR REPORTING (1)

VALUEWORKS
INSIGHTS TO RESULTS

Back Approve Delete Report Report Settings Create new report Investor Reporting Q...

Investor Reporting Q1_v2

Operational reporting | Financial reporting | Created by: V. Admin | Created at: May 03, 2023 | Status: Draft

Recipients: U. Investor

Executive Summary | **Marketing KPI Overview** | Profit & Loss Statement | Attachments

Update

I am pleased to share an update on our progress in marketing. Over the past quarter, we have made significant strides in several key areas.

- Firstly, we have launched a successful social media campaign that has resulted in a significant increase in engagement and followers across our channels. This has enabled us to connect with our target audience more effectively and build stronger relationships with our customers.
- Secondly, we have revamped our website to improve user experience and increase conversions. Our efforts have led to a 25% increase in conversion rates, which is a significant achievement.

New MQLs Month Bar Chart Table **Comments: (1)**

Value: 41 | Trend (2 Months): 32.3% ▲

Date	Value	Planning Value
Jan 2023	31	35
Feb 2023	36	35
Mar 2023	41	35

May 11, 2023, 4:15 PM | ValueWorks Integration Admin | Reply | Edit | Delete

The KPI "New MQLs" (Marketing Qualified Leads) is an important metric for measuring the effectiveness of marketing campaigns in generating high-quality leads. A strong performance in this KPI indicates that marketing efforts are successfully attracting and engaging potential customers who are likely to be interested in the products or services being offered. However, it is important to note that this KPI should be viewed in conjunction with other metrics, such as conversion rates, to fully evaluate the impact of marketing activities on revenue generation.

Marketing KPI Overview with Table View

VALUEWORKS
INSIGHTS TO RESULTS

Back Approve Delete Report Report Settings Create new report Investor Reporting Q...

Investor Reporting Q1_v2

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Executive Summary | Marketing KPI Overview | **Profit & Loss Statement** | Attachments

Intro Profit & Loss

ABC Inc. is a SaaS company that offers cloud-based project management software to small and medium-sized businesses. In the past fiscal year, the company reported a total revenue of \$5 million with a gross profit margin of 80%. The cost of goods sold for the company, which includes the expenses incurred to deliver the software and services to customers, was \$1 million. As a result, the company's gross profit for the year was \$4 million. The company's operating expenses, which include salaries, marketing expenses, and overhead costs, amounted to \$2.5 million. The company also incurred interest expenses of \$200,000, resulting in a net income of \$1.3 million for the fiscal year. ABC Inc. has a healthy financial performance with a high gross profit margin, indicating the efficient delivery of its software and services to customers. However, the company should also consider the impact of its operating expenses and interest expenses on its profitability and make necessary adjustments to optimize its financial performance in the future.

2023 Plan vs. actuals Monthly actuals Show subcategories Show margins

KPI	December			YTD Σ			Full year projection Σ		
	Actual	Planning	Deviation (%)	Actual	Planning	Deviation (%)	Forecast	Planning	Deviation (%)
Revenue	179	262	-31.9 ▼	1,939	3,146	-38.4 ▼	2,313	3,146	-26.5 ▼
Software revenue	93	250	-62.8 ▼	1,031	3,000	-65.6 ▼	1,500	3,000	-50 ▼
Software Revenue Platinum Package	-	-	-	312	-	-	0	-	-
Professional services revenue	79	9	807.6 ▲	831	104	695.1 ▲	745	104	613.3 ▲
Other revenue	7	3	86.2 ▲	78	42	85.7 ▲	68	42	62.2 ▲
Cost of Goods Sold (COGS)	88	7	1,193 ▲	894	82	993.9 ▲	791	82	868.1 ▲
COGS in % of revenue	49.3	2.6	1,796.2 ▲	46.1	2.6	1,673.1 ▲	34.2	2.6	1,215.4 ▲
Product operation cost	22	2	1,037.4 ▲	194	23	737.6 ▲	160	23	588.7 ▲
Professional services cost	58	1	5,672.2 ▲	618	12	5,018.1 ▲	560	12	4,542.5 ▲
Customer success cost	7	3	135.9 ▲	76	37	105.8 ▲	67	37	81.3 ▲
Other COGS-related cost	1	1	-12.5 ▼	5	9	-44.4 ▼	3	9	-62.8 ▼

Profit and Loss Statement

BENEFITS

ValueWorks reporting and specifically investor reporting empowers People who Kaer to communicate all relevant data to their investors by enabling them to produce investor updates in an efficient, concise, and data-driven manner and leveraging an automated reporting process. It also reduces the time effort required for them to create investor reports from multiple hours down to a few minutes. By creating custom templates, People who Kaer can adapt their reports to their investors' needs and are able to include industry-specific indicators and possible influencing factors.

ValueWorks investor reporting now enables People who Kaer to implement frequent reporting, all the while ensuring an open and honest communication with their investors about the state of their business and thus building a strong, long-lasting relationship with them, which fosters mutual trust and transparency. Meanwhile, the investor reports enable People who Kaer to derive future potential and growth perspectives by showcasing the relevant data and thus adapting and optimizing strategic decisions.



„I would recommend ValueWorks to everybody. Now I open the dashboard and I see all the information I want to see - be it operational for my Marketing-department or HR information - whatever I want to look at. I have it there and I just can drill into it. That's super-smart and convient for me.“

Ellmar Jungschafer
Founder & CEO at people who kaer



ValueWorks is the intelligent operating system for executives. Our cloud-based and industry-specific software solution for intelligent corporate management supports all management tasks from planning to reporting to implementation using OKRs with one system and their information base from a single source. Our customers create added value through data-driven management on the basis of ValueWorks. It is the first solution for management or executives.

Test ValueWorks now for free:

www.valueworks.ai



SOURCES

- <https://www.calqulate.io/blog/basics-of-investor-reporting>
- <https://visible.vc/blog/investor-reporting/#Investor%20Reporting%20Meaning%20&%20Definition>
- <https://www.docsend.com/blog/how-investor-reporting-can-help-grow-your-fund/>
- <https://www.peoplewhokaer.pet/>
- <https://www.lexoffice.de/wissenswelt/selbstaendig-machen/investor-relations/>