# Prepia – Key Investor Metrics


📈 MRR and ARR Growth

Prepia has achieved exceptional revenue growth, scaling from $25 MRR in July 2024 to **$76,000 MRR** (28-day basis) by April 2025. On a standard 31-day basis, this equates to over **$1,000,000 in ARR.** With a blended **CAC of $11** and an average **LTV of $44**, Prepia maintains a strong **4x ROAS**, validating the efficiency and scalability of its customer acquisition engine.

Report Date	MRR (28 Days)	ARR (MRR/28*365)
7/31/24	$24.96	$325.37
8/31/24	$1,046.03	$13,635.75
9/30/24	$2,772.54	$36,142.04
10/31/24	$5,220.64	$68,054.77
11/30/24	$8,274.80	$107,867.93
12/31/24	$12,224.88	$159,360.04
1/31/25	$23,263.70	$303,258.95
2/28/25	$34,983.68	$456,037.26
3/31/25	$53,015.58	$691,095.95
4/30/25	$71,374.17	$930,413.29
5/4/25	$76,500.00	$997,232.14

MRR (US $) vs. Report Date
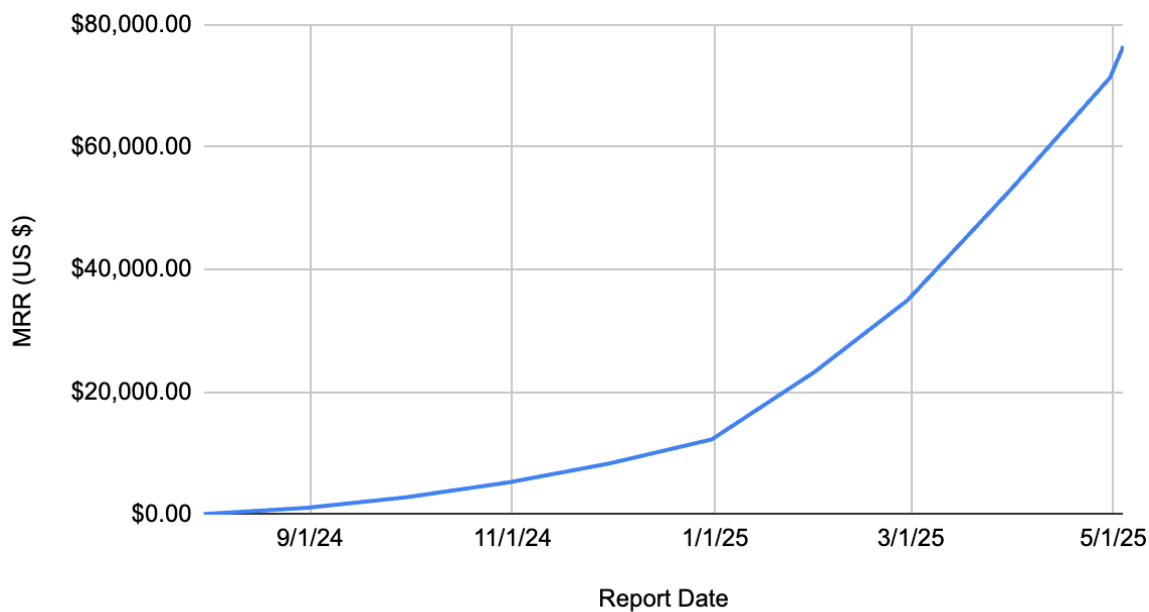
ARR vs. Report Date
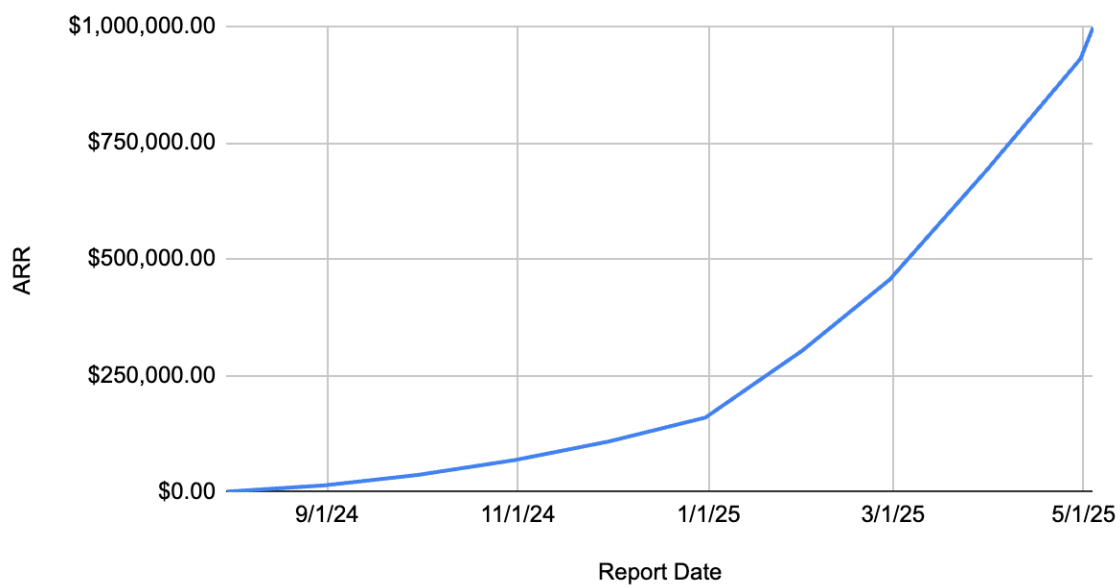
💸 **Customer Acquisition Cost (CAC)**

Customer acquisition became increasingly efficient as scale increased. After early tests with high CAC, the team brought acquisition costs down to a stable range of **$8–$12**, even while acquiring thousands of new paying users per month.

Report Date	Total New Paid Subscriptions	Adspent	CAC
6/30/24	2	102.8	51.40
7/31/24	1	92.47	92.47
8/31/24	75	728.84	9.72
9/30/24	175	2134.56	12.20
10/31/24	274	2271.34	8.29
11/30/24	361	3,985.85	11.04
12/31/24	619	7,490.43	12.10
1/31/25	1161	11,107.64	9.57
2/28/25	1511	14,741.26	9.76
3/31/25	2299	26,453.32	11.51
4/30/25	2701	31,484.77	11.66

👥 Cohort LTV Growth

Customer Lifetime Value (LTV) has been growing steadily with each new cohort. Earlier cohorts plateaued quickly, but recent ones show strong compounding behavior, with LTVs now reaching over **$50 per user by Month 10**. This demonstrates solid retention and the potential for further monetization.

Cohort	New paying customers	LTV Month 0	LTV Month 1	LTV Month 2	LTV Month 3	LTV Month 4	LTV Month 5	LTV Month 6	LTV Month 7	LTV Month 8	LTV Month 9	LTV Month 10
6/1/24	2	9.88	22.36	29.84	29.84	29.84	29.84	29.84	29.84	29.84	29.84	29.86
7/1/24	1	29.99	29.99	29.99	29.99	29.99	29.99	59.98	59.98	59.98	59.98	59.98
8/1/24	75	15.00	21.72	27.46	31.21	33.56	35.6	38.39	39.52	40.29	40.99	41.61
9/1/24	170	15.41	22.84	26.92	29.75	32.1	33.85	36.42	37.65	38.8	39.8	40.74
10/1/24	280	18.34	26.06	30.73	34.35	36.82	38.95	42.71	44.46	45.87	47.12	48.31
11/1/24	359	16.66	23.34	27.11	29.46	31.54	33.07	36.34	37.64	38.8	39.8	40.65
12/1/24	606	16.21	23.13	27.07	30.62	33.39	35.75	39.2	40.99	42.54	43.94	45.25
1/1/25	1150	16.84	23.53	27.81	30.36	32.56	34.33	37.78	39.24	40.5	41.71	42.76
2/1/25	1506	15.81	23.8	28.70	32.17	35.02	37.49	41.3	43.24	45.04	46.6	48.08
3/1/25	2299	16.19	23.34	28.31	32.02	35.2	38.03	42.11	44.27	46.16	47.94	49.55
4/1/25	2688	16.89	24.03	28.96	33.46	36.83	39.76	43.95	46.13	48.14	50.11	51.63

Realized   Predicted

📊 Summary

- 🚀 **$76K MRR** (28-day) and **$1M+ ARR** achieved
- 💰 **CAC consistently below $12**, even at high volume
- 📈 **Cohort LTV growing steadily** with strong retention curves
- ✅ **Repeatable, scalable growth engine** with positive unit economics

More info (Data Room):
https://drive.google.com/drive/folders/1QEqZgtyd-GXuZG15NuFGiVj0dIbbCrm5?usp=drive_link

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