
Aurora Q2 2026 Board Update

Momentum up. Burn down. Focus next.

MRR +61.8%

Jan-Jun

Burn -39.5%

narrowed

Runway 14.0 mo

June

EXECUTIVE SUMMARY

The three messages that matter

Revenue momentum is real.

MRR grew 61.8% from \$54,500 in Jan to \$88,200 in Jun, with 168 ending customers.

Cash discipline is working.

Net burn narrowed 39.5% and June runway sits at 14.0 months.

Growth is net-positive and accelerating.

June added 15 net new customers, the largest net add of the half.

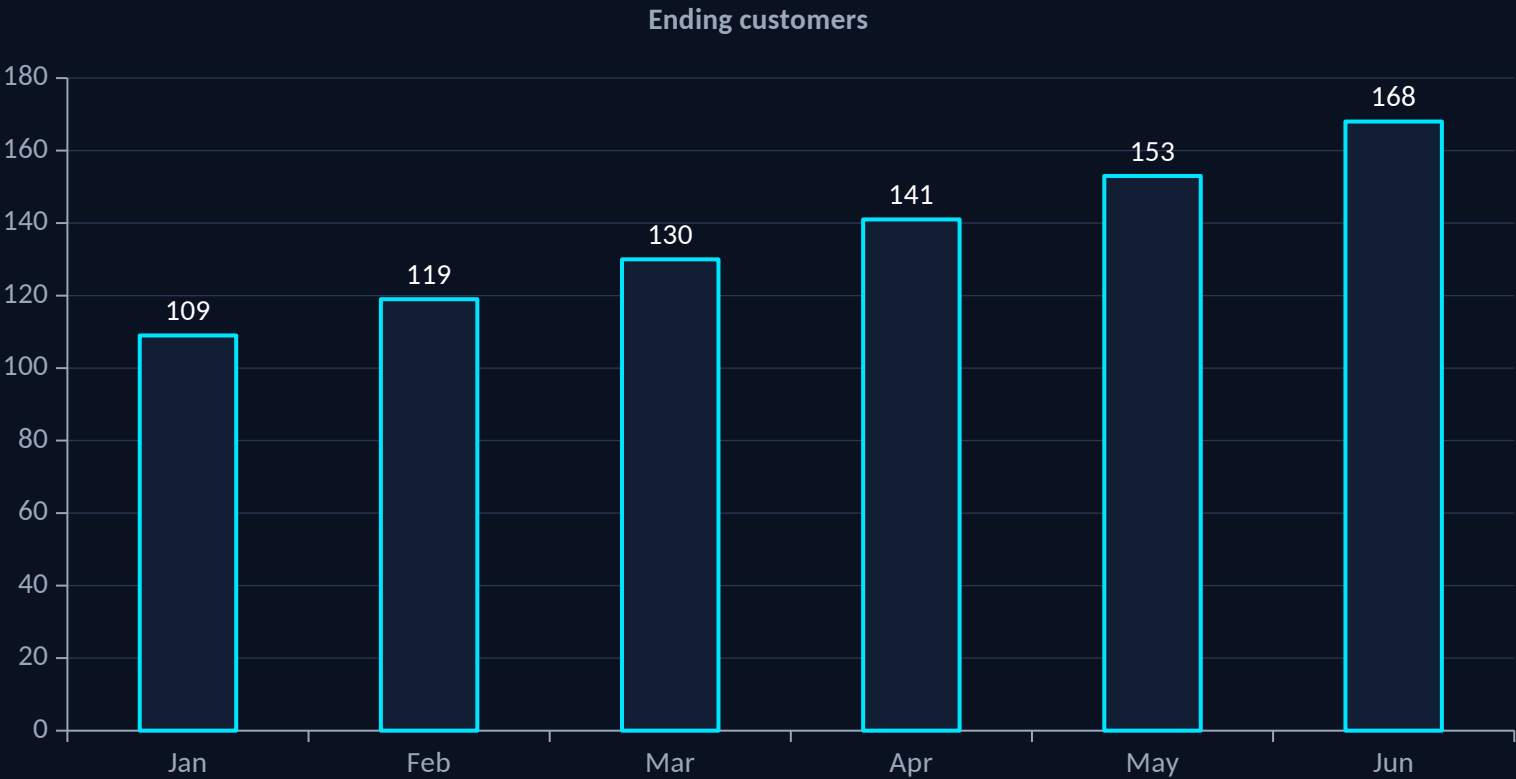
TWO DECISIONS NEEDED

DECISION 1 · Approve a \$40k brand experiment, gated by $CAC \leq \$750$.

DECISION 2 · Authorize 2 AE hires in Sept., only if Aug MRR reaches \$100k.

TRACTION

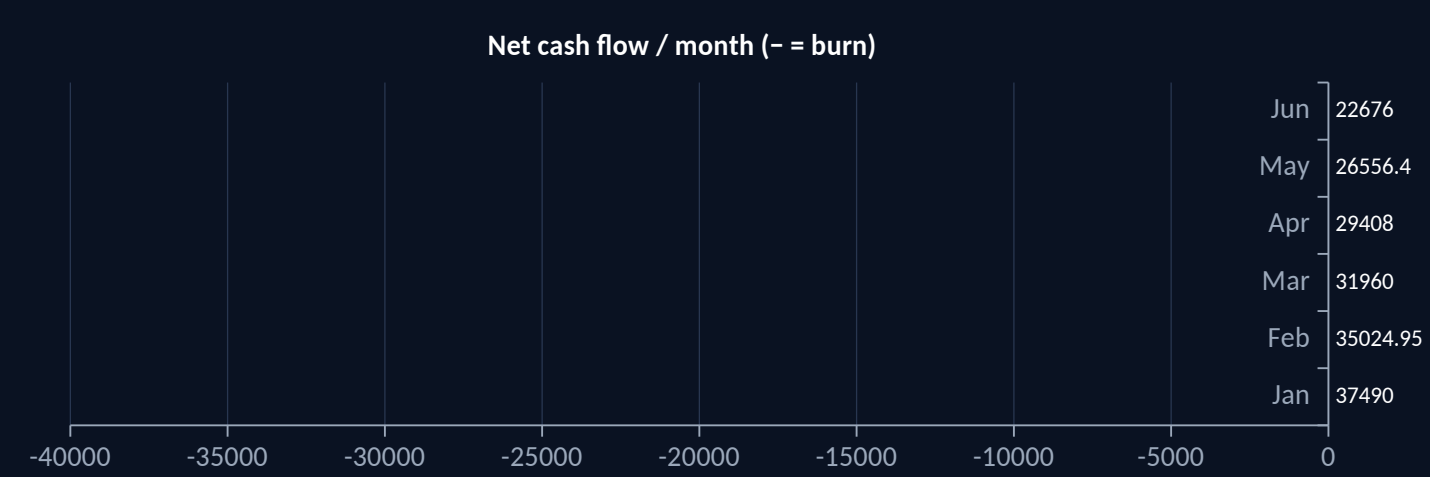
MRR and customers, January-June



MRR grew 61.8% January → June.

Improvement is real — cash is still the constraint

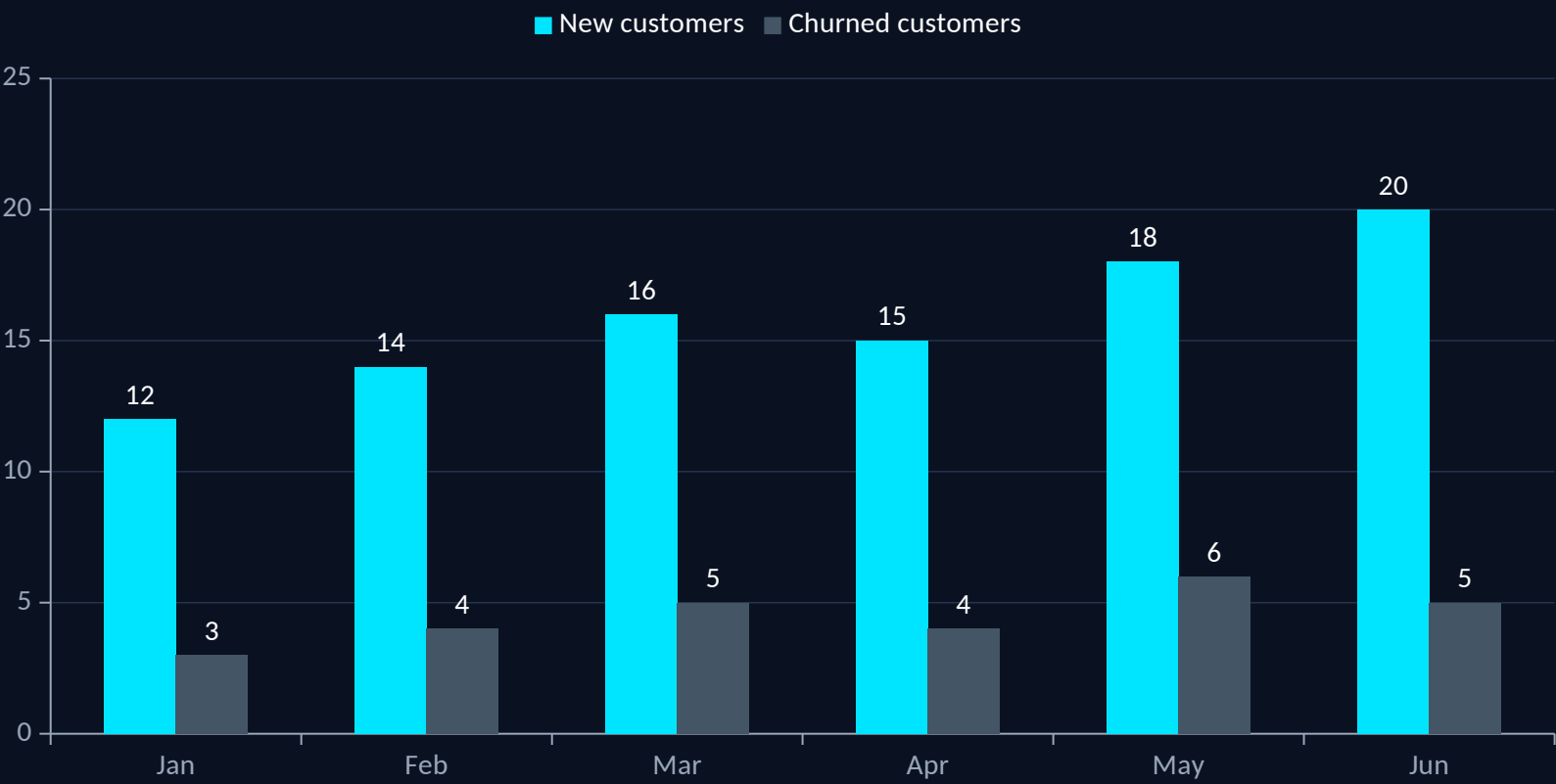
ARPA	Gross margin	Net cash flow	Ending cash	June runway
\$500 → \$525	78% → 82%	-\$37.5k → - \$22.7k	\$462.5k → \$316.9k	14.0 months
Jun ARPA	Jun gross margin	Burn -39.5%	Jun cash	Monthly burn basis



REMAINING CONSTRAINT

Cash is still declining every month. Ending cash fell from \$462.5k to \$316.9k. At current burn, runway is 14.0 months — we must stay above 12.

New vs churned customers by month



NET ADDS

June +15

Churn peaked at 6 in May and fell back to 5 in June. Net adds have risen for six straight months.

One focused initiative each month

JULY	Pricing test Maya · Finance	Target +3% ARPA while churn ≤ 4%
AUGUST	Onboarding automation Leo · Product	Time-to-value < 1 day
SEPTEMBER	Enterprise security pack Nina · Engineering	Close 2 enterprise pilots

DECISIONS & WATCHOUTS

What we need from you, and what to watch

DECISION 1

Approve a \$40k brand experiment.

Gated by $CAC \leq \$750$. Spend releases only if acquisition cost stays at or below \$750 per customer.

DECISION 2

Authorize 2 AE hires in September.

Conditional: only if August MRR reaches \$100k. Hires start in September.

WATCHOUTS

Churn peaked at 6 in May.

Then eased to 5 in June.

Payroll rose 22% Jan → Jun.

Pressure on burn.

Cash is still declining.

Must hold ≥ 12 months runway.