

FINANCE · TEMPLATE

Finance Dashboard Template

A one-page monthly view of the core SaaS metrics for founders and operators without a dedicated finance team.

How to use this: Fill in the current figure for each metric every month, using the same definitions each time, and use the healthy/needs-attention guidance to flag what deserves a closer look before the next review.

Revenue Snapshot

Recurring revenue only: exclude one-time fees, setup charges, and services revenue.

Metric	This Month	Last Month	Healthy Signal	Needs Attention Signal
MRR			Growing month over month, driven by new + expansion, not one-off spikes	Flat or declining for 2+ consecutive months
ARR (MRR x 12)			Trending consistently with MRR growth	Diverging from MRR trend (sign of one-time revenue mixed in)
New MRR added			Consistent or growing pace of new logos / upgrades	Relies on one large deal rather than a repeatable pattern

Retention Snapshot

Metric	This Month	Healthy Signal	Needs Attention Signal
Gross churn (%)		Low and stable month to month	Rising trend, or spikes tied to a specific segment or cohort
Net churn (%)		At or below zero (expansion outweighs losses)	Consistently positive, meaning the base is shrinking
Top 3 reasons for cancellations this month		Reasons are addressable (onboarding, fit, missing feature)	Reasons are existential (price, competitor, no longer needed)

Growth Efficiency Snapshot

Use fully loaded sales and marketing cost, including salaries, for CAC.

Metric	This Month	Healthy Signal	Needs Attention Signal
CAC		Stable or decreasing as channels mature	Rising steadily with no efficiency gains to show for it
Estimated LTV		Comfortably exceeds CAC (directional, not precise)	Close to or below CAC
CAC payback period (months)		Roughly under 12 months for smaller deals (illustrative, not a rule)	Stretching well past a year, especially alongside high churn

Cash & Runway Snapshot

Cash in bank as of today

Net burn rate this month (cash out minus cash in)

Runway in months at current burn (cash in bank / net burn)

Date this was last recalculated

What Changed This Month

A short narrative log so trends are explainable later, not just numbers on a page.

Biggest positive change and likely cause

Biggest negative change and likely cause

One action being taken as a result of this review

Monthly Review Checklist

- ☐ Confirm MRR excludes one-time and services revenue
- ☐ Recalculate gross churn and net churn separately
- ☐ Recalculate CAC using fully loaded sales and marketing spend
- ☐ Update runway using current bank balance and burn rate
- ☐ Flag any metric that moved from healthy to needs-attention this month
- ☐ Share this page with co-founders or leadership before the next planning cycle