

From operational data to confident decisions

A four-slide landscape PDF that behaves like a presentation deck while preserving selectable text, vector surfaces, and live links.

Executive review - Q3 2026

PERFORMANCE SNAPSHOT

Momentum is strong and broad-based

Commercial efficiency improved across every core acquisition channel.

ARR

€12.8M

+24% YoY

NET RETENTION

118%

+6 pts

PIPELINE

€6.4M

+31%

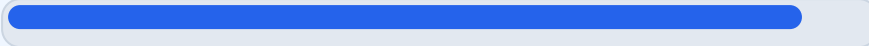
CHURN

2.1%

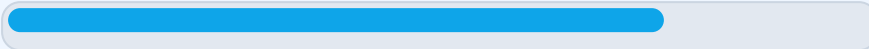
-0.5 pts

Execution confidence

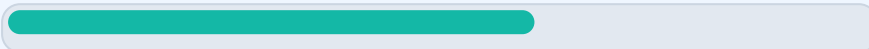
Product roadmap



Enterprise readiness



International rollout



What changed

1. Sales cycle shortened by 12 days.
2. Expansion revenue reached 42% of new ARR.
3. Support response improved by 18%.

STRATEGIC CHOICE

Prioritize the enterprise workflow

The opportunity scores highest on revenue quality, defensibility, and customer pull.

Dimension	Enterprise workflow	SMB automation	Marketplace
12-month revenue	€4.8M	€2.1M	€1.7M
Gross margin	72%	68%	54%
Customer evidence	Strong	Moderate	Early
Defensibility	High	Medium	Low
Recommendation	Invest now	Maintain	Explore

Decision: allocate 60% of incremental product capacity to enterprise workflow depth.

90-DAY PLAN

Move from decision to measurable delivery

Four phases, one accountable outcome: five enterprise design partners live by October.

WEEKS 1-2

Align

Confirm scope, success metrics, and design partners.

WEEKS 3-5

Prototype

Validate permissions, audit logs, and approval flows.

WEEKS 6-9

Build

Ship the core workflow behind controlled rollout flags.

WEEKS 10-13

Scale

Measure adoption and prepare general availability.

Avely.me outcome:

€1.2M qualified expansion pipeline influenced by the first release.