QUARTERLY INVESTOR UPDATE

Brightline

Usage-based billing infrastructure · Seed extension · Portland & remote

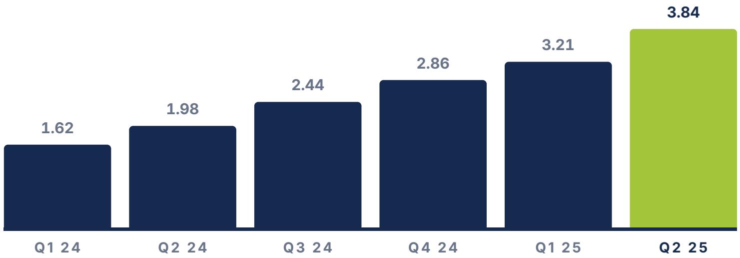
Q2 · 2025

APR 1 – JUN 30 · ISSUED JUL 11

ARR · JUN 30	NET REVENUE RETENTION	PAYING ACCOUNTS	CASH · JUN 30
$3.84M	118%	214	$5.6M
+19.6% vs Q1	+4 pts vs Q1	+29 in the quarter	30 mo runway

ARR BY QUARTER

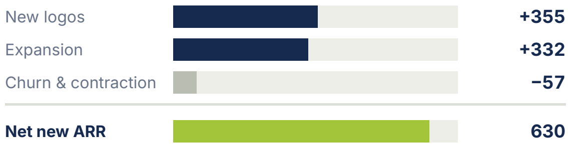
$1.62M to $3.84M · +94% YoY



Five straight quarters of accelerating adds. Columns are ARR in $M, zero-based on one $0–4.0M scale. Net new ARR by quarter: $360k, $460k, $420k, $350k, $630k.

WHERE Q2 ARR CAME FROM

$k



355 + 332 − 57 = 630. All four bars sit on one zero-based $0–700k scale, so the net bar is directly comparable to its parts.

CASH ON HAND	NET BURN · Q2 AVG	RUNWAY
$5.6M	$185k / mo	30 months

RUNWAY AT CURRENT BURN

NO NEW FINANCING ASSUMED

FIVE LARGEST ACCOUNTS

28.4% of ARR · bars zero-based on one $0–320k scale

ACCOUNT	PLAN	ARR	SHARE
Toyco	SCALE	$312k	8.1%
Westhill Freight	SCALE	$268k	7.0%
Meridian Consulting	GROWTH	$196k	5.1%
Container Co.	GROWTH	$174k	4.5%
Staple & Oak	GROWTH	$141k	3.7%
Top five	OF $3.84M ARR	**$1,091k**	**28.4%**

WHAT WORKED

- **Metering API v2** — median event lag 900ms to 120ms; three Scale accounts lifted their event volume 4× in six weeks
- **NetSuite sync** — 41 accounts migrated off CSV exports, cutting onboarding from 19 days to 6
- **Invoice preview** — billing disputes down 38% quarter over quarter, 62 tickets to 38

WHAT WE ARE WATCHING

- **Enterprise cycle** — 61 to 74 days as security review moved earlier; two Q2 deals slipped to July
- **Support load** — tickets +44% after v2; one support engineer starts August 4
- **Egress cost** — +$9k / month on high-volume accounts; usage-tier repricing lands in Q3

Q3 ARR TARGET	NEW LOGOS	SHIP	HIRE
$4.55M	30	Usage exports	2 · AE, SRE

ASKS

01 **Intros to two RevOps leaders** at $50M–$200M software companies — our Scale tier is landing with finance, and we want three more design partners before the repricing.

02 **A staff SRE referral** — on-call is two people deep and event volume tripled this quarter.

HOW WE COUNT

ARR is contracted recurring revenue at period end, excluding overage and professional services. **NRR** is trailing twelve months on accounts live at Jun 30, 2024. **Runway** uses the Q2 average net burn of $185k with no new financing. Unaudited, pulled from billing on Jul 9, 2025.