

# CONVESIO

## *2020 Report*

*Dear investors,*

We had an amazing year with many accomplishments. WordPress grew more last year than over before in market penetration and Google expects the cloud market to be \$1 Trillion in revenue by 2026. We are well positioned to take advantage of these trends and expect growth to continue. It's an exciting time to be in our space with a product that is solving the challenging problems of scaling WordPress.

### **We need your help!**

Convesio is well positioned for future growth in 2021 and beyond. In order to achieve our goals, we need assistance from our investors. Please be on the lookout for customers referrals, affiliate partners and other business partnerships that may be beneficial in helping us achieve our goals. If you have a referral of any type, please email us [info@convesio.com](mailto:info@convesio.com). We appreciate your continued support!

*Sincerely,*

*Thomas Fanelli*

Founder/CEO

*Dyutiman Chakraborty*

Co-Founder, Chief Architect

*Elizabeth Bochner*

Co-Founder, COO

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## **Our Mission**

The hosting market is primed for disruption as businesses realize they cannot reliably host their website on discount legacy providers. Convesio's approach and technology makes it a clear choice over legacy competitors. Our aim over the next 5 years is to have a global server presence and host tens of thousands of websites.

[See our full profile](#)



## How did we do this year?

### Report Card

B+



#### The Good

Sales growth over 2020 was ~27% month over month.

Average account MRR increased from \$73 in Aug 2020 to \$173 by December 2020.

Churn stayed low at 1.6% per month.



#### The Bad

Scaling top of funnel lead generation cost effectively.

Cold outbound lead generation efforts did not produce any meaningful revenue.

We missed several key deadlines on product development and new feature launches.

### 2020 At a Glance

January 1 to December 31



**\$192,730** **+14X**  
Revenue



**-\$777,675**  
Net Loss



**\$126,264** **+197%**  
Short Term Debt



**\$574,700**  
Raised in 2020



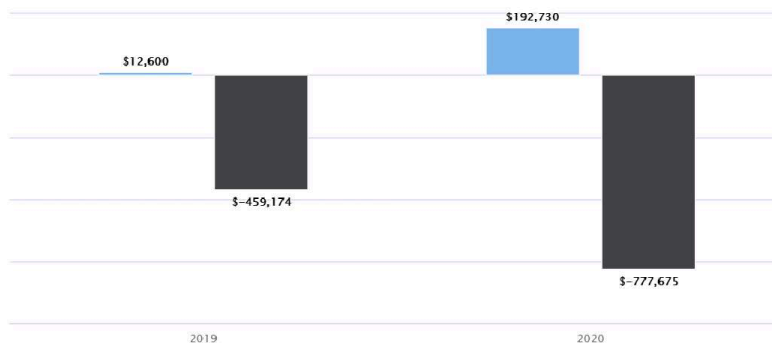
**\$586,386**  
Cash on Hand  
As of 03/31/20

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit



Net Margin: -404%    Gross Margin: -96%    Return on Assets: -106%    Earnings per Share: -\$129,612.50

Revenue per Employee: \$32,122    Cash to Assets: 98%    Revenue to Receivables: 1,365%    Debt Ratio: 17%

[FINAL\\_2020\\_Convesio\\_Inc.\\_Financial\\_Statements.pdf](#)

[Convesio\\_\\_Inc.\\_2019\\_Financials.pdf](#)

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## We ♥ Our 762 Investors

Thank You For Believing In Us

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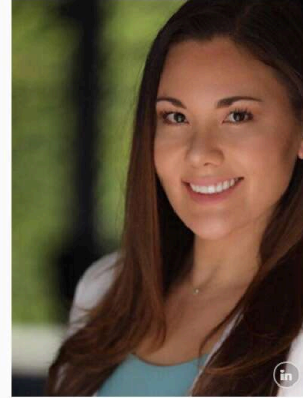
From the Convesio Team



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Founder/CEO



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Co-Founder, Chief Architect



**Elizabeth Bochner**  
Co-Founder, COO



**David DeFino**  
Engagement Manager  
*Over 15 years of WordPress support, content marketing, and social media experience.*



**Connor Cahill**  
Software Engineer  
*Full stack developer with extensive WordPress, hosting, and agency background.*



**Lori Taylor**  
Sales Operations  
*Optimizing sales operations, lead generation, and CRM management.*



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*15+ Years of server administration, support, and management so scalable WordPress systems.*



**Joe Cress**  
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