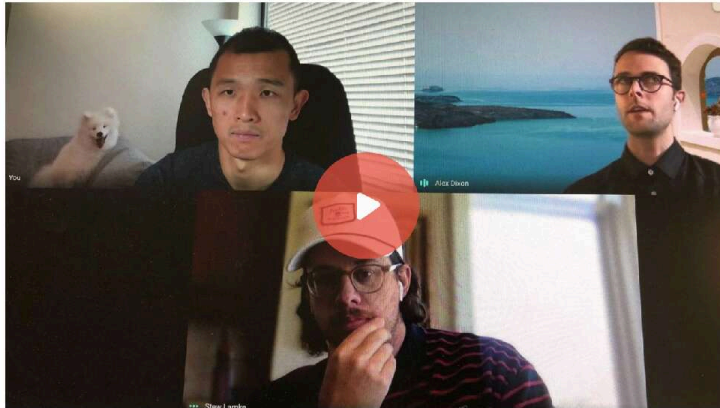


The financial data platform for high performing businesses



usebluelight.com Dover NJ Infrastructure Software Technology Y Combinator Analytics

OVERVIEW UPDATES WHAT PEOPLE SAY 9 ASK A QUESTION 12

LEAD INVESTOR

Riley Rodgers Principal at Valla Ventures

I have had the chance to get to know Alex over the past several years and have found him to be one of the most thoughtful investors and now founders out there. From an investor's perspective, startup metrics are opaque and typically siloed amongst firms, and when Bluelight becomes successful they will help to open up a new class of data that is currently held in a small number of hands. For founders, they can quickly benchmark their performance and have a better understanding of their financial position relative to peers, which right now only happens through one-off conversations. Bluelight has built an elegant product that provides value to startups in "single-player mode", and once they grow the aggregate data across thousands of startups will become valuable to the entire industry. I am excited to be investing in Bluelight and support the team along their journey.

Invested \$1,000 this round

[Learn about Lead Investors](#)

Highlights

- 🔥 Launched two weeks ago; 10+ customers & \$2k MRR
- 📊 \$5.4 Billion Total Available Market
- ✓ Strong founding team. Alex was a VC investor. Stew & Dixon led data teams at AB InBev & Tempus
- 🏗️ We are building Segment (acquired by Twilio for \$3B) for financial data

Our Team



Alex Lee Co-founder & CEO

Venture Capital investor at Alliance Ventures (Renault Nissan Mitsubishi) and a Data Engineer at Boeing

I believe we are seeing an acceleration of a zero-sum game in the startup and tech industry. This means dollars shift from R&D to SG&A. Yet startups do not have a robust grasp on their financial data. It will be increasingly important to know how user & product metrics impact your financial metrics. We are building the data infrastructure for this.



Alex Dixon Co-founder

Lead data platform engineer at Tempus (backed by NEA) and Senior Software Engineer at Evolent Health



Stewart Lamke Co-founder

Product Manager at Morningstar and Director revenue management at AB InBev

Pitch



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Problem

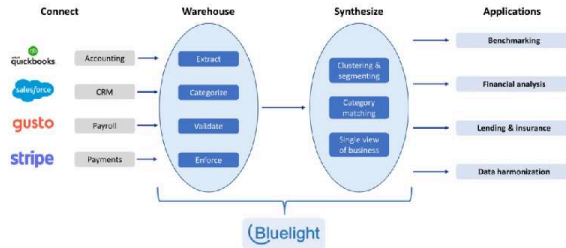
Financial data lives in a bunch of silos that aren't easily interoperable

- Disparate software systems do not communicate with each other. Time is wasted collecting & cleaning data
- Most founders do not have a firm grasp on the key operating metrics of their business



Solution

Blueight uses software to aggregate & benchmark metrics from thousands of startups



Use Cases

How we work with Startups

- Customer: Startups & outsourced CFO firms
- Application: Financial analysis & benchmarking

Metrics
Every business is different. Here is what we report on and how we do it.

Customer Lifetime Value
Customer Lifetime Value (CLV) also referred to as CTV or CLTV is a measure of the total revenue you can expect from a customer to spend during their time as an active customer.

Calculation
Average Revenue Per Customer x Gross Margin %
Revenue Churn Rate

Required Connections

Companys: 370
Average CLV: \$567.83



Use Cases

How we work with VCs

- Customer: Venture capital funds
- Application: Portfolio management

Company	ARR (\$M)	ARR Growth	Profitable	Retention Rate	Gross Margin
1. Weebly	\$1,100,000	702%	92%	130%	87%
2. ThriveCart	\$1,050,000	118%	89%	134%	66%
3. Usability Tech	\$4,140,000	407%	87%	124%	74%
4. Thrive Page	\$4,610,000	177%	82%	141%	79%
5. ThriveHQ	\$5,200,000	297%	75%	127%	83%
6. ThriveSite	\$1,130,000	384%	73%	119%	80%
7. ThriveCart	\$7,170,000	202%	70%	120%	82%
8. ThriveCart	\$5,250,000	244%	67%	124%	72%
9. ThriveCart	\$1,660,000	288%	62%	128%	66%
10. ThriveCart	\$1,200,000	323%	61%	112%	55%
11. ThriveCart	\$1,000,000	520%	58%	121%	55%
12. ThriveCart	\$2,000,000	402%	55%	134%	57%
13. ThriveCart	\$1,000,000	118%	42%	101%	40%
14. ThriveCart	\$5,180,000	187%	38%	113%	55%
15. ThriveCart	\$1,000,000	200%	35%	107%	58%
16. ThriveCart	\$1,040,000	240%	24%	104%	44%
17. ThriveCart	\$4,200,000	160%	20%	93%	55%

75th - 88th percentile
50th - 74th percentile
25th - 48th percentile
0th - 24th percentile



Market

The total addressable market is...

\$5.4 Billion

- 30M small & medium businesses in US
- 4.5M users of QuickBooks Online
- \$1200 average revenue per customer

Why Now?

Perfect storm of an economic crisis plus disparate software innovation reaching finance

-  Software innovation is reaching the finance function
-  Covid-19 put financial health top of mind
-  Modern database technology, 10x faster data processing

Launch Plan

To launch our benchmarking product, we need a critical mass of startup data

- **Launch Criteria:** Critical mass of data; estimate 200+ Seed/Series A startups
- **Status:** Laser focused on acquiring data: comprehensive data from 10 startups + a deal to get 100 more from a CPA.
- **Timeline:** Expect to get to critical mass by May
- **Experiments:** Testing market demand & learning from customers by launching benchmark reports on specific topics

Traction

\$2K MRR and 10+ customers



Team

Team of enterprise investors, product experts, and operators



Alex Lee, CEO
The Hustler

- Venture capital investor at Alliance Ventures (Renault, Nissan, Mitsubishi)
- Data engineer at Boeing, 777X



Stew Lamke, COO
The Architect

- Director revenue management at AB InBev
- Product manager at Morningstar



Alex Dixon, CTO
The Hacker

- Lead data platform engineer at Temous (backed by NEA)
- Senior software engineer at Evolent Health (NYSE:EVH)



Vision

The world's largest treasure trove of startup data

To bring market transparency to founders and investors