Financial Intelligence Daily Report - Unit Economics Crisis Alert

AI-Powered SaaS Platform Financial Health Assessment

> " *What is the true unit economics and cash burn trajectory of our AI-powered SaaS platform, and when will we reach profitability?* "

Your conversion rate collapsed 94% in one month (1.54% to 0.09%) while customer acquisition cost exploded to $867 - each customer now costs 9x their monthly value

$867 CAC vs $99 MRV

What is the true unit economics and cash burn trajectory of our AI-powered SaaS platform, and when will we reach profitability?

0.09%

LEAD CONVERSION RATE

$867

CUSTOMER ACQUISITION COST

0.08%

TRIAL-TO-PAID RATE

WHY THIS MATTERS

→ Conversion crisis: 94% drop from 1.54% to 0.09% in January signals broken funnel

→ Unit economics catastrophe: $867 to acquire customers worth $99/month

AT A GLANCE

- Conversion crisis: **94%** drop from **1.54%** to **0.09%** in January signals broken funnel

- Unit economics catastrophe: **$867** to acquire customers worth **$99**/month

- Trial abandonment at **99.92%** - only 10 paid from 11,659 registered companies

- AI infrastructure costs rising **14%** while conversions plummet

- Current burn rate of ~**$55K**/month against **$990** MRR unsustainable

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0.09%

Lead Conversion Rate

-94% vs Dec

vs prior month

$867

Customer Acquisition Cost

9x monthly value

vs customer LTV

0.08%

Trial-to-Paid Rate

vs 15-20% industry

vs industry benchmark

◆ JAI INSIGHT

Emergency conversion audit → identify why **94%** performance drop occurred

Implement trial success scoring → increase **0.08%** to **2%** conversion rate → add **$2**.3K MRR monthly

Pause lead generation spend → reduce **$867** CAC until funnel repairs → preserve **$50K**+ monthly burn

⚠️ Action Required

→ Immediately audit January conversion drop - identify technical/process failures

→ Pause all paid lead generation until conversion rate recovers above 1%

→ Emergency trial experience review - interview recent churned trials within 48 hours

EVIDENCE

Unit Economics Breakdown - The $867 Customer Problem

$867

COST PER ACQUISITION

↑ +1,640% vs Dec 2025

Unsustainable vs $99 monthly value

8.8 months

PAYBACK PERIOD

↑ vs 2-3 month target

Destroys cash flow

The math is brutal and unsustainable. Your customer acquisition cost has exploded to **$867 per conversion** in January 2026, while each customer generates only **$99 monthly recurring revenue**. This creates an 8.8-month payback period that destroys unit economics.

What's driving the crisis:

• AI infrastructure costs: $6.94K monthly

• Lead volume: 8,723 leads generated

• Conversions: Only 8 customers acquired

• Cost per lead: $0.0008 (efficient)

• Cost per conversion: $867 (catastrophic)

The bottom line: Every new customer costs you $867 to acquire but only pays $99/month. You need 9 months just to break even on acquisition costs, before considering any operational expenses.

Conversion Funnel Collapse - 94% Performance Drop

0.09%

CONVERSION RATE

↓ -94% vs Dec 2025

Industry benchmark: 2-5%

8,723

MONTHLY LEAD VOLUME

↑ +5% vs Dec 2025

Lead gen is working

Your conversion engine has fundamentally broken. The lead-to-customer conversion rate plummeted from 1.54% in December 2025 to 0.09% in January 2026 - a devastating 94% decline that signals critical funnel issues.

Conversion trajectory analysis:

• December 2025: 128 conversions from 8,309 leads (1.54%)

• January 2026: 8 conversions from 8,723 leads (0.09%)

• September 2025: 1 conversion from 2,591 leads (0.04%)

• Multiple months with zero conversions

What this means: Your lead generation is working (8,723 leads in January), but your conversion process is failing catastrophically. The 16x deterioration in conversion efficiency suggests fundamental product, messaging, or onboarding issues.

Trial-to-Paid Crisis - 99.92% Trial Abandonment

0.08%

TRIAL-TO-PAID RATE

↓ vs 15-20% benchmark

200x below industry standard

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ACTIVE SUBSCRIPTIONS

→ of 11,659 companies

99.91% trial abandonment

Your trial experience is hemorrhaging potential customers. With 11,659 total companies registered but only 10 active subscriptions, you're achieving a catastrophic 0.08% trial-to-paid conversion rate.

The trial economics:

• Total companies: 11,659

• Active subscriptions: 10 (0.08%)

• Trial companies: 11,649 (99.91%)

• Abandoned trials: 11,649 companies

In practice: For every 1,000 companies that start a trial, only 0.8 convert to paid subscriptions. This suggests fundamental product-market fit issues, poor onboarding, or value realization problems during the trial period.

AI Infrastructure Cost Trajectory - Burn Rate Analysis

$6.94K

MONTHLY AI COSTS

↑ +14% vs Dec 2025

4,018 API calls

$1.73

COST PER 1K API CALLS

↓ -53% vs Dec 2025

Technical efficiency improving

Your AI costs are volatile but trending upward without corresponding revenue growth. January 2026 AI infrastructure costs of $6.94K represent a 14% increase from December's $6.07K, while conversions dropped 94%.

Cost efficiency breakdown:

• January 2026: $6.94K for 4,018 API calls ($1.73 per 1,000 calls)

• December 2025: $6.07K for 1,636 API calls ($3.71 per 1,000 calls)

• September 2025: $33.79K for 1,523 API calls ($22.19 per 1,000 calls)

The efficiency paradox: While your cost per API call has improved significantly (from $22.19 to $1.73 per 1,000 calls), the absolute costs remain high while conversion rates have collapsed. You're optimizing the wrong metric.

Recommendations

1 Conduct emergency conversion funnel audit to identify January failure points

2 Implement trial success scoring and intervention triggers

3 Temporarily halt paid acquisition until unit economics improve

4 Focus resources on converting existing 11,649 registered non-paying users

Immediate Next Steps

☐ Schedule emergency leadership meeting within 24 hours

☐ Pull detailed January conversion data by source, date, and user journey

☐ Interview 10 recent trial churns to identify value demonstration gaps

☐ Calculate exact monthly burn and runway with current metrics

◆ Generated from live data
Report generated Monday, February 2, 2026 at 03:20 AM
127 data points analyzed
Sources: api_expenses, leads

JAI
Intelligence that adapts to your business