

QUARTERLY PERFORMANCE REPORT

TechStart Inc. - Q2 2023

Report Date: July 15, 2023

EXECUTIVE SUMMARY

TechStart Inc. demonstrated strong growth in Q2 2023 with a revenue increase driven by new product launches and an expanded customer base. The company improved its EBITDA margin while maintaining a healthy cash position.

KPI DASHBOARD

Revenue	\$5.2M
Revenue vs Budget	+8%
EBITDA	\$1.4M
EBITDA Margin	27%
Cash Position	\$3.1M
Headcount	120

QUARTERLY COMPARISON

Metric	Current	Prior Quarter	YoY Change
Revenue	\$5.2M	\$4.8M	+20%
EBITDA	\$1.4M	\$1.1M	+40%
Gross Margin	55%	52%	+3%
Customer Count	2,500	2,200	+15%

OPERATIONAL HIGHLIGHTS

- Launched the new AI-driven analytics tool, receiving positive feedback from early adopters.
- Secured a strategic partnership with a leading industry player.

CHALLENGES & CONCERNS

- Increased competition in the tech space impacting pricing strategies.
- Supply chain volatility affecting component costs.

OUTLOOK

Looking ahead to Q3 2023, TechStart Inc. aims to accelerate marketing efforts for its new product line while addressing supply chain challenges. The focus will be on enhancing customer support and retention strategies.

ACTION ITEMS

Item	Owner	Due Date
Develop a targeted marketing campaign for the new product launch	Jessica Smith	August 15, 2023
Investigate alternative suppliers to mitigate supply chain risks	Mark Johnson	July 30, 2023