



# Software as a Service

Growth expected to slow further; group underperforms market

## FIRST ANALYSIS QUARTERLY INSIGHT

Integrative insights on emerging opportunities

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 **First Analysis**

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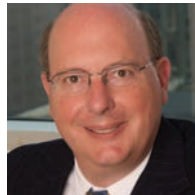
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## About the Author



### James Macdonald

Jim Macdonald has over two decades of experience at First Analysis, working with entrepreneurs as an investor and as an advisor on growth transactions to help build leading software-as-a-service (SaaS) businesses. With his widely read "SaaS Quarterly Insights" report, he is a thought leader in the area, and his work has been cited for excellence in the Wall Street Journal's "Best on the Street" survey, in Forbes and in other publications. He supports First Analysis' investments in Drive My Way, Freeosk, SynergySuite, Transformative Pharmaceutical Solutions, ViralGains and Yello. Prior to joining First Analysis in 1997, he was a general manager at Nalco Chemical, where he played a key role in expanding Nalco's service offering to include operating and leasing equipment at customer sites. This led to formation of a joint venture with U.S. Filter. Earlier, he was with a subsidiary of Ecolab. He earned an MBA from Harvard University and a bachelor's degree in civil engineering from Cornell University, where he also earned the university's highest award in that discipline.

## About First Analysis

First Analysis has a four-decade record of serving emerging growth companies, established industry leaders and institutional investors in emerging high-growth segments in technology and healthcare, both through its venture capital investments and through First Analysis Securities Corp. (FASC), which provides investment banking and related services. FASC is a FINRA-registered broker-dealer and member SIPC. First Analysis' integrative research process underpins all its efforts, combining 1) dynamic investment research on thousands of companies with 2) thousands of relationships among executives, investors and other key participants in our focus areas, yielding a deep, comprehensive understanding of each sector's near-term and long-term potential.

# SOFTWARE AS A SERVICE

## Growth expected to slow further; group underperforms market

- The market and business disarray caused by the tariff war has made it difficult to assess prospects for many sectors, including SaaS companies. Our analysis of SaaS market conditions through March 31 may provide some helpful insight, since it provides a snapshot of conditions just prior to the tariffs.
- The average growth rate indicated by guidance for 2025 was 10.5%, down from 14.0% for 2024. Actual average revenue growth in 2024 was 15.1%, continuing a downtrend over the past few years.
- Our SaaS universe stocks declined 11.7% on average in the March quarter, underperforming the S&P 500's 4.6% loss. Weakness was widespread with only 15 stocks in our 92-stock universe posting gains. The cybersecurity group led for the quarter, gaining 1.6% on average, and the Future of Work group lost only 2.6% on average in the quarter. The e-commerce group lost 17.6% on average, perhaps reflecting its relatively higher exposure to the risk of a soft economy.
- The average SaaS company enterprise value multiple of 2025 estimated revenue was 5.4 at the end of the March quarter, down from 6.0 last quarter. For 2026 estimated revenue, the average multiple was 4.7. Analysts expect average revenue growth of 12.4% in 2025, somewhat more optimistic than management guidance.
- Correlations between enterprise value multiples of estimated forward revenue and revenue growth rates were similar to recent quarters' solid levels. For both 2025 and 2026 estimated revenue, the correlation was 0.60.

### OVERVIEW OF OUR ANALYSIS

For our SaaS universe companies providing annual revenue guidance in both 2024 and 2025, the average growth rate indicated by guidance for 2025 was only 10.5%, down from the 13.8% we calculated for 2024 guidance in last year's report and below actual 2024 growth of 15.1%. Historically, actual average revenue growth for any given year is typically 2 to 5 points above guidance, so 2024's 1-point beat was low for our universe and matched the 2023 beat. We suspect 2025 guidance reflects more than usual conservatism given the significant lack of clarity for the global economy, although our SaaS universe tends to have highly recurring revenue.

The 15.1% actual average revenue growth for 2024 was down from the 16.9% we reported for 2023 in our April 2024 report and the 18.9% we calculate for 2023 for our current universe composition. We think SaaS companies need to sustain revenue growth rates at or above 20% over the intermediate term to maintain premium multiples.

Our SaaS universe stocks declined 11.7% on average in the March quarter, underperforming the S&P 500's 4.6% loss. Weakness was widespread with only 15 stocks in our 92-stock universe (16.3%) posting gains. Stock picking continued to be critical with nine companies (9.8%) having declined by more than 30% in the March quarter. The cybersecurity group led for the quarter, gaining 1.6% on average due primarily to Okta's (OKTA) 33.5% gain, which likely reflected strong quarterly results and 2025 guidance. The cybersecurity group is expected to be relatively immune to economic issues. The Future of Work group lost only 2.6% on average in the quarter, in part due to Paycor's (PYCR) 20.8% gain on the announcement it would be acquired by Paychex (PAYX). The "other SaaS" group lost the most, 20.6% on average, followed

by the e-commerce group, which lost 17.6% on average, likely reflecting its relatively higher exposure to the risk of a soft economy.

The average SaaS company enterprise value multiple of 2025 estimated revenue was 5.4 at the end of the March quarter, down from 6.0 last quarter. For 2026 estimated revenue, the average multiple was 4.7. Revenue on average was expected to increase 12.4% in 2025 and 12.9% in 2026.

We added one company and removed two from our SaaS universe, bringing the total to 92. We removed SecureWorks (SCWX) and Zuora (ZUO) due to their pending acquisitions, announced in the December quarter. We added ServiceTitan (TTAN), which had its initial public in December, to the Internet of Things group.

## GROWTH CONTINUES TO SLOW FOR OUR SAAS UNIVERSE

With growth slowing from 18.9% on average in 2023 to 15.1% in 2024 (for our current SaaS universe as shown in Table 1) and initial guidance declining to 10.5%

**TABLE 1:** Revenue growth versus guidance

|                             | 2025 initial<br>guidance | 2024 initial<br>guidance | 2024<br>actual | 2023<br>actual |
|-----------------------------|--------------------------|--------------------------|----------------|----------------|
| <b>Data visibility</b>      |                          |                          |                |                |
| AvePoint Inc. (AVPT)        | 16.2%                    | 15.0%                    | 21.6%          | 17.0%          |
| C3 AI (AI)                  | 21.5%                    | 18.3%                    | 25.2%          | 16.4%          |
| Couchbase Inc. (BASE)       | 9.8%                     | 13.9%                    | 16.3%          | 16.3%          |
| Datadog Inc. (DDOG)         | 18.7%                    | 20.5%                    | 26.1%          | 27.1%          |
| Elastic N.V. (ESTC)         | 14.2%                    | 57.8%                    | 16.4%          | 18.6%          |
| MongoDB Inc. (MDB)          | 12.6%                    | 13.8%                    | 19.2%          | 31.1%          |
| Snowflake Inc. (SNOW)       | 23.6%                    | 22.3%                    | 29.2%          | 35.9%          |
| <b>Average:</b>             | <b>16.7%</b>             | <b>23.1%</b>             | <b>22.0%</b>   | <b>23.2%</b>   |
| <b>Median:</b>              | <b>16.2%</b>             | <b>18.3%</b>             | <b>21.6%</b>   | <b>18.6%</b>   |
| <b>Cybersecurity</b>        |                          |                          |                |                |
| Cloudflare Inc. (NET)       | 25.3%                    | 27.2%                    | 28.8%          | 33.0%          |
| CrowdStrike Holdings (CRWD) | 20.8%                    | 29.5%                    | 29.4%          | 36.3%          |

**TABLE 1:** Revenue growth versus guidance

|                                  | 2025 initial<br>guidance | 2024 initial<br>guidance | 2024<br>actual | 2023<br>actual |
|----------------------------------|--------------------------|--------------------------|----------------|----------------|
| CyberArk Software (CYBR)         | 31.2%                    | 23.0%                    | 33.1%          | 27.1%          |
| Okta Inc. (OKTA)                 | 9.4%                     | 10.5%                    | 15.3%          | 21.8%          |
| Qualys Inc. (QLYS)               | 7.1%                     | 9.1%                     | 9.6%           | 13.2%          |
| SentinelOne Inc. (S)             | 22.9%                    | 31.2%                    | 32.2%          | 47.1%          |
| Tenable Holdings Inc. (TENB)     | 8.4%                     | 12.7%                    | 12.7%          | 16.9%          |
| Zscaler Inc. (ZS)                | 22.1%                    | 31.1%                    | 34.1%          | 48.2%          |
| <b>Average:</b>                  | <b>18.4%</b>             | <b>21.8%</b>             | <b>24.4%</b>   | <b>30.5%</b>   |
| <b>Median:</b>                   | <b>21.4%</b>             | <b>25.1%</b>             | <b>29.1%</b>   | <b>30.0%</b>   |
| <b>E-commerce optimization</b>   |                          |                          |                |                |
| BigCommerce Inc. (BIGC)          | 4.0%                     | 7.0%                     | 7.6%           | 10.9%          |
| Braze Inc. (BRZE)                | 16.0%                    | 21.3%                    | 25.8%          | 32.7%          |
| Five9 Inc. (FIVN)                | 9.6%                     | 15.9%                    | 14.4%          | 16.9%          |
| Klaviyo (KVYO)                   | 23.7%                    | 27.9%                    | 34.3%          | 47.7%          |
| LiveRamp Inc. (RAMP)             | 7.9%                     | 7.0%                     | 12.6%          | 10.6%          |
| RingCentral Inc. (RNG)           | 5.1%                     | 8.2%                     | 9.0%           | 10.8%          |
| Shopify Inc. (SHOP)              | 23.0%                    | 26.5%                    | 25.8%          | 26.1%          |
| Sprinklr Inc. (CXM)              | 3.3%                     | 9.9%                     | 8.7%           | 18.5%          |
| SPS Commerce Inc. (SPSC)         | 19.2%                    | 15.1%                    | 18.8%          | 19.1%          |
| Twilio Inc. (TWLO)               | 8.0%                     | 5.2%                     | 7.3%           | 8.6%           |
| Weave Communications Inc. (WEAV) | 14.8%                    | 15.0%                    | 19.9%          | 19.9%          |
| Wix.com Ltd. (WIX)               | 12.7%                    | 11.7%                    | 12.7%          | 12.5%          |
| Yext Inc. (YEXT)                 | 4.0%                     | 0.6%                     | 0.9%           | 2.6%           |
| <b>Average:</b>                  | <b>11.6%</b>             | <b>13.2%</b>             | <b>15.2%</b>   | <b>18.2%</b>   |
| <b>Median:</b>                   | <b>9.6%</b>              | <b>11.7%</b>             | <b>12.7%</b>   | <b>16.9%</b>   |
| <b>Enterprise productivity</b>   |                          |                          |                |                |
| Asana Inc. (ASAN)                | 8.6%                     | 10.2%                    | 10.9%          | 19.2%          |
| Atlassian Corp. Plc (TEAM)       | 18.8%                    | 19.9%                    | 23.3%          | 26.1%          |
| AvidXchange Inc. (AVDX)          | 4.0%                     | 16.6%                    | 15.3%          | 20.3%          |
| Bentley Systems Inc. (BSY)       | 9.0%                     | 10.9%                    | 10.1%          | 11.8%          |
| Bill.com Holdings Inc. (BILL)    | 13.3%                    | 17.0%                    | 21.9%          | 64.9%          |
| BlackLine Inc. (BL)              | 7.4%                     | 9.1%                     | 10.7%          | 12.8%          |
| Block Inc. (SQ)                  | NA                       | NA                       | -26.9%         | 18.4%          |
| Box Inc. (BOX)                   | 6.2%                     | 4.3%                     | 5.0%           | 4.7%           |
| Clearwater Analytics Inc. (CWAN) | 19.2%                    | 17.9%                    | 22.7%          | 21.3%          |
| DocuSign Inc. (DOCU)             | 5.3%                     | 5.8%                     | 7.8%           | 9.8%           |
| Dropbox Inc. (DBX)               | -3.0%                    | 1.6%                     | 1.9%           | 7.6%           |
| Dynatrace Inc. (DT)              | 15.0%                    | 18.0%                    | 18.0%          | 23.5%          |
| Expensify Inc. (EXFY)            | 6.9%                     | -6.5%                    | -7.6%          | -11.1%         |
| GitLab Inc. (GTLB)               | 23.7%                    | 25.5%                    | 30.9%          | 36.7%          |
| IFrog Ltd. (FROG)                | 16.9%                    | 21.8%                    | 22.5%          | 24.9%          |
| Marqeta Inc. (MQ)                | 17.0%                    | -22.0%                   | -25.0%         | -9.6%          |
| monday.com Ltd. (MNDY)           | 24.9%                    | 27.3%                    | 33.2%          | 40.6%          |
| OneStream Inc. (OS)              | 19.5%                    | NA                       | 30.5%          | 34.2%          |
| Paymentus Inc. (PAY)             | 20.4%                    | 19.1%                    | 41.9%          | 23.6%          |

**TABLE 1:** Revenue growth versus guidance

|                                 | 2025 initial<br>guidance | 2024 initial<br>guidance | 2024<br>actual | 2023<br>actual |
|---------------------------------|--------------------------|--------------------------|----------------|----------------|
| Pegasystems Inc. (PEGA)         | 6.9%                     | 4.7%                     | 4.5%           | 8.7%           |
| Workiva Inc. (WK)               | 17.2%                    | 14.3%                    | 17.2%          | 17.1%          |
| <b>Average:</b>                 | <b>12.5%</b>             | <b>11.3%</b>             | <b>14.0%</b>   | <b>18.6%</b>   |
| <b>Median:</b>                  | <b>13.3%</b>             | <b>14.3%</b>             | <b>15.3%</b>   | <b>19.2%</b>   |
| <b>Future of work</b>           |                          |                          |                |                |
| Coursera Inc. (COUR)            | 3.9%                     | 15.6%                    | 9.3%           | 21.4%          |
| Paycom Software Inc. (PAYC)     | 7.5%                     | 10.6%                    | 11.2%          | 23.2%          |
| Paycor HCM Inc. (PYCR)          | 11.4%                    | 18.1%                    | 18.5%          | 28.7%          |
| Paylocity Holding Corp. (PCTY)  | 11.4%                    | 18.0%                    | 19.4%          | 37.8%          |
| Udemy Inc. (UDMY)               | 1.1%                     | 10.1%                    | 7.9%           | 15.9%          |
| Workday Inc. (WDAY)             | 12.5%                    | 15.5%                    | 16.4%          | 16.8%          |
| <b>Average:</b>                 | <b>8.0%</b>              | <b>14.7%</b>             | <b>13.8%</b>   | <b>23.9%</b>   |
| <b>Median:</b>                  | <b>9.5%</b>              | <b>15.6%</b>             | <b>13.8%</b>   | <b>22.3%</b>   |
| <b>Go-to-market technology</b>  |                          |                          |                |                |
| Amplitude Inc. (AMPL)           | 9.5%                     | 6.1%                     | 8.3%           | 16.1%          |
| Appian Corp. (APPN)             | 10.5%                    | 13.0%                    | 13.1%          | 16.5%          |
| Domo Inc. (DOMO)                | -1.0%                    | 0.0%                     | -0.6%          | 3.4%           |
| Dun & Bradstreet Inc. (DNB)     | 3.7%                     | 4.6%                     | 2.9%           | 4.0%           |
| Freshworks Inc. (FRSH)          | 13.1%                    | 18.6%                    | 20.8%          | 19.8%          |
| HubSpot Inc. (HUBS)             | 13.8%                    | 17.7%                    | 21.1%          | 25.4%          |
| PROS Inc. (PRO)                 | 9.3%                     | 9.6%                     | 8.8%           | 10.0%          |
| Salesforce Inc. (CRM)           | 7.4%                     | 8.6%                     | 8.7%           | 11.2%          |
| ServiceNow Inc. (NOW)           | 18.8%                    | 21.5%                    | 22.4%          | 23.8%          |
| UiPath Inc. (PATH)              | 6.8%                     | 19.1%                    | 9.3%           | 23.6%          |
| Zeta Global Corp. (ZETA)        | 23.3%                    | 20.1%                    | 38.0%          | 23.3%          |
| ZoomInfo Technologies Inc. (ZI) | -1.6%                    | 2.6%                     | -2.0%          | 12.9%          |
| <b>Average:</b>                 | <b>9.5%</b>              | <b>11.8%</b>             | <b>12.6%</b>   | <b>15.8%</b>   |
| <b>Median:</b>                  | <b>9.4%</b>              | <b>11.3%</b>             | <b>9.0%</b>    | <b>16.3%</b>   |
| <b>Healthcare</b>               |                          |                          |                |                |
| Certara Inc. (CERT)             | 9.0%                     | 10.8%                    | 8.7%           | 5.6%           |
| Doximity Inc. (DOCS)            | 12.4%                    | 9.4%                     | 19.1%          | 13.5%          |
| Research Solutions Inc. (RSSS)  | 11.7%                    | 17.0%                    | 18.4%          | 14.5%          |
| Simulations Plus Inc. (SLP)     | 30.7%                    | 13.3%                    | 17.5%          | 10.5%          |
| Teladoc Health Inc. (TDOC)      | -1.9%                    | 3.2%                     | -1.3%          | 8.1%           |
| Veeva Systems Inc. (VEEV)       | 11.0%                    | 15.6%                    | 16.2%          | 9.7%           |
| <b>Average:</b>                 | <b>12.1%</b>             | <b>11.5%</b>             | <b>13.1%</b>   | <b>10.3%</b>   |
| <b>Median:</b>                  | <b>11.3%</b>             | <b>12.0%</b>             | <b>16.9%</b>   | <b>10.1%</b>   |
| <b>Internet of Things</b>       |                          |                          |                |                |
| Alarm.com Holdings (ALRM)       | 4.2%                     | 4.7%                     | 6.6%           | 4.6%           |
| Cerence Inc. (CRNC)             | -27.2%                   | 23.9%                    | 12.6%          | -10.2%         |
| PowerFleet Inc. (PWFL)          | 168.6%                   | NA                       | 0.9%           | -1.6%          |
| Samsara Inc. (IOT)              | 22.3%                    | 27.1%                    | 33.3%          | 43.7%          |
| ServiceTitan (TTAN)             | 16.6%                    | NA                       | 25.6%          | 31.3%          |
| <b>Average:</b>                 | <b>-0.2%</b>             | <b>18.6%</b>             | <b>17.5%</b>   | <b>12.7%</b>   |
| <b>Median:</b>                  | <b>4.2%</b>              | <b>23.9%</b>             | <b>12.6%</b>   | <b>4.6%</b>    |



**TABLE 1:** Revenue growth versus guidance

|                                  | 2025 initial<br>guidance | 2024 initial<br>guidance | 2024<br>actual | 2023<br>actual |
|----------------------------------|--------------------------|--------------------------|----------------|----------------|
| <b>Other SaaS</b>                |                          |                          |                |                |
| Confluent Inc. (CFLT)            | 20.8%                    | 22.3%                    | 24.0%          | 32.6%          |
| Fastly Inc. (FSLY)               | 6.7%                     | 15.6%                    | 7.4%           | 16.9%          |
| Unity Software Inc. (U)          | -2.0%                    | -18.6%                   | -17.1%         | 57.2%          |
| <b>Average:</b>                  | <b>8.5%</b>              | <b>6.4%</b>              | <b>4.8%</b>    | <b>35.6%</b>   |
| <b>Median:</b>                   | <b>6.7%</b>              | <b>15.6%</b>             | <b>7.4%</b>    | <b>32.6%</b>   |
| <b>Vertical SaaS</b>             |                          |                          |                |                |
| AppFolio Inc. (APPF)             | 17.1%                    | 22.5%                    | 28.0%          | 31.5%          |
| CarGurus Inc. (CARG)             | 5.8%                     | -0.4%                    | -2.2%          | -44.8%         |
| CS Disco Inc. (LAW)              | 4.6%                     | 7.9%                     | 4.9%           | 2.1%           |
| Enfusion Inc. (ENFN)             | 17.7%                    | 17.5%                    | 15.5%          | 16.1%          |
| EverCommerce Inc. (EVCM)         | -15.4%                   | 1.6%                     | 3.5%           | 8.8%           |
| Intapp Inc. (INTA)               | 16.3%                    | 21.0%                    | 22.7%          | 29.0%          |
| LegalZoom.com Inc. (LZ)          | -77.2%                   | 7.5%                     | 3.2%           | 6.6%           |
| nCino Inc. (NCNO)                | 6.6%                     | 13.6%                    | 13.5%          | 16.7%          |
| Procore Technologies Inc. (PCOR) | 11.8%                    | 19.9%                    | 21.2%          | 31.9%          |
| Q2 Holdings Inc. (Q TWO)         | 11.3%                    | 9.8%                     | 11.5%          | 10.4%          |
| <b>Average:</b>                  | <b>-0.1%</b>             | <b>12.1%</b>             | <b>12.2%</b>   | <b>10.8%</b>   |
| <b>Median:</b>                   | <b>9.0%</b>              | <b>11.7%</b>             | <b>12.5%</b>   | <b>13.3%</b>   |
| <b>Overall</b>                   |                          |                          |                |                |
| <b>Average:</b>                  | <b>10.5%</b>             | <b>14.0%</b>             | <b>15.1%</b>   | <b>18.9%</b>   |
| <b>Median:</b>                   | <b>11.3%</b>             | <b>15.0%</b>             | <b>15.3%</b>   | <b>16.9%</b>   |

**Source:** First Analysis, Capital IQ.

on average for 2025, the question is how much of this is business related and how much is economy related. A clue is that analysts expect growth to increase to 12.9% in 2026, but analysts are often optimistic.

Revenue growth tends to slow over time as companies get larger. SaaS companies' long-term growth profiles (what we call the growth curve) are a critical factor in their valuations. The growth decay rate (the rate at which annual growth declines) for 2024 was 20.1% for our current universe, and guidance suggests 30.5% decay in 2025. Guidance is usually conservative, so actual decay may be less. Nonetheless, we view these decay rates as quite high, especially given growth rates were well below 20% to start with,

and the large decay envisioned for 2025 likely reflects the current high level of economic uncertainty.

In 2024, companies in the data visibility, Future of Work and IoT groups, on average, missed their initial guidance. Average guidance shortfalls were rare before the past two years. In all, 25 out of 92 companies (27.2%) in our current universe missed guidance in 2024, somewhat improved from 2023 but still above what we consider a more normal level around 10%.

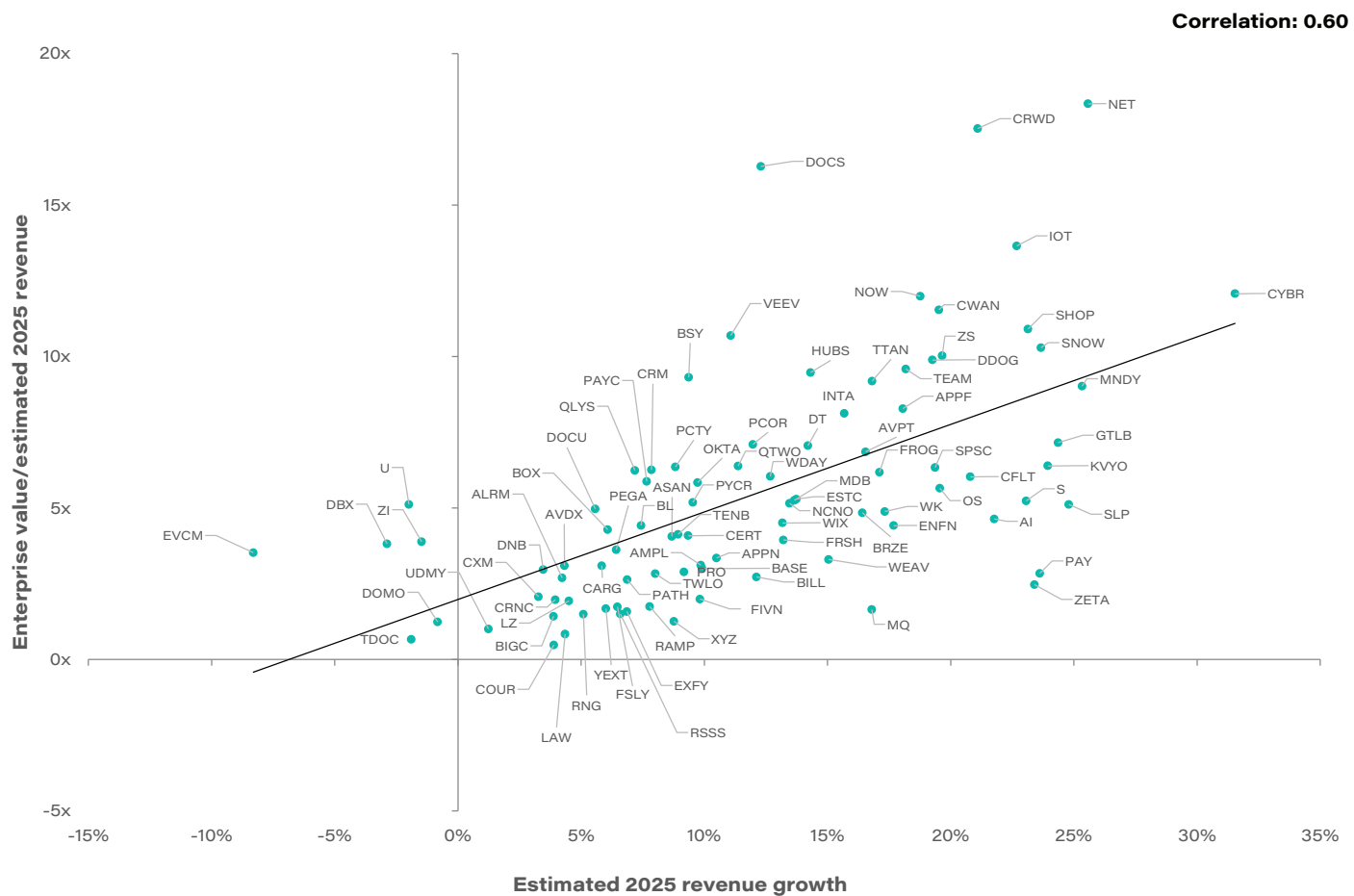
All groups except healthcare and enterprise productivity provided guidance for 2025 revenue growth rates below their 2024 revenue growth rate guidance (for companies that provided guidance in both periods). Twenty-two companies

provided 2025 revenue growth rate guidance below 2024 guidance by 5 points or more, notably including Elastic (ESTC), SentinelOne (S), Zscaler (ZS), AvidXchange (AVDX), and Cerence (CRNC). The Future of Work group's average guidance for revenue growth for 2025 was 8.0%, down from 14.7% on average for 2024. Average growth rate guidance for the data visibility group was 16.7% for 2025, down from 23.1% for 2024. Even with the large drop in growth guidance, our SaaS universe was expected to grow revenue on average faster than average company revenue growth for the broad market.

## CORRELATION OF VALUATIONS TO GROWTH STEADY AT QUARTER END

The correlations between enterprise value multiples of estimated forward revenue and revenue growth rates, as shown in Tables 2 and 3, were similar to recent quarters' solid levels. For 2025 estimated revenue, the correlation was 0.60, down modestly from 0.65 in our February report. The correlation for 2026 estimated revenue was also 0.60. These correlations exclude PowerFleet (AIOT) for both periods and Samsara (IOT) for 2026.

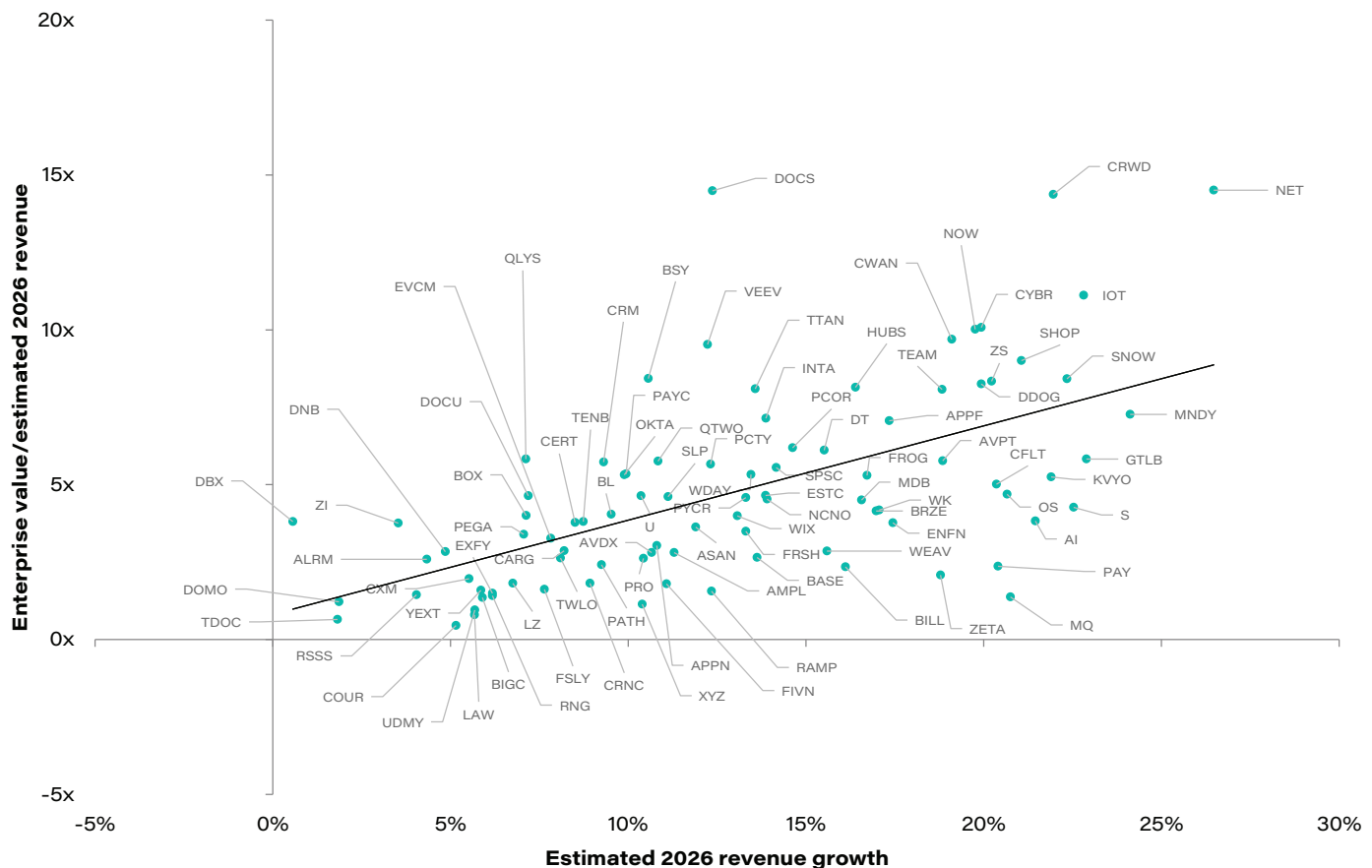
**TABLE 2:** Enterprise value/revenue versus estimated revenue growth 2025



**Source:** First Analysis, Capital IQ; as of March 31, 2025.

**Notes:** Excludes AIOT.



**TABLE 3:** Enterprise value/revenue versus estimated revenue growth 2026**Correlation: 0.60****Source:** First Analysis, Capital IQ; as of March 31, 2025.**Notes:** Excludes AIOT and IOT.

In the quarter, the gap in valuations between small- and mid-cap SaaS companies and larger-cap SaaS companies was stable as the stocks of six larger-cap names we have been chronicling (CrowdStrike, CRWD; Salesforce.com, CRM; ServiceNow, NOW; Shopify, SHOP; Snowflake, SNOW; and Workday, WDAY) depreciated 11.1% on average for the quarter, similar to the 11.7% average decline for our entire SaaS universe. For 2026 estimated revenue, all of these six larger companies still trade at or above the valuation trendline despite what we would expect to be their slowing longer-term growth prospects given their size. In this group, CrowdStrike was the best performer, as it continued to recover

from the aftereffects of its botched software update last summer, gaining 3.0%; it was the only gainer among these six companies. Salesforce and ServiceNow declined more than the others in this group, with Salesforce down 19.7% and ServiceNow down 24.9%.

## THREE M&A TRANSACTIONS TO START THE YEAR

Merger and acquisition activity increased with the three transactions announced in the quarter, primarily before the recent market declines. As noted, payroll company Paycor agreed to be acquired

by Paychex. The transaction was valued at \$4.1 billion, or about 5.9 times 2024 revenue and 5.4 times estimated 2025 revenue. Vertical SaaS company Enfusion (ENFN) agreed to be acquired by enterprise productivity SaaS company Clearwater Analytics for \$1.5 billion in cash and stock, or about 7.4 times 2024 revenue and 6.3 times 2025 estimated revenue. Finally, Dun & Bradstreet (DNB) will be acquired by private equity firm Clearlake Capital for \$7.7 billion, or 3.2 times 2024 revenue and 3.1 times 2025

estimated revenue for this lower-growth company (provided guidance for 3.7% revenue growth in 2025).

In recent reports, we indicated we expected increased M&A activity in 2025; we think the recent stock market correction and potential economic slowdown make that less likely.

There was one significant SaaS IPO in the quarter: Cybersecurity company SailPoint, which was publicly traded prior to its acquisition by Thoma Bravo, returned to the public market in February.

# SaaS stock decline more than doubles S&P 500 loss

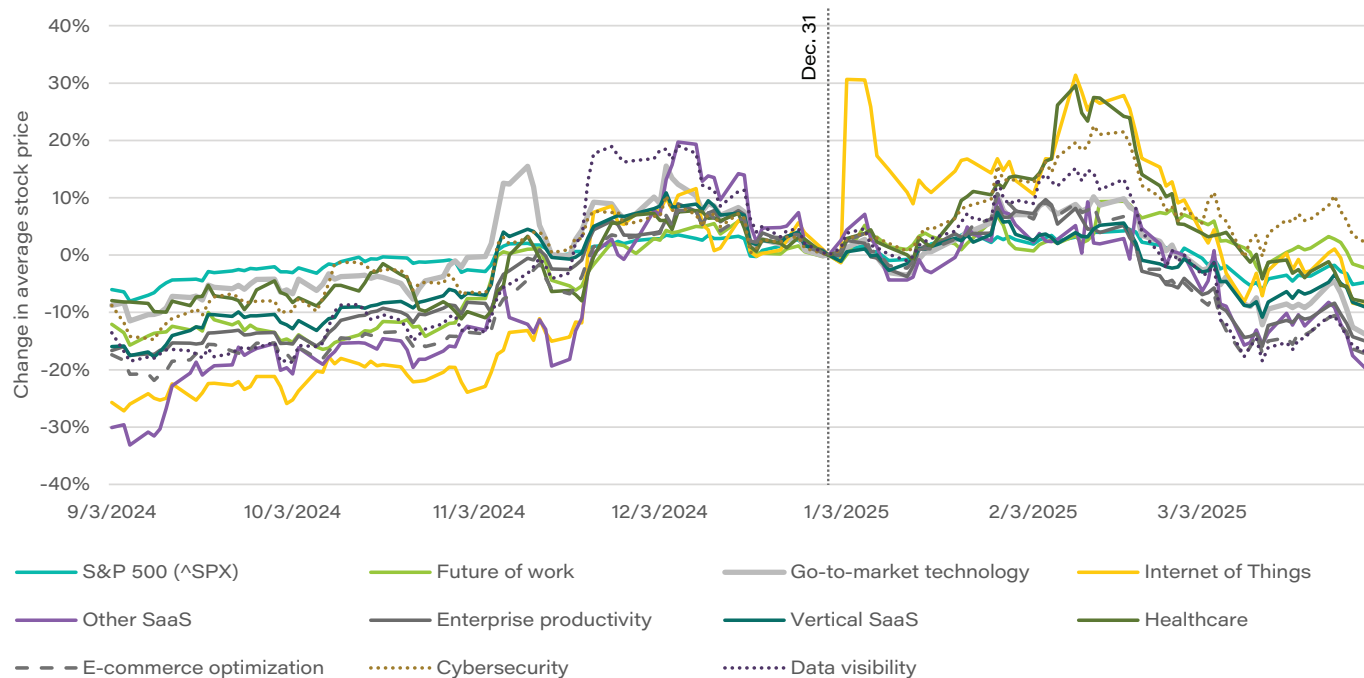
The average stock in our SaaS universe lost 11.7% in the March quarter, underperforming the S&P 500's 4.6% decline. Individual stock performance appeared to be highly dependent on earnings results and growth guidance, among other factors.

The cybersecurity group was the best performer, gaining 1.6% on average, mainly due to Okta's (OKTA) 33.5% gain (the highest-gaining SaaS stock this quarter) after reporting strong earnings

and better-than-expected 2025 guidance. The Future of Work group was next best, only losing 2.6% on average, in part due to Paycor's (PAYC) 20.8% gain driven by the announcement it would be acquired.

Excluding other SaaS, the e-commerce group was the laggard, declining 17.6% on average. The data visibility group also lagged, losing 17.3% on average. By company, Bill Holdings (BILL) was the largest loser, declining 45.8% after issuing dis-

**SaaS stock performance before and after Dec. 31, 2024\***



**Source:** First Analysis, Capital IQ.

**Notes:** \*For the period Sept. 3, 2024, through March 31, 2025.

appointing guidance. C3.ai (AI) was the second biggest loser, declining 38.9%. Nine companies in our universe (9.8%) declined by over 30% in the quarter.

At the end of the quarter, 27 companies traded at enterprise value multiples of 2025 estimate revenue below 3 versus 21 such companies last quarter. For 2026 estimated revenue, 32 companies traded at multiples below 3.

## SaaS stock quarterly performance

|                                | 12/29/23<br>price | 3/28/24<br>price | 6/28/24<br>price | 9/30/24<br>price | 12/31/24<br>price | 3/31/25<br>price | Prior QTR<br>change | Current QTR<br>change |
|--------------------------------|-------------------|------------------|------------------|------------------|-------------------|------------------|---------------------|-----------------------|
| <b>Data visibility</b>         |                   |                  |                  |                  |                   |                  |                     |                       |
| AvePoint Inc. (AVPT)           | \$8.21            | \$7.92           | \$10.42          | \$11.77          | \$16.51           | \$14.44          | 40.3%               | (12.5%)               |
| C3 AI (AI)                     | \$28.71           | \$27.07          | \$28.96          | \$24.23          | \$34.43           | \$21.05          | 42.1%               | (38.9%)               |
| Couchbase Inc. (BASE)          | \$22.52           | \$26.31          | \$18.26          | \$16.12          | \$15.59           | \$15.75          | (3.3%)              | 1.0%                  |
| Datadog Inc. (DDOG)            | \$121.38          | \$123.60         | \$129.69         | \$115.06         | \$142.89          | \$99.21          | 24.2%               | (30.6%)               |
| Elastic N.V. (ESTC)            | \$112.70          | \$100.24         | \$113.91         | \$76.76          | \$99.08           | \$89.10          | 29.1%               | (10.1%)               |
| MongoDB Inc. (MDB)             | \$408.85          | \$358.64         | \$249.96         | \$270.35         | \$232.81          | \$175.40         | (13.9%)             | (24.7%)               |
| Snowflake Inc. (SNOW)          | \$199.00          | \$161.60         | \$135.09         | \$114.86         | \$154.41          | \$146.16         | 34.4%               | (5.3%)                |
|                                |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>21.8%</b>        | <b>(17.3%)</b>        |
|                                |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>29.1%</b>        | <b>(12.5%)</b>        |
| <b>Cybersecurity</b>           |                   |                  |                  |                  |                   |                  |                     |                       |
| Cloudflare Inc. (NET)          | \$83.26           | \$96.83          | \$82.83          | \$80.89          | \$107.68          | \$112.69         | 33.1%               | 4.7%                  |
| CrowdStrike Holdings (CRWD)    | \$255.32          | \$320.59         | \$383.19         | \$280.47         | \$342.16          | \$352.58         | 22.0%               | 3.0%                  |
| CyberArk Software (CYBR)       | \$219.05          | \$265.63         | \$273.42         | \$291.61         | \$333.15          | \$338.00         | 14.2%               | 1.5%                  |
| Okta Inc. (OKTA)               | \$90.53           | \$104.62         | \$93.61          | \$74.34          | \$78.80           | \$105.22         | 6.0%                | 33.5%                 |
| Qualys Inc. (QLYS)             | \$196.28          | \$166.87         | \$142.60         | \$128.46         | \$140.22          | \$125.93         | 9.2%                | (10.2%)               |
| SentinelOne Inc. (S)           | \$27.44           | \$23.31          | \$21.05          | \$23.92          | \$22.20           | \$18.18          | (7.2%)              | (18.1%)               |
| Tenable Holdings Inc. (TENB)   | \$46.06           | \$49.43          | \$43.58          | \$40.52          | \$39.38           | \$34.98          | (2.8%)              | (11.2%)               |
| Zscaler Inc. (ZS)              | \$221.56          | \$192.63         | \$192.19         | \$170.94         | \$180.41          | \$198.42         | 5.5%                | 10.0%                 |
|                                |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>10.0%</b>        | <b>1.6%</b>           |
|                                |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>7.6%</b>         | <b>2.3%</b>           |
| <b>E-commerce optimization</b> |                   |                  |                  |                  |                   |                  |                     |                       |
| BigCommerce Inc. (BIGC)        | \$9.73            | \$6.89           | \$8.06           | \$5.85           | \$6.12            | \$5.76           | 4.6%                | (5.9%)                |
| Braze (BRZE)                   | \$53.13           | \$44.30          | \$38.84          | \$32.34          | \$41.88           | \$36.08          | 29.5%               | (13.8%)               |
| Five9 Inc. (FIVN)              | \$78.69           | \$62.11          | \$44.10          | \$28.73          | \$40.64           | \$27.15          | 41.5%               | (33.2%)               |
| Klaviyo (KVYO)                 | \$27.78           | \$25.48          | \$24.89          | \$35.38          | \$41.24           | \$30.26          | 16.6%               | (26.6%)               |
| LiveRamp Inc. (RAMP)           | \$37.88           | \$34.50          | \$30.94          | \$24.78          | \$30.37           | \$26.14          | 22.6%               | (13.9%)               |
| RingCentral Inc. (RNG)         | \$33.95           | \$34.74          | \$28.20          | \$31.63          | \$35.01           | \$24.76          | 10.7%               | (29.3%)               |
| Shopify Inc. (SHOP)            | \$77.90           | \$77.17          | \$66.05          | \$80.14          | \$106.33          | \$95.48          | 32.7%               | (10.2%)               |
| Sprinklr Inc. (CXM)            | \$12.04           | \$12.27          | \$9.62           | \$7.73           | \$8.45            | \$8.35           | 9.3%                | (1.2%)                |
| SPS Commerce Inc. (SPSC)       | \$193.84          | \$184.90         | \$188.16         | \$194.17         | \$183.99          | \$132.73         | (5.2%)              | (27.9%)               |
| Twilio Inc. (TWLO)             | \$75.87           | \$61.15          | \$56.81          | \$65.22          | \$108.08          | \$97.91          | 65.7%               | (9.4%)                |
| Weave Communications (WEAV)    | \$11.47           | \$11.48          | \$9.02           | \$12.80          | \$15.92           | \$11.09          | 24.4%               | (30.3%)               |
| Wix.com Ltd. (WIX)             | \$123.02          | \$137.48         | \$159.07         | \$167.17         | \$214.55          | \$163.38         | 28.3%               | (23.8%)               |
| Yext Inc. (YEXT)               | \$5.89            | \$6.03           | \$5.35           | \$6.92           | \$6.36            | \$6.16           | (8.1%)              | (3.1%)                |
|                                |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>21.0%</b>        | <b>(17.6%)</b>        |
|                                |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>22.6%</b>        | <b>(13.9%)</b>        |

## SaaS stock quarterly performance

|                                  | 12/29/23<br>price | 3/28/24<br>price | 6/28/24<br>price | 9/30/24<br>price | 12/31/24<br>price | 3/31/25<br>price | Prior QTR<br>change | Current QTR<br>change |
|----------------------------------|-------------------|------------------|------------------|------------------|-------------------|------------------|---------------------|-----------------------|
| <b>Enterprise productivity</b>   |                   |                  |                  |                  |                   |                  |                     |                       |
| Asana Inc. (ASAN)                | \$19.01           | \$15.49          | \$13.99          | \$11.59          | \$20.27           | \$14.57          | 74.9%               | (28.1%)               |
| Atlassian Corp. Plc (TEAM)       | \$237.86          | \$195.11         | \$176.88         | \$158.81         | \$243.38          | \$212.21         | 53.3%               | (12.8%)               |
| AvidXchange Inc. (AVDX)          | \$12.39           | \$13.15          | \$12.06          | \$8.11           | \$10.34           | \$8.48           | 27.5%               | (18.0%)               |
| Bentley Systems Inc. (BSY)       | \$52.18           | \$52.22          | \$49.36          | \$50.81          | \$46.70           | \$39.34          | (8.1%)              | (15.8%)               |
| Bill.com Holdings Inc. (BILL)    | \$81.59           | \$68.72          | \$52.62          | \$52.76          | \$84.71           | \$45.89          | 60.6%               | (45.8%)               |
| BlackLine Inc. (BL)              | \$62.44           | \$64.58          | \$48.45          | \$55.14          | \$60.76           | \$48.42          | 10.2%               | (20.3%)               |
| Block Inc. (SQ)                  | \$77.35           | \$84.58          | \$64.49          | \$67.13          | \$84.99           | \$54.33          | 26.6%               | (36.1%)               |
| Box Inc. (BOX)                   | \$25.61           | \$28.32          | \$26.44          | \$32.73          | \$31.60           | \$30.86          | (3.5%)              | (2.3%)                |
| Clearwater Analytics Inc. (CWAN) | \$20.03           | \$17.69          | \$18.52          | \$25.25          | \$27.52           | \$26.80          | 9.0%                | (2.6%)                |
| DocuSign Inc. (DOCU)             | \$59.45           | \$59.55          | \$53.50          | \$62.09          | \$89.94           | \$81.40          | 44.9%               | (9.5%)                |
| Dropbox Inc. (DBX)               | \$29.48           | \$24.30          | \$22.47          | \$25.43          | \$30.04           | \$26.71          | 18.1%               | (11.1%)               |
| Dynatrace Inc. (DT)              | \$54.69           | \$46.44          | \$44.74          | \$53.47          | \$54.35           | \$47.15          | 1.6%                | (13.2%)               |
| Expensify Inc. (EXFY)            | \$2.47            | \$1.84           | \$1.49           | \$1.96           | \$3.35            | \$3.04           | 70.9%               | (9.3%)                |
| GitLab Inc. (GTLB)               | \$62.96           | \$58.32          | \$49.72          | \$51.54          | \$56.35           | \$47.00          | 9.3%                | (16.6%)               |
| JFrog Ltd. (FROG)                | \$34.61           | \$44.22          | \$37.55          | \$29.04          | \$29.41           | \$32.00          | 1.3%                | 8.8%                  |
| Marqeta Inc. (MQ)                | \$6.98            | \$5.96           | \$5.48           | \$4.92           | \$3.79            | \$4.12           | (23.0%)             | 8.7%                  |
| monday.com Ltd. (MNDY)           | \$187.81          | \$225.87         | \$240.76         | \$277.77         | \$235.44          | \$243.16         | (15.2%)             | 3.3%                  |
| OneStream (OS)                   | \$-               | \$-              | \$-              | \$33.90          | \$28.52           | \$21.34          | (15.9%)             | (25.2%)               |
| Paymentus Inc. (PAY)             | \$17.87           | \$22.75          | \$19.00          | \$20.02          | \$32.67           | \$26.10          | 63.2%               | (20.1%)               |
| Pegasystems Inc. (PEGA)          | \$48.86           | \$64.64          | \$60.53          | \$73.09          | \$93.20           | \$69.52          | 27.5%               | (25.4%)               |
| Workiva Inc. (WK)                | \$101.53          | \$84.80          | \$72.99          | \$79.12          | \$109.50          | \$75.91          | 38.4%               | (30.7%)               |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>22.5%</b>        | <b>(15.3%)</b>        |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>18.1%</b>        | <b>(15.8%)</b>        |
| <b>Future of work</b>            |                   |                  |                  |                  |                   |                  |                     |                       |
| Coursera Inc. (COUR)             | \$19.37           | \$14.02          | \$716            | \$794            | \$8.50            | \$6.66           | 71%                 | (21.6%)               |
| Paycom Software Inc. (PAYC)      | \$206.72          | \$199.01         | \$143.04         | \$166.57         | \$204.97          | \$218.48         | 23.1%               | 6.6%                  |
| Paycor Inc. (PYCR)               | \$21.59           | \$19.44          | \$12.70          | \$14.19          | \$18.57           | \$22.44          | 30.9%               | 20.8%                 |
| Paylocity Holding Corp. (PCTY)   | \$164.85          | \$171.86         | \$131.85         | \$164.97         | \$199.47          | \$187.34         | 20.9%               | (6.1%)                |
| Udemy Inc. (UDMY)                | \$14.73           | \$10.98          | \$8.63           | \$7.44           | \$8.23            | \$7.76           | 10.6%               | (5.7%)                |
| Workday Inc. (WDAY)              | \$276.06          | \$272.75         | \$223.56         | \$244.41         | \$258.03          | \$233.53         | 5.6%                | (9.5%)                |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>16.3%</b>        | <b>(2.6%)</b>         |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>15.8%</b>        | <b>(5.9%)</b>         |
| <b>Go-to-market technology</b>   |                   |                  |                  |                  |                   |                  |                     |                       |
| Amplitude Inc. (AMPL)            | \$12.72           | \$10.88          | \$8.90           | \$8.97           | \$10.55           | \$10.19          | 17.6%               | (3.4%)                |
| Appian Corp. (APPN)              | \$37.66           | \$39.95          | \$30.86          | \$34.14          | \$32.98           | \$28.81          | (3.4%)              | (12.6%)               |
| Domo Inc. (DOMO)                 | \$10.29           | \$8.92           | \$7.72           | \$7.51           | \$7.08            | \$7.76           | (5.7%)              | 9.6%                  |
| Dun & Bradstreet Inc. (DNB)      | \$11.70           | \$10.04          | \$9.26           | \$11.51          | \$12.46           | \$8.94           | 8.3%                | (28.3%)               |
| Freshworks Inc. (FRSH)           | \$23.49           | \$18.21          | \$12.69          | \$11.48          | \$16.17           | \$14.11          | 40.9%               | (12.7%)               |
| HubSpot Inc. (HUBS)              | \$580.54          | \$626.56         | \$589.79         | \$531.60         | \$696.77          | \$571.29         | 31.1%               | (18.0%)               |
| PROS Inc. (PRO)                  | \$38.79           | \$36.33          | \$28.65          | \$18.52          | \$21.96           | \$19.03          | 18.6%               | (13.3%)               |
| Salesforce Inc. (CRM)            | \$263.14          | \$301.18         | \$257.10         | \$273.71         | \$334.33          | \$268.36         | 22.1%               | (19.7%)               |
| ServiceNow Inc. (NOW)            | \$706.49          | \$762.40         | \$786.67         | \$894.39         | \$1,060.12        | \$796.14         | 18.5%               | (24.9%)               |
| UiPath Inc (PATH)                | \$24.84           | \$22.67          | \$12.68          | \$12.80          | \$12.71           | \$10.30          | (0.7%)              | (19.0%)               |

## SaaS stock quarterly performance

|                                  | 12/29/23<br>price | 3/28/24<br>price | 6/28/24<br>price | 9/30/24<br>price | 12/31/24<br>price | 3/31/25<br>price | Prior QTR<br>change | Current QTR<br>change |
|----------------------------------|-------------------|------------------|------------------|------------------|-------------------|------------------|---------------------|-----------------------|
| Zeta Global Corp. (ZETA)         | \$8.82            | \$10.93          | \$17.65          | \$29.83          | \$17.99           | \$13.56          | (39.7%)             | (24.6%)               |
| ZoomInfo Technologies Inc. (ZI)  | \$18.49           | \$16.03          | \$12.77          | \$10.32          | \$10.51           | \$10.00          | 1.8%                | (4.9%)                |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>9.1%</b>         | <b>(14.3%)</b>        |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>12.9%</b>        | <b>(15.7%)</b>        |
| <b>Healthcare</b>                |                   |                  |                  |                  |                   |                  |                     |                       |
| Certara Inc. (CERT)              | \$17.59           | \$17.88          | \$13.85          | \$11.71          | \$10.65           | \$9.90           | (9.1%)              | (7.0%)                |
| Doximity Inc. (DOCS)             | \$28.04           | \$26.91          | \$27.97          | \$43.57          | \$53.39           | \$58.03          | 22.5%               | 8.7%                  |
| Research Solutions (RSSS)        | \$2.60            | \$3.16           | \$2.55           | \$2.73           | \$4.15            | \$2.60           | 52.0%               | (37.3%)               |
| Simulations Plus Inc. (SLP)      | \$44.75           | \$41.15          | \$48.62          | \$32.02          | \$27.89           | \$24.52          | (12.9%)             | (12.1%)               |
| Teladoc Health Inc. (TDOC)       | \$21.55           | \$15.10          | \$9.78           | \$9.18           | \$9.09            | \$7.96           | (1.0%)              | (12.4%)               |
| Veeva Systems Inc. (VEEV)        | \$192.52          | \$231.69         | \$183.01         | \$209.87         | \$210.25          | \$231.63         | 0.2%                | 10.2%                 |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>8.6%</b>         | <b>(8.3%)</b>         |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>(0.4%)</b>       | <b>(9.6%)</b>         |
| <b>Internet of Things</b>        |                   |                  |                  |                  |                   |                  |                     |                       |
| Alarm.com Holdings (ALRM)        | \$64.62           | \$72.47          | \$63.54          | \$54.67          | \$60.80           | \$55.65          | 11.2%               | (8.5%)                |
| Cerence Inc. (CRNC)              | \$19.66           | \$15.75          | \$2.83           | \$3.15           | \$7.85            | \$7.90           | 149.2%              | 0.6%                  |
| PowerFleet (PWFL)                | \$3.42            | \$5.34           | \$4.57           | \$5.00           | \$6.66            | \$5.49           | 33.2%               | (17.6%)               |
| Samsara Inc. (IOT)               | \$33.38           | \$37.79          | \$33.70          | \$48.12          | \$43.69           | \$38.33          | (9.2%)              | (12.3%)               |
| ServiceTitan (TTAN)              | \$-               | \$-              | \$-              | \$-              | \$102.87          | \$95.11          | NA                  | (7.5%)                |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>46.1%</b>        | <b>(9.0%)</b>         |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>22.2%</b>        | <b>(8.5%)</b>         |
| <b>Other SaaS</b>                |                   |                  |                  |                  |                   |                  |                     |                       |
| Confluent Inc. (CFLT)            | \$23.40           | \$30.52          | \$29.53          | \$20.38          | \$27.96           | \$23.44          | 37.2%               | (16.2%)               |
| Fastly Inc. (FSLY)               | \$17.80           | \$12.97          | \$7.37           | \$7.57           | \$9.44            | \$6.33           | 24.7%               | (32.9%)               |
| Unity Software Inc. (U)          | \$40.89           | \$26.70          | \$16.26          | \$22.62          | \$22.47           | \$19.59          | (0.7%)              | (12.8%)               |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>20.4%</b>        | <b>(20.6%)</b>        |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>24.7%</b>        | <b>(16.2%)</b>        |
| <b>Vertical SaaS</b>             |                   |                  |                  |                  |                   |                  |                     |                       |
| AppFolio Inc. (APPF)             | \$173.24          | \$246.74         | \$244.57         | \$235.40         | \$246.72          | \$219.90         | 4.8%                | (10.9%)               |
| CarGurus Inc. (CARG)             | \$24.16           | \$23.08          | \$26.20          | \$30.03          | \$36.54           | \$29.13          | 21.7%               | (20.3%)               |
| CS Disco Inc. (LAW)              | \$7.59            | \$8.13           | \$5.96           | \$5.88           | \$4.99            | \$4.09           | (15.1%)             | (18.0%)               |
| Enfusion Inc. (ENFN)             | \$9.70            | \$9.25           | \$8.52           | \$9.49           | \$10.30           | \$11.15          | 8.5%                | 8.3%                  |
| EverCommerce Inc. (EVCN)         | \$11.03           | \$9.42           | \$10.98          | \$10.36          | \$11.01           | \$10.08          | 6.3%                | (8.4%)                |
| Intapp Inc. (INTA)               | \$38.02           | \$34.30          | \$36.67          | \$47.83          | \$64.09           | \$58.38          | 34.0%               | (8.9%)                |
| LegalZoom.com Inc. (LZ)          | \$11.30           | \$13.34          | \$8.39           | \$6.35           | \$7.51            | \$8.61           | 18.3%               | 14.6%                 |
| nCino Inc. (NCNO)                | \$33.63           | \$37.38          | \$31.45          | \$31.59          | \$33.58           | \$27.47          | 6.3%                | (18.2%)               |
| Procore Technologies Inc. (PCOR) | \$69.22           | \$82.17          | \$66.31          | \$61.72          | \$74.93           | \$66.02          | 21.4%               | (11.9%)               |
| Q2 Inc. (QTWO)                   | \$43.41           | \$52.56          | \$60.33          | \$79.77          | \$100.65          | \$80.01          | 26.2%               | (20.5%)               |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>13.2%</b>        | <b>(9.4%)</b>         |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>13.4%</b>        | <b>(11.4%)</b>        |
| <b>Overall SaaS group</b>        |                   |                  |                  |                  |                   |                  |                     |                       |
|                                  |                   |                  |                  |                  |                   | <b>Average:</b>  | <b>19.3%</b>        | <b>(11.7%)</b>        |
|                                  |                   |                  |                  |                  |                   | <b>Median:</b>   | <b>17.3%</b>        | <b>(11.9%)</b>        |
| <b>S&amp;P 500 (SPX)</b>         | <b>4,769.83</b>   | <b>5,254.35</b>  | <b>5,460.48</b>  | <b>5,762.48</b>  | <b>5,881.63</b>   | <b>5,611.85</b>  | <b>2.07%</b>        | <b>(4.59%)</b>        |

Source: Capital IQ, First Analysis.



## SaaS public comparables

(\$ in millions)

| (\$ in millions)                 |            | Revenue growth |        |              |               | Enterprise value / |        |         |       |
|----------------------------------|------------|----------------|--------|--------------|---------------|--------------------|--------|---------|-------|
|                                  | LTM        | 2024A-         | 2025E  | LTM          | LTM           | Revenue            |        | EBITDA' |       |
| Company                          | revenue    | 2025E          | -2026E | gross margin | EBITDA margin | 2025E              | 2026E  | 2025E   | 2026E |
| Data visibility                  |            |                |        |              |               |                    |        |         |       |
| AvePoint Inc. (AVPT)             | \$330.5    | 16.5%          | 18.8%  | 75.0%        | 3.8%          | 6.90x              | 5.80x  | NMF     | 31.8x |
| C3 AI (AI)                       | \$366.9    | 21.8%          | 21.5%  | 59.9%        | (83.6%)       | 4.64x              | 3.82x  | NMF     | NMF   |
| Couchbase Inc. (BASE)            | \$209.5    | 9.9%           | 13.6%  | 88.1%        | (37.3%)       | 3.01x              | 2.65x  | NMF     | NMF   |
| Datadog Inc. (DDOG)              | \$2,684.3  | 19.3%          | 19.9%  | 80.8%        | 3.9%          | 9.89x              | 8.25x  | NMF     | 32.3x |
| Elastic N.V. (ESTC)              | \$1,429.9  | 13.7%          | 13.9%  | 74.3%        | (4.9%)        | 5.29x              | 4.65x  | 34.7x   | 27.7x |
| MongoDB Inc. (MDB)               | \$2,006.4  | 13.7%          | 16.6%  | 73.3%        | (10.0%)       | 5.25x              | 4.51x  | NMF     | NMF   |
| Snowflake Inc. (SNOW)            | \$3,626.4  | 23.7%          | 22.3%  | 66.7%        | (36.2%)       | 10.29x             | 8.41x  | NMF     | NMF   |
| Cybersecurity                    |            |                |        |              |               |                    |        |         |       |
| Cloudflare Inc. (NET)            | \$1,669.6  | 25.6%          | 26.5%  | 77.3%        | (2.2%)        | 18.35x             | 14.51x | NMF     | NMF   |
| CrowdStrike Holdings (CRWD)      | \$3,953.6  | 21.1%          | 22.0%  | 74.9%        | 2.6%          | 17.52x             | 14.37x | NMF     | NMF   |
| CyberArk Software (CYBR)         | \$1,000.7  | 31.5%          | 19.9%  | 79.2%        | (1.1%)        | 12.08x             | 10.07x | NMF     | NMF   |
| Okta Inc. (OKTA)                 | \$2,610.0  | 9.7%           | 9.9%   | 76.3%        | 1.0%          | 5.84x              | 5.32x  | 23.4x   | 20.2x |
| Qualys Inc. (QLYS)               | \$607.6    | 7.2%           | 7.1%   | 81.7%        | 33.9%         | 6.24x              | 5.83x  | 15.1x   | 13.9x |
| SentinelOne Inc. (S)             | \$821.5    | 23.1%          | 22.5%  | 74.3%        | (36.4%)       | 5.23x              | 4.27x  | NMF     | NMF   |
| Tenable Holdings Inc. (TENB)     | \$900.0    | 8.9%           | 8.7%   | 77.8%        | 3.8%          | 4.14x              | 3.80x  | 17.6x   | 14.5x |
| Zscaler Inc. (ZS)                | \$2,421.9  | 19.7%          | 20.2%  | 77.9%        | (2.4%)        | 10.03x             | 8.34x  | NMF     | 30.5x |
| E-commerce optimization          |            |                |        |              |               |                    |        |         |       |
| BigCommerce Inc. (BIGC)          | \$332.9    | 3.9%           | 5.9%   | 76.7%        | (3.9%)        | 1.43x              | 1.35x  | 16.4x   | 13.1x |
| Braze (BRZE)                     | \$593.4    | 16.4%          | 17.0%  | 69.1%        | (19.4%)       | 4.85x              | 4.14x  | NMF     | NMF   |
| Five9 Inc. (FIVN)                | \$1,041.9  | 9.8%           | 11.1%  | 54.4%        | 2.3%          | 2.00x              | 1.80x  | 10.0x   | 8.6x  |
| Klaviyo (KVYO)                   | \$937.5    | 23.9%          | 21.9%  | 76.4%        | (7.6%)        | 6.40x              | 5.25x  | NMF     | NMF   |
| LiveRamp Inc. (RAMP)             | \$728.7    | 7.8%           | 12.3%  | 71.8%        | 3.4%          | 1.75x              | 1.56x  | 9.0x    | 7.4x  |
| RingCentral Inc. (RNG)           | \$2,400.4  | 5.1%           | 6.2%   | 70.6%        | 9.9%          | 1.50x              | 1.41x  | 5.8x    | 5.3x  |
| Shopify Inc. (SHOP)              | \$8,880.0  | 23.1%          | 21.1%  | 50.4%        | 14.4%         | 10.90x             | 9.01x  | NMF     | NMF   |
| Sprinklr Inc. (CXM)              | \$796.4    | 3.3%           | 5.5%   | 72.2%        | 4.1%          | 2.07x              | 1.96x  | 10.8x   | 11.3x |
| SPS Commerce Inc. (SPSC)         | \$637.8    | 19.4%          | 14.2%  | 67.0%        | 20.6%         | 6.34x              | 5.55x  | 21.0x   | 17.8x |
| Twilio Inc. (TWLO)               | \$4,458.0  | 8.0%           | 8.1%   | 51.1%        | 3.7%          | 2.84x              | 2.63x  | 14.4x   | 12.3x |
| Weave Communications (WEAV)      | \$204.3    | 15.1%          | 15.6%  | 71.4%        | (10.5%)       | 3.30x              | 2.86x  | NMF     | NMF   |
| Wix.com Ltd. (WIX)               | \$1,760.7  | 13.2%          | 13.1%  | 67.9%        | 7.5%          | 4.51x              | 3.99x  | 18.4x   | 14.9x |
| Yext Inc. (YEXT)                 | \$421.0    | 6.0%           | 5.9%   | 77.1%        | 2.2%          | 1.68x              | 1.59x  | 7.4x    | 6.1x  |
| Enterprise productivity          |            |                |        |              |               |                    |        |         |       |
| Asana Inc. (ASAN)                | \$723.9    | 8.7%           | 11.9%  | 89.3%        | (33.6%)       | 4.06x              | 3.63x  | NMF     | NMF   |
| Atlassian Corp. Plc (TEAM)       | \$4,795.0  | 18.2%          | 18.8%  | 81.8%        | (1.0%)        | 9.60x              | 8.07x  | NMF     | 31.3x |
| AvidXchange Inc. (AVDX)          | \$438.9    | 4.3%           | 10.7%  | 72.3%        | 7.8%          | 3.10x              | 2.80x  | 15.8x   | 12.4x |
| Bentley Systems Inc. (BSY)       | \$1,353.1  | 9.4%           | 10.6%  | 81.0%        | 27.4%         | 9.32x              | 8.43x  | 25.8x   | 22.7x |
| Bill.com Holdings Inc. (BILL)    | \$1,387.7  | 12.1%          | 16.1%  | 85.1%        | 0.6%          | 2.73x              | 2.35x  | 16.1x   | 13.6x |
| BlackLine Inc. (BL)              | \$653.3    | 7.4%           | 9.5%   | 75.2%        | 7.4%          | 4.43x              | 4.04x  | 16.4x   | 14.2x |
| Block Inc. (SQ)                  | \$24,121.1 | 8.8%           | 10.4%  | 37.1%        | 5.6%          | 1.26x              | 1.14x  | 9.1x    | 7.3x  |
| Box Inc. (BOX)                   | \$1,090.1  | 6.1%           | 7.1%   | 79.1%        | 7.8%          | 4.29x              | 4.00x  | 13.5x   | 12.1x |
| Clearwater Analytics Inc. (CWAN) | \$451.8    | 19.5%          | 19.1%  | 72.8%        | 7.2%          | 11.54x             | 9.69x  | 33.9x   | 26.9x |
| DocuSign Inc. (DOCU)             | \$2,976.7  | 5.6%           | 7.2%   | 79.2%        | 9.6%          | 4.98x              | 4.64x  | 15.4x   | 13.5x |
| Dropbox Inc. (DBX)               | \$2,548.2  | (2.9%)         | 0.6%   | 82.6%        | 26.3%         | 3.82x              | 3.80x  | 8.7x    | 8.7x  |

## SaaS public comparables

(\$ in millions)

| (\$ in millions)                |            | Revenue growth |        |              |               | Enterprise value / |        |         |       |
|---------------------------------|------------|----------------|--------|--------------|---------------|--------------------|--------|---------|-------|
|                                 | LTM        | 2024A-         | 2025E  | LTM          | LTM           | Revenue            |        | EBITDA' |       |
| Company                         | revenue    | 2025E          | -2026E | gross margin | EBITDA margin | 2025E              | 2026E  | 2025E   | 2026E |
| Dynatrace Inc. (DT)             | \$1,634.4  | 14.2%          | 15.5%  | 82.2%        | 12.4%         | 7.06x              | 6.11x  | 24.1x   | 19.7x |
| Expensify Inc. (EXFY)           | \$139.2    | 6.9%           | 6.2%   | 53.9%        | 0.1%          | 1.58x              | 1.49x  | 6.0x    | 4.9x  |
| GitLab Inc. (GTLB)              | \$759.2    | 24.4%          | 22.9%  | 88.8%        | (17.4%)       | 7.16x              | 5.83x  | NMF     | NMF   |
| JFrog Ltd. (FROG)               | \$428.5    | 17.1%          | 16.7%  | 77.1%        | (14.9%)       | 6.19x              | 5.30x  | NMF     | 29.4x |
| Marqeta Inc. (MQ)               | \$507.0    | 16.8%          | 20.8%  | 69.4%        | (1.4%)        | 1.66x              | 1.37x  | 17.3x   | 10.6x |
| monday.com Ltd. (MNDY)          | \$972.0    | 25.3%          | 24.1%  | 89.3%        | (1.3%)        | 9.02x              | 7.27x  | NMF     | NMF   |
| OneStream (OS)                  | \$489.4    | 19.6%          | 20.7%  | 63.4%        | (64.5%)       | 5.65x              | 4.69x  | NMF     | NMF   |
| Paymentus Inc. (PAY)            | \$871.7    | 23.6%          | 20.4%  | 27.3%        | 6.2%          | 2.84x              | 2.36x  | 26.7x   | 20.5x |
| Pegasystems Inc. (PEGA)         | \$1,497.2  | 6.4%           | 7.1%   | 73.9%        | 11.9%         | 3.63x              | 3.39x  | 15.8x   | 13.8x |
| Workiva Inc. (WK)               | \$738.7    | 17.3%          | 17.1%  | 76.7%        | (8.3%)        | 4.89x              | 4.18x  | NMF     | NMF   |
| Future of work                  |            |                |        |              |               |                    |        |         |       |
| Coursera Inc. (COUR)            | \$694.7    | 3.9%           | 5.2%   | 53.5%        | (13.6%)       | 0.48x              | 0.45x  | 6.7x    | 4.9x  |
| Paycom Software Inc. (PAYC)     | \$1,883.2  | 7.7%           | 9.9%   | 85.8%        | 30.8%         | 5.88x              | 5.34x  | 14.3x   | 12.9x |
| Paycor Inc. (PYCR)              | \$699.7    | 9.5%           | 13.3%  | 66.0%        | 10.5%         | 5.19x              | 4.58x  | 15.3x   | 12.5x |
| Paylocity Holding Corp. (PCTY)  | \$1,498.5  | 8.8%           | 12.3%  | 68.6%        | 20.7%         | 6.36x              | 5.66x  | 18.6x   | 16.1x |
| Udemy Inc. (UDMY)               | \$786.6    | 1.2%           | 5.8%   | 62.5%        | (8.5%)        | 1.01x              | 0.95x  | 10.0x   | 6.7x  |
| Workday Inc. (WDAY)             | \$8,446.0  | 12.7%          | 13.5%  | 75.5%        | 9.8%          | 6.05x              | 5.33x  | 19.1x   | 16.0x |
| Go-to-market technology         |            |                |        |              |               |                    |        |         |       |
| Amplitude Inc. (AMPL)           | \$299.3    | 9.9%           | 11.3%  | 74.3%        | (34.9%)       | 3.12x              | 2.80x  | NMF     | NMF   |
| Appian Corp. (APPN)             | \$617.0    | 10.5%          | 10.8%  | 75.9%        | (7.1%)        | 3.36x              | 3.03x  | NMF     | 33.3x |
| Domo Inc. (DOMO)                | \$317.0    | (0.8%)         | 1.9%   | 74.5%        | (18.3%)       | 1.24x              | 1.22x  | 24.4x   | 19.5x |
| Dun & Bradstreet Inc. (DNB)     | \$2,381.7  | 3.5%           | 4.9%   | 62.2%        | 26.6%         | 2.97x              | 2.83x  | 7.6x    | 7.1x  |
| Freshworks Inc. (FRSH)          | \$720.4    | 13.2%          | 13.3%  | 84.3%        | (15.7%)       | 3.95x              | 3.49x  | 21.3x   | 16.4x |
| HubSpot Inc. (HUBS)             | \$2,627.5  | 14.3%          | 16.4%  | 85.0%        | (1.5%)        | 9.48x              | 8.14x  | NMF     | NMF   |
| PROS Inc. (PRO)                 | \$330.4    | 9.2%           | 10.4%  | 65.7%        | (3.2%)        | 2.91x              | 2.63x  | 24.5x   | 17.7x |
| Salesforce Inc. (CRM)           | \$37,895.0 | 7.8%           | 9.3%   | 77.2%        | 29.4%         | 6.26x              | 5.73x  | 16.0x   | 14.6x |
| ServiceNow Inc. (NOW)           | \$10,984.0 | 18.7%          | 19.8%  | 79.2%        | 17.9%         | 11.99x             | 10.01x | 33.8x   | 27.4x |
| UiPath Inc (PATH)               | \$1,429.7  | 6.9%           | 9.2%   | 83.0%        | (8.6%)        | 2.64x              | 2.42x  | 13.8x   | 11.9x |
| Zeta Global Corp. (ZETA)        | \$1,005.8  | 23.4%          | 18.8%  | 60.3%        | (2.6%)        | 2.47x              | 2.08x  | 12.0x   | 9.6x  |
| ZoomInfo Technologies Inc. (ZI) | \$1,214.3  | (1.5%)         | 3.5%   | 88.2%        | 20.3%         | 3.89x              | 3.76x  | 9.9x    | 9.4x  |
| Healthcare                      |            |                |        |              |               |                    |        |         |       |
| Certara Inc. (CERT)             | \$385.1    | 9.3%           | 8.5%   | 59.9%        | 22.6%         | 4.10x              | 3.77x  | 13.0x   | 11.8x |
| Doximity Inc. (DOCS)            | \$550.2    | 12.3%          | 12.4%  | 90.2%        | 41.6%         | 16.28x             | 14.49x | 30.6x   | 26.5x |
| Research Solutions (RSSS)       | \$48.2     | 6.6%           | 4.0%   | 47.1%        | 5.7%          | 1.50x              | 1.44x  | 13.1x   | 11.5x |
| Simulations Plus Inc. (SLP)     | \$78.6     | 24.8%          | 11.1%  | 55.3%        | 14.4%         | 5.12x              | 4.61x  | 15.3x   | 13.7x |
| Teladoc Health Inc. (TDOC)      | \$2,569.6  | (1.9%)         | 1.8%   | 70.8%        | 1.2%          | 0.66x              | 0.65x  | 5.7x    | 5.3x  |
| Veeva Systems Inc. (VEEV)       | \$2,746.6  | 11.1%          | 12.2%  | 74.5%        | 26.8%         | 10.69x             | 9.52x  | 24.6x   | 21.7x |
| Internet of Things              |            |                |        |              |               |                    |        |         |       |
| Alarm.com Holdings (ALRM)       | \$939.8    | 4.2%           | 4.3%   | 65.3%        | 13.9%         | 2.70x              | 2.59x  | 13.9x   | 12.7x |
| Cerence Inc. (CRNC)             | \$244.1    | 4.0%           | 8.9%   | 67.7%        | (4.6%)        | 1.98x              | 1.81x  | 17.9x   | 12.5x |
| PowerFleet (PWFL)               | \$293.0    | 47.1%          | 13.6%  | 52.6%        | 4.7%          | 2.26x              | 1.99x  | 9.1x    | 7.0x  |
| Samsara Inc. (IOT)              | \$1,249.2  | 22.7%          | 22.8%  | 76.2%        | (13.9%)       | 13.65x             | 11.12x | NMF     | NMF   |
| ServiceTitan (TTAN)             | \$771.9    | 16.8%          | 13.6%  | 65.0%        | (20.9%)       | 9.19x              | 8.09x  | NMF     | NMF   |

## SaaS public comparables

(\$ in millions)

| (\$ in millions)                 |           | Revenue growth |        |       |         | Enterprise value / |       |         |       |
|----------------------------------|-----------|----------------|--------|-------|---------|--------------------|-------|---------|-------|
|                                  | LTM       | 2024A-         | 2025E  | LTM   | LTM     | Revenue            |       | EBITDA¹ |       |
| Company                          | revenue   | 2025E          | -2026E | gross | EBITDA  | 2025E              | 2026E | 2025E   | 2026E |
| Other SaaS                       |           |                |        |       |         |                    |       |         |       |
| Confluent Inc. (CFLT)            | \$963.6   | 20.8%          | 20.4%  | 73.3% | (41.2%) | 6.04x              | 5.02x | NMF     | NMF   |
| Fastly Inc. (FSLY)               | \$543.7   | 6.5%           | 7.6%   | 54.4% | (17.9%) | 1.74x              | 1.62x | 23.4x   | 15.7x |
| Unity Software Inc. (U)          | \$1,813.3 | (2.0%)         | 10.4%  | 74.3% | (7.3%)  | 5.12x              | 4.64x | 25.6x   | 19.9x |
| Vertical SaaS                    |           |                |        |       |         |                    |       |         |       |
| AppFolio Inc. (APPF)             | \$794.2   | 18.1%          | 17.3%  | 64.5% | 17.8%   | 8.29x              | 7.06x | 29.6x   | 24.2x |
| CarGurus Inc. (CARG)             | \$894.4   | 5.8%           | 8.2%   | 83.7% | 18.7%   | 3.10x              | 2.86x | 10.5x   | 9.5x  |
| CS Disco Inc. (LAW)              | \$144.8   | 4.3%           | 5.7%   | 74.2% | (30.5%) | 0.84x              | 0.80x | NMF     | NMF   |
| Enfusion Inc. (ENFN)             | \$201.6   | 17.7%          | 17.4%  | 67.8% | 6.3%    | 4.42x              | 3.77x | 19.9x   | 14.6x |
| EverCommerce Inc. (EVCM)         | \$698.8   | (8.3%)         | 7.8%   | 67.3% | 17.1%   | 3.53x              | 3.27x | 12.8x   | 11.4x |
| Intapp Inc. (INTA)               | \$465.0   | 15.7%          | 13.9%  | 73.0% | (2.2%)  | 8.13x              | 7.14x | NMF     | NMF   |
| LegalZoom.com Inc. (LZ)          | \$681.9   | 4.5%           | 6.7%   | 64.8% | 7.2%    | 1.94x              | 1.82x | 8.4x    | 7.5x  |
| nCino Inc. (NCNO)                | \$540.7   | 13.5%          | 13.9%  | 60.1% | 5.7%    | 5.16x              | 4.53x | 25.2x   | 19.9x |
| Procore Technologies Inc. (PCOR) | \$1,151.7 | 12.0%          | 14.6%  | 82.2% | (6.3%)  | 7.10x              | 6.19x | NMF     | 28.1x |
| Q2 Inc. (QTWO)                   | \$696.5   | 11.4%          | 10.8%  | 50.9% | 0.7%    | 6.39x              | 5.76x | 29.5x   | 24.5x |
| Overall SaaS Group               |           |                |        |       |         |                    |       |         |       |
| Average:                         | \$2,084.7 | 12.4%          | 12.9%  | 71.3% | (0.4%)  | 5.41x              | 4.70x | 17.1x   | 15.9x |
| Median:                          | \$821.5   | 11.1%          | 12.3%  | 74.2% | 2.2%    | 4.64x              | 4.04x | 15.8x   | 13.8x |

**Source:** First Analysis, Capital IQ.

**Notes:** Public comparable company data shown above is as of March 31, 2025.

(1) EBITDA multiples less than 0 and greater than 35 labeled "not meaningful" (NMF). LTM = last 12 months. EBITDA = earnings before interest, taxes, depreciation and amortization.

# SaaS M&A: Notable transactions include Greenphire and Wiz

We highlight two noteworthy SaaS merger and acquisition transactions from the first quarter.

In mid-January, Suvoda announced it would acquire and merge with Greenphire for an undisclosed amount. Greenphire provides clinical trial payment solutions for sponsors, contract research organizations (CROs) and research sites. Suvoda is a clinical trial technology company specializing in randomization and trial supply management, consent, and patient outcomes data collection for complex, life-sustaining studies in therapeutic areas like oncology, cen-

tral nervous system disorders, and rare diseases. Jagath Wanninayake, Suvoda's founder and CEO, will serve as chief executive officer for the combined company. Bringing together Suvoda's and Greenphire's offerings creates a platform to support clinical trials with a comprehensive product portfolio, including randomization and trial supply management, electronic consent, electronic clinical outcome assessments, patient and grant payments, study budgeting, and travel and logistics. The goal is to enhance patient access and engagement in clinical trials, simplify site access to essential

## Greenphire Platform Metrics

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### Delivering Measurable ROI

With Greenphire, you can experience:

**50%**

reduction in time spent  
on payments

**80%**

reduction in time spent  
supporting site  
inquiries

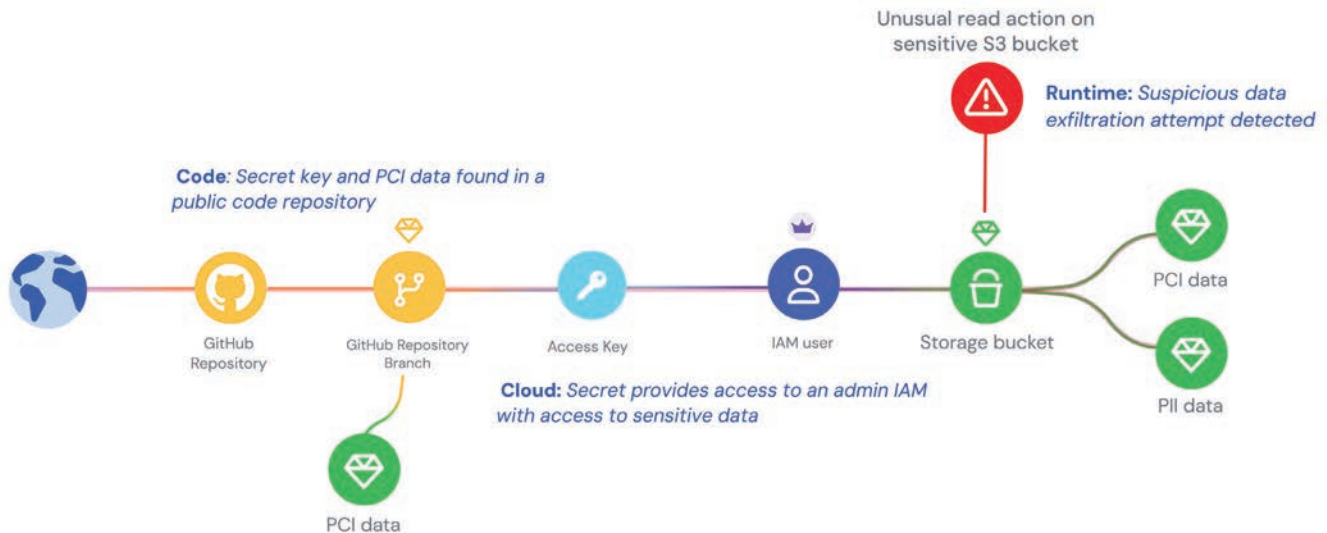
**30%**

reduction in time spent  
on study close-out

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**Source:** Greenphire.

**Wiz's Security Graph analyzes the relationships between technologies running in the cloud and prioritizes issues that have the highest probability of being exploited**



**Source:** Wiz.

technologies, and help pharma companies and CROs more easily achieve their clinical trial objectives.

On March 18, Google announced its acquisition of Wiz, a New York-based cloud security platform, for \$32 billion in an all-cash transaction. Wiz, founded in 2020, offers an agentless solution based on an application programming interface. It secures infrastructure across AWS, Azure, Oracle Cloud and Kubernetes environments, providing unified risk visibility, vulnerability management, identity exposure analysis and threat detection. Media re-

ports cited Wiz annual recurring revenue (ARR) figures in the range of \$500 million to \$700 million, implying a valuation at least 45 times ARR. Wiz is expected to strengthen Google Cloud's position in multicloud security, accelerate innovation in artificial-intelligence-driven threat prevention, and broaden its customer reach across enterprise, government and public sector clients. Wiz is expected to continue operating independently within Google Cloud, with its platform remaining available across all major cloud providers. The acquisition is expected to close in 2026.

## Select recent M&A transactions (sorted by date of announcement)

(\$ in millions)

| Date      | Target                 | Target business description  | Buyer                       | Enterprise value (EV) | EV/revenue  |
|-----------|------------------------|--|-----------------------------|-----------------------|-------------|
| 3/27/2025 | OfferFit               | AI-based omnichannel marketing platform  | Braze (BRZE)                | \$325.0               | Undisclosed |
| 3/24/2025 | Dun & Bradstreet (DNB) | Business data and analytics platform   | Clearlake Capital Group     | \$7,700.0             | 3.1x        |
| 3/18/2025 | Wiz                    | Secures infrastructure across AWS, Azure, Oracle Cloud and Kubernetes environments, providing unified risk visibility, vulnerability management, identity exposure analysis and threat detection | Alphabet (GOOG)             | \$32,000.0            | Undisclosed |
| 3/10/2025 | Moveworks              | Artificial intelligence agent software for employee support and engagement   | ServiceNow (NOW)            | \$2,850.0             | Undisclosed |
| 2/13/2025 | Zilla Security         | Software for identity governance and administration  | CyberArk (CYBR)             | \$175.0               | 35.0x       |
| 2/11/2025 | CHeKT                  | Software for remote video monitoring   | Alarm.com (ALRM)            | Undisclosed           | Undisclosed |
| 2/10/2025 | Preteckt               | Software for predicting maintenance needs for commercial vehicles and prescribing maintenance measures   | Diesel Laptops              | Undisclosed           | Undisclosed |
| 1/13/2025 | Greenphire             | Clinical trial payment solutions for sponsors, contract research organizations and research sites  | Suvoda                      | Undisclosed           | Undisclosed |
| 1/13/2025 | Enfusion (ENFN)        | Investment management software for hedge funds and other asset managers  | Clearwater Analytics (CWAN) | \$1,500.0             | 6.3x        |
| 1/7/2025  | Paycor (PYCR)          | Human capital management solutions for small and medium-sized businesses   | Paychex (PAYX)              | \$4,116.2             | 5.4x        |

**Source:** Capital IQ, First Analysis.



# SaaS private placements: Notable transactions include Manas AI and ReliaQuest

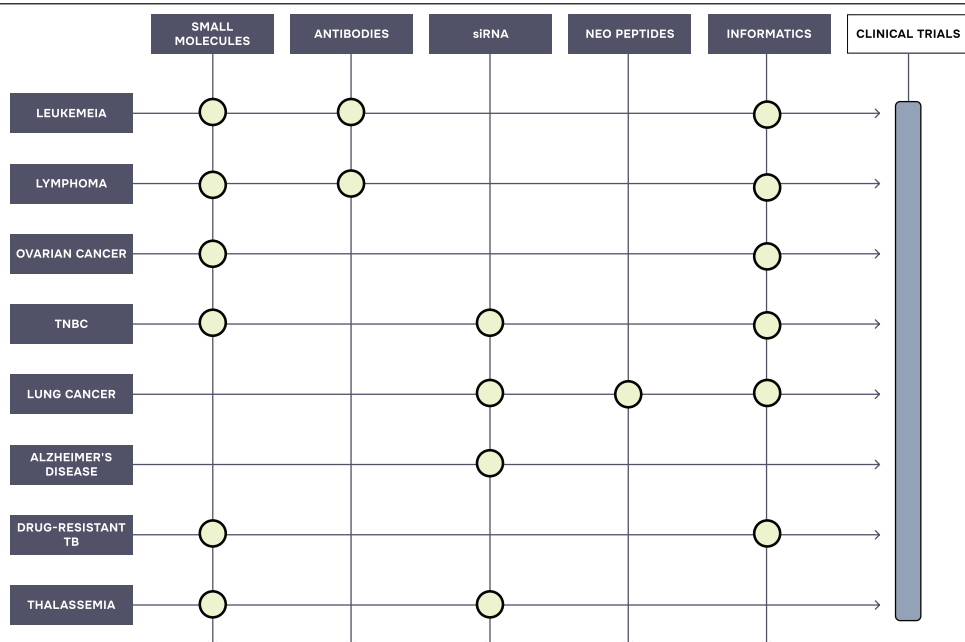
We highlight two noteworthy SaaS private placements from the first quarter.

In late January, Manas AI announced it had raised a \$25 million seed round co-led by General Catalyst and Reid Hoffman with participation from Greylock. Manas AI integrates generative computational chemistry, advanced molecular docking, and biology to create therapeutic development pipelines - from target identification to clinical trials. The effort leverages a partnership with Microsoft in which Manas will use Microsoft Azure and tap Microsoft's expertise in

artificial intelligence. The goal is to disrupt the traditional model of therapeutic discovery by accelerating the process of screening, identifying and advancing transformative medicines for cancer, autoimmune disease and rare conditions. The company was co-founded by Hoffman and Dr. Siddhartha Mukherjee, a pioneering oncologist, researcher, and author.

At the end of March, ReliaQuest, a leader in AI-powered security operations, announced a \$500 million growth funding led by EQT, KKR, and FTV Capital, with

**Manas AI projects**



**Source:** Manas AI.

ReliaQuest’s GreyMatter platform automates detection and response to help security teams operate more efficiently



Source: ReliaQuest.

continued participation from Ten Eleven Ventures and Finback Investment Partners. The round valued ReliaQuest at \$3.4 billion. ReliaQuest’s platform, GreyMatter, leverages agentic AI models to automate detection, investigation and response across over 200 security tools. ARR has

surpassed \$300 million and grown over 30% annually. ReliaQuest enables enterprise security teams to contain threats within five minutes, reduce investigation time by a factor of 20, and eliminate Tier 1 and Tier 2 workloads.

## Select recent private placements (sorted by date of announcement)

(\$ in millions)

| Date      | Company      | Business description   | Investors   | Raise type | Amount raised | Total amount raised |
|-----------|--------------|--|---|------------|---------------|---------------------|
| 4/2/2025  | Cyberhaven   | Data detection and response platform that monitors and protects sensitive data across SaaS, endpoints and cloud infrastructure to prevent insider threats, data exfiltration and leaks       | Adams Street; Redpoint; Industry Ventures; Schroders; Khosla Ventures; StepStone Group  | Series D   | \$100         | \$139.5             |
| 3/31/2025 | ReliaQuest   | Agentic artificial intelligence cybersecurity models to automate incident detection, investigation and response across over 200 security tools   | FTV; KKR; Ten Eleven Ventures; Finback Partners; EQT  | Growth     | \$500.0       | \$830.0             |
| 3/26/2025 | GridPoint    | Energy management and energy control solutions for commercial buildings  | Fortress Investment Group; Goldman Sachs; I Squared; Marunouchi Innovation Partners; Olympia Group; QVT Financial; Shell Ventures; Toms Capital | Venture    | \$45.0        | \$391.5             |
| 3/4/2025  | Swap         | E-commerce software encompassing pricing, restocking, inventory management and demand forecasting  | 9900 Capital; Cherry Ventures; Iconiq Growth; QED Investors   | Series B   | \$40.0        | \$51.4              |
| 2/19/2025 | Relish IQ    | Software that automates and enhances procurement and finance processes by integrating with platforms like SAP, Workday and Coupa to improve data accuracy, compliance and invoice processing | Base10 Partners; Volition Capital   | Series B   | \$25.0        | \$35.0              |
| 2/14/2025 | Beam Finance | Financial and construction management software with embedded payments and banking for small and mid-size builders  | Accel Partners; Zigg Capital  | Series A   | \$11.0        | \$15.0              |
| 1/27/2025 | Manas AI     | Integrates generative computational chemistry, advanced molecular docking, and biology to create therapeutic development pipelines - from target identification to clinical trials           | General Catalyst, Greylock  | Seed       | \$24.6        | \$238.8             |

**Source:** Capital IQ, First Analysis.

**SaaS public comparables**

(\$ in millions)

(\$ in millions)

| Company                          | Market cap | Enterprise value | LTM revenue | Revenue growth |             | LTM gross margin | LTM EBITDA margin | Enterprise value / |        |         |       |
|----------------------------------|------------|------------------|-------------|----------------|-------------|------------------|-------------------|--------------------|--------|---------|-------|
|                                  |            |                  |             | 2024A-2025E    | 2025E-2026E |                  |                   | Revenue            |        | EBITDA¹ |       |
|                                  |            |                  |             |                |             |                  |                   | 2025E              | 2026E  | 2025E   | 2026E |
| Alarm.com Holdings (ALRM)        | \$2,762.9  | \$2,643.6        | \$939.8     | 4.2%           | 4.3%        | 65.3%            | 13.9%             | 2.70x              | 2.59x  | 13.9x   | 12.7x |
| Amplitude (AMPL)                 | \$1,318.7  | \$1,025.9        | \$299.3     | 9.9%           | 11.3%       | 74.3%            | (34.9%)           | 3.12x              | 2.80x  | NMF     | NMF   |
| AppFolio Inc. (APPF)             | \$8,005.4  | \$7,768.9        | \$794.2     | 18.1%          | 17.3%       | 64.5%            | 17.8%             | 8.29x              | 7.06x  | 29.6x   | 24.2x |
| Appian Corp. (APPN)              | \$2,133.2  | \$2,288.4        | \$617.0     | 10.5%          | 10.8%       | 75.9%            | (71%)             | 3.36x              | 3.03x  | NMF     | 33.3x |
| Asana Inc. (ASAN)                | \$3,395.9  | \$3,197.4        | \$723.9     | 8.7%           | 11.9%       | 89.3%            | (33.6%)           | 4.06x              | 3.63x  | NMF     | NMF   |
| Atlassian Corp. Plc (TEAM)       | \$55,599.1 | \$54,374.4       | \$4,795.0   | 18.2%          | 18.8%       | 81.8%            | (1.0%)            | 9.60x              | 8.07x  | NMF     | 31.3x |
| AvePoint Inc. (AVPT)             | \$2,929.5  | \$2,656.9        | \$330.5     | 16.5%          | 18.8%       | 75.0%            | 3.8%              | 6.90x              | 5.80x  | NMF     | 31.8x |
| AvidXchange (AVDX)               | \$1,733.7  | \$1,419.8        | \$438.9     | 4.3%           | 10.7%       | 72.3%            | 7.8%              | 3.10x              | 2.80x  | 15.8x   | 12.4x |
| Bentley Systems Inc. (BSY)       | \$12,424.8 | \$13,787.6       | \$1,353.1   | 9.4%           | 10.6%       | 81.0%            | 27.4%             | 9.32x              | 8.43x  | 25.8x   | 22.7x |
| BigCommerce Inc. (BIGC)          | \$452.7    | \$495.2          | \$332.9     | 3.9%           | 5.9%        | 76.7%            | (3.9%)            | 1.43x              | 1.35x  | 16.4x   | 13.1x |
| Bill.com Holdings Inc. (BILL)    | \$4,678.3  | \$4,242.7        | \$1,387.7   | 12.1%          | 16.1%       | 85.1%            | 0.6%              | 2.73x              | 2.35x  | 16.1x   | 13.6x |
| BlackLine Inc. (BL)              | \$3,041.5  | \$3,108.6        | \$653.3     | 7.4%           | 9.5%        | 75.2%            | 7.4%              | 4.43x              | 4.04x  | 16.4x   | 14.2x |
| Block Inc. (SQ)                  | \$33,697.1 | \$33,016.1       | \$24,121.1  | 8.8%           | 10.4%       | 37.1%            | 5.6%              | 1.26x              | 1.14x  | 9.1x    | 7.3x  |
| Box Inc. (BOX)                   | \$4,437.3  | \$4,955.5        | \$1,090.1   | 6.1%           | 7.1%        | 79.1%            | 7.8%              | 4.29x              | 4.00x  | 13.5x   | 12.1x |
| Braze (BRZE)                     | \$3,775.1  | \$3,348.9        | \$593.4     | 16.4%          | 17.0%       | 69.1%            | (19.4%)           | 4.85x              | 4.14x  | NMF     | NMF   |
| C3 AI (AI)                       | \$2,794.2  | \$2,074.3        | \$366.9     | 21.8%          | 21.5%       | 59.9%            | (83.6%)           | 4.64x              | 3.82x  | NMF     | NMF   |
| CarGurus Inc. (CARG)             | \$3,041.6  | \$2,930.2        | \$894.4     | 5.8%           | 8.2%        | 83.7%            | 18.7%             | 3.10x              | 2.86x  | 10.5x   | 9.5x  |
| Cerence Inc. (CRNC)              | \$341.3    | \$501.1          | \$244.1     | 4.0%           | 8.9%        | 67.7%            | (4.6%)            | 1.98x              | 1.81x  | 17.9x   | 12.5x |
| Certara Inc. (CERT)              | \$1,594.1  | \$1,724.6        | \$385.1     | 9.3%           | 8.5%        | 59.9%            | 22.6%             | 4.10x              | 3.77x  | 13.0x   | 11.8x |
| Clearwater Analytics Inc. (CWAN) | \$6,394.4  | \$6,232.8        | \$451.8     | 19.5%          | 19.1%       | 72.8%            | 7.2%              | 11.54x             | 9.69x  | 33.9x   | 26.9x |
| Cloudflare Inc. (NET)            | \$38,861.7 | \$38,469.0       | \$1,669.6   | 25.6%          | 26.5%       | 77.3%            | (2.2%)            | 18.35x             | 14.51x | NMF     | NMF   |
| Confluent Inc. (CFLT)            | \$7,829.3  | \$7,028.8        | \$963.6     | 20.8%          | 20.4%       | 73.3%            | (41.2%)           | 6.04x              | 5.02x  | NMF     | NMF   |
| Couchbase Inc. (BASE)            | \$836.3    | \$693.5          | \$209.5     | 9.9%           | 13.6%       | 88.1%            | (37.3%)           | 3.01x              | 2.65x  | NMF     | NMF   |
| Coursera Inc. (COUR)             | \$1,067.0  | \$343.9          | \$694.7     | 3.9%           | 5.2%        | 53.5%            | (13.6%)           | 0.48x              | 0.45x  | 6.7x    | 4.9x  |
| CrowdStrike Holdings (CRWD)      | \$87,395.2 | \$83,900.2       | \$3,953.6   | 21.1%          | 22.0%       | 74.9%            | 2.6%              | 17.52x             | 14.37x | NMF     | NMF   |
| CS Disco Inc. (LAW)              | \$247.0    | \$127.1          | \$144.8     | 4.3%           | 5.7%        | 74.2%            | (30.5%)           | 0.84x              | 0.80x  | NMF     | NMF   |
| CyberArk Software (CYBR)         | \$16,717.0 | \$15,905.2       | \$1,000.7   | 31.5%          | 19.9%       | 79.2%            | (11%)             | 12.08x             | 10.07x | NMF     | NMF   |
| Datadog Inc. (DDOG)              | \$34,005.6 | \$31,658.7       | \$2,684.3   | 19.3%          | 19.9%       | 80.8%            | 3.9%              | 9.89x              | 8.25x  | NMF     | 32.3x |
| DocuSign Inc. (DOCU)             | \$16,480.2 | \$15,641.1       | \$2,976.7   | 5.6%           | 7.2%        | 79.2%            | 9.6%              | 4.98x              | 4.64x  | 15.4x   | 13.5x |
| Domo Inc. (DOMO)                 | \$303.5    | \$389.3          | \$317.0     | (0.8%)         | 1.9%        | 74.5%            | (18.3%)           | 1.24x              | 1.22x  | 24.4x   | 19.5x |
| Doximity Inc. (DOCS)             | \$10,888.6 | \$10,056.6       | \$550.2     | 12.3%          | 12.4%       | 90.2%            | 41.6%             | 16.28x             | 14.49x | 30.6x   | 26.5x |
| Dropbox Inc. (DBX)               | \$8,059.8  | \$9,462.2        | \$2,548.2   | (2.9%)         | 0.6%        | 82.6%            | 26.3%             | 3.82x              | 3.80x  | 8.7x    | 8.7x  |
| Dun & Bradstreet Inc.            | \$3,974.6  | \$7,323.3        | \$2,381.7   | 3.5%           | 4.9%        | 62.2%            | 26.6%             | 2.97x              | 2.83x  | 7.6x    | 7.1x  |
| Dynatrace Inc. (DT)              | \$14,114.4 | \$13,181.9       | \$1,634.4   | 14.2%          | 15.5%       | 82.2%            | 12.4%             | 7.06x              | 6.11x  | 24.1x   | 19.7x |

SaaS public comparables

(\$ in millions)

(\$ in millions)

| Company                          | Market cap  | Enterprise value | LTM revenue | Revenue growth |             | LTM gross margin | LTM EBITDA margin | Enterprise value / |        |         |       |
|----------------------------------|-------------|------------------|-------------|----------------|-------------|------------------|-------------------|--------------------|--------|---------|-------|
|                                  |             |                  |             | 2024A-2025E    | 2025E-2026E |                  |                   | Revenue            |        | EBITDA¹ |       |
|                                  |             |                  |             |                |             |                  |                   | 2025E              | 2026E  | 2025E   | 2026E |
| Elastic N.V. (ESTC)              | \$9,303.2   | \$8,606.9        | \$1,429.9   | 13.7%          | 13.9%       | 74.3%            | (4.9%)            | 5.29x              | 4.65x  | 34.7x   | 27.7x |
| Enfusion Inc. (ENFN)             | \$1,057.0   | \$1,049.2        | \$201.6     | 17.7%          | 17.4%       | 67.8%            | 6.3%              | 4.42x              | 3.77x  | 19.9x   | 14.6x |
| EverCommerce Inc. (EVCN)         | \$1,848.6   | \$2,258.7        | \$698.8     | (8.3%)         | 7.8%        | 67.3%            | 17.1%             | 3.53x              | 3.27x  | 12.8x   | 11.4x |
| Expensify Inc. (EXFY)            | \$277.9     | \$235.6          | \$139.2     | 6.9%           | 6.2%        | 53.9%            | 0.1%              | 1.58x              | 1.49x  | 6.0x    | 4.9x  |
| Fastly Inc. (FSLY)               | \$900.8     | \$1,009.5        | \$543.7     | 6.5%           | 7.6%        | 54.4%            | (17.9%)           | 1.74x              | 1.62x  | 23.4x   | 15.7x |
| Five9 Inc. (FIVN)                | \$2,058.2   | \$2,285.4        | \$1,041.9   | 9.8%           | 11.1%       | 54.4%            | 2.3%              | 2.00x              | 1.80x  | 10.0x   | 8.6x  |
| Freshworks Inc. (FRSH)           | \$4,254.6   | \$3,222.8        | \$720.4     | 13.2%          | 13.3%       | 84.3%            | (15.7%)           | 3.95x              | 3.49x  | 21.3x   | 16.4x |
| GitLab Inc. (GTLB)               | \$7,708.0   | \$6,761.4        | \$759.2     | 24.4%          | 22.9%       | 88.8%            | (17.4%)           | 7.16x              | 5.83x  | NMF     | NMF   |
| HubSpot Inc. (HUBS)              | \$29,794.5  | \$28,470.5       | \$2,627.5   | 14.3%          | 16.4%       | 85.0%            | (1.5%)            | 9.48x              | 8.14x  | NMF     | NMF   |
| Intapp Inc. (INTA)               | \$4,635.2   | \$4,372.1        | \$465.0     | 15.7%          | 13.9%       | 73.0%            | (2.2%)            | 8.13x              | 7.14x  | NMF     | NMF   |
| JFrog Ltd. (FROG)                | \$3,612.1   | \$3,104.1        | \$428.5     | 17.1%          | 16.7%       | 77.1%            | (14.9%)           | 6.19x              | 5.30x  | NMF     | 29.4x |
| Klaviyo (KLVY)                   | \$8,264.5   | \$7,436.4        | \$937.5     | 23.9%          | 21.9%       | 76.4%            | (7.6%)            | 6.40x              | 5.25x  | NMF     | NMF   |
| LegalZoom.com Inc. (LZ)          | \$1,516.1   | \$1,382.0        | \$681.9     | 4.5%           | 6.7%        | 64.8%            | 7.2%              | 1.94x              | 1.82x  | 8.4x    | 7.5x  |
| LiveRamp Inc. (RAMP)             | \$1,719.0   | \$1,372.9        | \$728.7     | 7.8%           | 12.3%       | 71.8%            | 3.4%              | 1.75x              | 1.56x  | 9.0x    | 7.4x  |
| Marqeta Inc. (MQ)                | \$2,077.8   | \$980.9          | \$507.0     | 16.8%          | 20.8%       | 69.4%            | (1.4%)            | 1.66x              | 1.37x  | 17.3x   | 10.6x |
| monday.com Ltd. (MNDY)           | \$12,346.0  | \$10,990.5       | \$972.0     | 25.3%          | 24.1%       | 89.3%            | (1.3%)            | 9.02x              | 7.27x  | NMF     | NMF   |
| MongoDB Inc. (MDB)               | \$14,240.3  | \$11,977.8       | \$2,006.4   | 13.7%          | 16.6%       | 73.3%            | (10.0%)           | 5.25x              | 4.51x  | NMF     | NMF   |
| nCino Inc. (NCNO)                | \$3,180.9   | \$3,164.1        | \$540.7     | 13.5%          | 13.9%       | 60.1%            | 5.7%              | 5.16x              | 4.53x  | 25.2x   | 19.9x |
| Okta Inc. (OKTA)                 | \$18,266.5  | \$16,729.5       | \$2,610.0   | 9.7%           | 9.9%        | 76.3%            | 1.0%              | 5.84x              | 5.32x  | 23.4x   | 20.2x |
| OneStream (OS)                   | \$3,729.5   | \$3,308.7        | \$489.4     | 19.6%          | 20.7%       | 63.4%            | (64.5%)           | 5.65x              | 4.69x  | NMF     | NMF   |
| Paycom Software Inc. (PAYC)      | \$12,231.9  | \$11,913.3       | \$1,883.2   | 7.7%           | 9.9%        | 85.8%            | 30.8%             | 5.88x              | 5.34x  | 14.3x   | 12.9x |
| Paycor Inc. (PYCR)               | \$4,079.0   | \$3,977.2        | \$699.7     | 9.5%           | 13.3%       | 66.0%            | 10.5%             | 5.19x              | 4.58x  | 15.3x   | 12.5x |
| Paylocity Holding Corp. (PCTY)   | \$10,469.9  | \$10,369.7       | \$1,498.5   | 8.8%           | 12.3%       | 68.6%            | 20.7%             | 6.36x              | 5.66x  | 18.6x   | 16.1x |
| Paymentus Inc. (PAY)             | \$3,261.7   | \$3,064.2        | \$871.7     | 23.6%          | 20.4%       | 27.3%            | 6.2%              | 2.84x              | 2.36x  | 26.7x   | 20.5x |
| Pegasystems Inc. (PEGA)          | \$5,971.7   | \$5,781.4        | \$1,497.2   | 6.4%           | 7.1%        | 73.9%            | 11.9%             | 3.63x              | 3.39x  | 15.8x   | 13.8x |
| PowerFleet (PWFL)                | \$727.2     | \$975.1          | \$293.0     | 47.1%          | 13.6%       | 52.6%            | 4.7%              | 2.26x              | 1.99x  | 9.1x    | 7.0x  |
| Procore Technologies Inc. (PCOR) | \$9,898.0   | \$9,156.6        | \$1,151.7   | 12.0%          | 14.6%       | 82.2%            | (6.3%)            | 7.10x              | 6.19x  | NMF     | 28.1x |
| PROS Inc. (PRO)                  | \$909.6     | \$1,048.5        | \$330.4     | 9.2%           | 10.4%       | 65.7%            | (3.2%)            | 2.91x              | 2.63x  | 24.5x   | 17.7x |
| Q2 Inc. (Q TWO)                  | \$4,858.8   | \$4,953.3        | \$696.5     | 11.4%          | 10.8%       | 50.9%            | 0.7%              | 6.39x              | 5.76x  | 29.5x   | 24.5x |
| Qualys Inc. (QLYS)               | \$4,593.6   | \$4,065.5        | \$607.6     | 7.2%           | 7.1%        | 81.7%            | 33.9%             | 6.24x              | 5.83x  | 15.1x   | 13.9x |
| Research Solutions (RSSS)        | \$2,246.3   | \$3,782.2        | \$2,400.4   | 5.1%           | 6.2%        | 70.6%            | 9.9%              | 1.50x              | 1.41x  | 5.8x    | 5.3x  |
| RingCentral Inc. (RNG)           | \$84.9      | \$77.2           | \$48.2      | 6.6%           | 4.0%        | 47.1%            | 5.7%              | 1.50x              | 1.44x  | 13.1x   | 11.5x |
| salesforce.com (CRM)             | \$257,894.0 | \$255,932.0      | \$37,895.0  | 7.8%           | 9.3%        | 77.2%            | 29.4%             | 6.26x              | 5.73x  | 16.0x   | 14.6x |
| Samsara Inc. (IOT)               | \$21,822.0  | \$20,924.9       | \$1,249.2   | 22.7%          | 22.8%       | 76.2%            | (13.9%)           | 13.65x             | 11.12x | NMF     | NMF   |

**SaaS public comparables**

(\$ in millions)

| (\$ in millions)             |             |                  |             | Revenue growth |              | LTM gross margin | LTM EBITDA margin | Enterprise value / |        |         |       |
|------------------------------|-------------|------------------|-------------|----------------|--------------|------------------|-------------------|--------------------|--------|---------|-------|
| Company                      | Market cap  | Enterprise value | LTM revenue | 2024A-2025E    | 2025E -2026E |                  |                   | Revenue            |        | EBITDA¹ |       |
|                              |             |                  |             |                |              |                  |                   | 2025E              | 2026E  | 2025E   | 2026E |
| SentinelOne Inc. (S)         | \$5,993.2   | \$5,290.3        | \$821.5     | 23.1%          | 22.5%        | 74.3%            | (36.4%)           | 5.23x              | 4.27x  | NMF     | NMF   |
| ServiceNow Inc. (NOW)        | \$164,004.8 | \$156,409.8      | \$10,984.0  | 18.7%          | 19.8%        | 79.2%            | 17.9%             | 11.99x             | 10.01x | 33.8x   | 27.4x |
| ServiceTitan (TTAN)          | \$8,564.5   | \$8,288.1        | \$771.9     | 16.8%          | 13.6%        | 65.0%            | (20.9%)           | 9.19x              | 8.09x  | NMF     | NMF   |
| Shopify Inc. (SHOP)          | \$123,629.5 | \$119,241.5      | \$8,880.0   | 23.1%          | 21.1%        | 50.4%            | 14.4%             | 10.90x             | 9.01x  | NMF     | NMF   |
| Simulations Plus Inc. (SLP)  | \$492.7     | \$475.8          | \$78.6      | 24.8%          | 11.1%        | 55.3%            | 14.4%             | 5.12x              | 4.61x  | 15.3x   | 13.7x |
| Snowflake Inc. (SNOW)        | \$48,768.3  | \$46,166.2       | \$3,626.4   | 23.7%          | 22.3%        | 66.7%            | (36.2%)           | 10.29x             | 8.41x  | NMF     | NMF   |
| Sprinklr Inc. (CXM)          | \$2,136.7   | \$1,701.9        | \$796.4     | 3.3%           | 5.5%         | 72.2%            | 4.1%              | 2.07x              | 1.96x  | 10.8x   | 11.3x |
| SPS Commerce Inc. (SPSC)     | \$5,053.9   | \$4,825.4        | \$637.8     | 19.4%          | 14.2%        | 67.0%            | 20.6%             | 6.34x              | 5.55x  | 21.0x   | 17.8x |
| Teladoc Health Inc. (TDOC)   | \$1,382.4   | \$1,668.7        | \$2,569.6   | (1.9%)         | 1.8%         | 70.8%            | 1.2%              | 0.66x              | 0.65x  | 5.7x    | 5.3x  |
| Tenable Holdings Inc. (TENB) | \$4,208.2   | \$4,053.3        | \$900.0     | 8.9%           | 8.7%         | 77.8%            | 3.8%              | 4.14x              | 3.80x  | 17.6x   | 14.5x |
| Twilio Inc. (TWLO)           | \$14,944.4  | \$13,670.1       | \$4,458.0   | 8.0%           | 8.1%         | 51.1%            | 3.7%              | 2.84x              | 2.63x  | 14.4x   | 12.3x |
| Udemy Inc. (UDMY)            | \$1,146.5   | \$802.9          | \$786.6     | 1.2%           | 5.8%         | 62.5%            | (8.5%)            | 1.01x              | 0.95x  | 10.0x   | 6.7x  |
| UiPath Inc. (PATH)           | \$5,680.4   | \$4,034.6        | \$1,429.7   | 6.9%           | 9.2%         | 83.0%            | (8.6%)            | 2.64x              | 2.42x  | 13.8x   | 11.9x |
| Unity Software Inc. (U)      | \$8,025.3   | \$9,097.9        | \$1,813.3   | (2.0%)         | 10.4%        | 74.3%            | (7.3%)            | 5.12x              | 4.64x  | 25.6x   | 19.9x |
| Veeva Systems Inc. (VEEV)    | \$37,685.3  | \$32,610.8       | \$2,746.6   | 11.1%          | 12.2%        | 74.5%            | 26.8%             | 10.69x             | 9.52x  | 24.6x   | 21.7x |
| Weave Communications (WEAV)  | \$819.6     | \$776.5          | \$204.3     | 15.1%          | 15.6%        | 71.4%            | (10.5%)           | 3.30x              | 2.86x  | NMF     | NMF   |
| Wix.com Ltd. (WIX)           | \$9,133.3   | \$8,990.8        | \$1,760.7   | 13.2%          | 13.1%        | 67.9%            | 7.5%              | 4.51x              | 3.99x  | 18.4x   | 14.9x |
| Workday Inc. (WDAY)          | \$62,201.2  | \$57,546.2       | \$8,446.0   | 12.7%          | 13.5%        | 75.5%            | 9.8%              | 6.05x              | 5.33x  | 19.1x   | 16.0x |
| Workiva Inc. (WK)            | \$4,260.5   | \$4,237.4        | \$738.7     | 17.3%          | 17.1%        | 76.7%            | (8.3%)            | 4.89x              | 4.18x  | NMF     | NMF   |
| Yext Inc. (YEXT)             | \$779.1     | \$751.4          | \$421.0     | 6.0%           | 5.9%         | 77.1%            | 2.2%              | 1.68x              | 1.59x  | 7.4x    | 6.1x  |
| Zeta Global Corp. (ZETA)     | \$3,223.5   | \$3,064.4        | \$1,005.8   | 23.4%          | 18.8%        | 60.3%            | (2.6%)            | 2.47x              | 2.08x  | 12.0x   | 9.6x  |
| ZoomInfo Technologies (ZI)   | \$3,422.9   | \$4,653.3        | \$1,214.3   | (1.5%)         | 3.5%         | 88.2%            | 20.3%             | 3.89x              | 3.76x  | 9.9x    | 9.4x  |
| Zscaler Inc. (ZS)            | \$30,700.5  | \$29,059.4       | \$2,421.9   | 19.7%          | 20.2%        | 77.9%            | (2.4%)            | 10.03x             | 8.34x  | NMF     | 30.5x |
| Average                      | \$15,510.2  | \$14,924.5       | \$2,084.7   | 12.4%          | 12.9%        | 71.3%            | (0.4%)            | 5.41x              | 4.70x  | 17.1x   | 15.9x |
| Median                       | \$4,260.5   | \$4,237.4        | \$821.5     | 11.1%          | 12.3%        | 74.2%            | 2.2%              | 4.64x              | 4.04x  | 15.8x   | 13.8x |

**Source:** Capital IQ, First Analysis.

Public comparable company data shown above is as of March 31, 2025.

(1) EBITDA multiples less than 0 and greater than 35 labeled "not meaningful" (NMF). LTM = last 12 months. EBITDA = earnings before interest, taxes, depreciation and amortization.



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