

# Mautic Budget 2025

## Executive Summary

In 2025, Mautic aims to expand its member base by encouraging upgrades and attracting large-scale users and businesses, while adjusting income expectations from events and trials based on recent trends.

New revenue streams including Extended Long Term Support, a Training Academy, and a Certification Program, are projected to boost total income to \$280,977.94. Expenditures, totaling \$263,816.60, include significant additions for hiring development and marketing staff, increased legal and trademark management costs, and supporting an Outreachy intern.

Our primary financial drivers remain memberships and converting Mautic Trials into paying customers, with a focus on achieving sustainable financial growth to support project requirements. Potential risks include not securing necessary memberships and revenue shortfalls from new projects, which will be managed by scaling back expenditures as needed.

## Income

In 2025 Mautic intends to build on the solid foundations established by the membership model to further grow the member base, particularly by encouraging existing members to upgrade and by reaching out to large scale users and those basing their business on Mautic to bring in more members. We are implementing more benefits which are of interest to organizations who aren't active in the community to support these goals.

We have reduced the expected income from events in line with our experience to date with reduced sponsorship and ticket sales in the past three years, and we've also reduced the expected income from the Mautic Trials according to findings from the first six months of operations.

We expect our monthly sponsor income to remain relatively stable, and we have not allocated any expected income from one-time donations as they tend to be quite small, and erratic.

Three new line items are added for projects which the Mautic Council are currently scoping and which we plan to bring online during 2024/5, specifically Extended Long Term Support, and a Training Academy and Certification Program. The expected income is based on an approximation associated with similar programs in other open source projects and our expected takeup within the Mautic project.

CASH INCOMES	TOTAL
Members (Individual)	\$5,059.45

Members (Community)	\$14,400.00
Members (Bronze)	\$25,000.00
Members (Silver)	\$40,000.00
Members (Gold)	\$15,000.00
Members (Platinum)	\$0.00
Members (Diamond)	\$30,000.00
Monthly sponsors	\$23,668.49
One-time sponsors	\$0.00
Event sponsors	\$20,000.00
Event tickets	\$7,000.00
Trials	\$6,350.00
Extended long term support	\$85,000.00
Training academy	\$5,750.00
Certification programme	\$1,750.00
Misc	\$2,000.00
<b>Total</b>	<b>\$280,977.94</b>

## Expenditure

Expenditure for the year is largely based on the current expenditure for the 2023-4 years, with some significant additions - we've allocated funding to hire team members in development and marketing to support the Project Lead's work in driving the growth of Mautic.

We've also allocated funds towards supporting an Outreachy intern, and we've increased the funds required for legal support and trademark management based on our spend to date since becoming an independent project.

Travel is slightly higher accounting for having two more staff members who will need to attend sprints and conferences to support the community, however the rest of the expenditure remains much the same.

<b>CASH OUTGOINGS</b>	<b>TOTAL</b>
Employment Project Lead	\$106,766.88
Employment development & marketing	\$53,383.44
Consultants	\$8,000.00
Payment Processor fees	\$2,100.00
Open Collective host fees	\$28,097.79

Infrastructure	\$12,794.00
Supporting dependencies	\$28,097.79
Bounties	\$2,952.00
Legal fees	\$10,000.00
Brand & Trademark	\$585.00
Travel & Expenditure	\$9,060.00
Administration	\$299.69
Marketing	\$700.00
Contributor swag	\$480.00
Events	\$500.00
<b>Total</b>	<b>\$263,816.60</b>

## Major financial activities

The primary financial income drivers in the project remain membership and the Mautic trials converting into paying customers, however we're also introducing some major projects in 2025 which we anticipate bringing additional revenue, as mentioned previously.

## Financial goals and objectives

The main goal in 2025 is financial growth to sustain hiring more people to work within the project, and to fully support all of our project's requirements.

In the financial report presented at the General Assembly in 2024, we explained that to date at the end of June 2024, Mautic had raised \$75k in income against \$92k expenditure with year-end goals of \$224k income and \$178k expenditure.

This new budget represents a \$50k increase on the 2024 income and \$85k in expenditure goals, which we feel is realistic given the new initiatives we plan to launch.

Our aim is to primarily focus on Annual Recurring Revenue (ARR) from memberships and Extended Long Term Support, which will enable Mautic to build a solid base from which we can continue to grow.

## Risks and contingencies

The main risk is of course, not securing the memberships that we need to maintain the financial income, and the new projects not bringing in as much revenue as expected.

If these situations occur, there will be a concurrent scaling back of expenditure - for example it might be that the hiring of staff is pushed back to the second half of the year, or the Outreachy internship being pushed back to the following intake.

We will review the budget at the end of 2024 with the updated financial projections for the end of the year and if necessary, make due adjustments.