

# Mautic's financial report 2025

## Executive summary

In 2025, Mautic's total income was \$168,456.11, an increase of \$37,102.04 from \$131,354.07 in 2024. The primary sources of income were corporate memberships and event sponsorships. Despite efforts to enhance revenue through various channels, including Extended Long Term Support and Mautic Trials, income fell short of ambitious projections set at the beginning of the year.

The total expenditure for 2025 was \$174,125.11, with the majority allocated to staffing costs. The project ended the year with a deficit of \$8,669.00.

The year ended with financial reserves critically depleted. By November, employment payments had to be deferred due to insufficient funds, highlighting the urgent need for financial restructuring. December brought welcome relief with a surplus driven by corporate membership renewals, but structural challenges remain. The Council is preparing a revised 2026 budget focused on extreme efficiency and sustainable growth.

Major financial activities included the profitable Mautic World Conference in London (the first profitable Mautic World Conference in the project's history) and participation in the GitHub Secure Open Source Fund, which provided crucial funding of \$6,000 with additional tranches expected in January and June. However, Extended Long Term Support adoption was much lower than expected, generating only \$4,500 in 2025 despite launching in February with a significant potential market.

The Council remains committed to stabilizing Mautic's financial foundation through decisive action. From January 2026, the Project Lead will reduce working hours to four days per week, travel budget has been suspended, and all non-essential expenditure eliminated. The focus for 2026 will be on extreme efficiency while building recurring revenue to restore full capacity.

## Income statement

In the year ending December 2025, Mautic received \$168,456.11 in income. This is compared with \$131,354.07 in 2024, representing an increase of \$37,102.04 (28.2%).

The income was distributed as below:

### Income breakdown (January-December 2025)

Item	Total
Corporate Members	\$105,605.17

Item	Total
Event Sponsors/Tickets	\$24,600.71
Monthly Sponsors	\$11,801.47
Trials Revenue	\$9,561.50
Other Income	\$7,856.53
Individual Members	\$4,355.51
Extended Long Term Support	\$4,500.00
Miscellaneous	\$175.22
<b>Total Income</b>	<b>\$168,456.11</b>

2025 represented Mautic's second full year as an independent open source project. We continued to face challenges in diversifying revenue streams and achieving the ambitious targets set at the beginning of the year.

While total income showed growth over 2024, this was heavily influenced by January's exceptional income of \$62,869.20, which included one Diamond renewal and two Gold memberships. Excluding January, the remaining eleven months generated \$105,586.91 in total income from all sources combined, averaging \$9,598.81 per month.

Corporate membership income remained highly variable throughout the year. We continued to experience the 3-4 month sales cycle identified in 2024, with several promising leads in the pipeline that have not yet converted. The challenge of securing consistent growth in our corporate membership revenue remains a key focus area. December brought welcome early corporate membership renewals totaling \$17,183, providing much-needed cash flow relief at year-end. Thank you to the members who were able to support us with this early renewal.

Extended Long Term Support (ELTS), which launched in February 2025 with our first security release for Mautic 4, was much less popular than expected. Despite launching in Q1 and a substantial potential market (approximately 25% of instances still running unsupported Mautic 4 and 9% on Mautic 3), ELTS generated only \$4,500 in 2025. This represents a critical missed opportunity that requires urgent attention in our sales and marketing approach for 2026.

Mautic Trials revenue remained very low at \$9,561.50, with commissions being paid in three months (April: \$6,619.50, October: \$2,120.00, December: \$342.00) despite consistent trial signups averaging 500-700 monthly. The conversion rate from trial to paid managed hosting continues to underperform expectations significantly, indicating the need for improved nurturing and follow-up processes. Q4's trial data showed 58% of signups reported not currently using any marketing automation tool, highlighting the need for better onboarding content for this segment.

The notable success story for 2025 was event revenue. Mautic World Conference 2025 generated \$24,600.71 in combined sponsorship and ticket revenue, and for the first time in the project's history, the conference achieved profitability with a net profit of \$2,171.78. This validates the event model and provides a foundation for future sustainable conference operations. All twelve sponsors have expressed interest in returning for 2026.

Monthly sponsors continued to provide stable, recurring income at \$11,801.47, performing above 2024 levels. This consistency has been valuable in a year of otherwise variable revenue, and sponsors have continued to provide support even as many have not converted to corporate memberships as originally anticipated.

Other income of \$7,856.53 included the significant achievement of receiving \$6,000 from the GitHub Secure Open Source Fund, further boosting Mautic's security practices and providing crucial funding during a cash-constrained period. Additional tranches of \$2,000 are expected at six and twelve months following programme completion (January and June 2026).

The net result is that 2025 income, while showing 26% growth over 2024, fell significantly short of the targets required to achieve financial sustainability. The structural deficit between income and expenditure led to the depletion of reserves and necessitates the comprehensive budget revision being implemented for 2026.

## Expense report

In 2025, Mautic spent a total of \$174,125.11 as compared with \$164,543.95 in 2024, representing an increase of \$9,581.16 (5.8%).

Expenditure was distributed as follows:

### Expenditure breakdown (January-December 2025)

Item	Total
Employment	\$101,114.01
Events/MWC	\$22,954.67
Host Fees	\$16,735.74
Infrastructure	\$5,563.62
Contractors	\$4,836.40
Admin Support	\$3,752.65
Travel	\$3,092.71
Payment Processor Fees	\$2,873.99
Other	\$13,201.12

Item	Total
<b>Total Expenditure</b>	<b>\$174,125.11</b>

Our biggest expenditure is on staffing, which totaled \$101,114.01 for the full year. However, this figure is complicated by payment timing issues throughout the year. January and July both had double employment invoices due to delayed approvals and vacation timing, while May had no employment expense recorded (deferred to June), and November's employment payment was deferred to December. December's invoice of \$9,893.26 actually represented the October 2025 payroll. Actual monthly employment costs were relatively stable at approximately \$8,500-9,700 per month.

The December report noted that we remain two months behind with employment cost repayments to Open Source Collective, which will need to be paid up in early 2026.

In response to the financial challenges experienced in 2025, from January 2026 the Project Lead will reduce working hours from 5 days to 4 days per week, reducing the annual employment cost by approximately 20% and helping to achieve financial sustainability.

Mid-year strategic investments were made in team capacity to support revenue growth. A Marketing and Sales Assistant was hired in June at \$700 per month, and administrative support was engaged in May. Total contractor costs for the year were \$4,836.40, and administrative support costs were \$3,752.65. While these investments aimed to accelerate revenue generation, the financial returns did not materialize within 2025. For 2026, the planned conversion of the Marketing Assistant to full employment has been shelved, and they will remain on a contractor basis. Administrative support continues at reduced hours to support essential operations.

Infrastructure costs of \$5,563.62 included strategic investments in May: HeyOrca subscription for social media management (\$983.40 with non-profit discount), Screaming Frog for SEO monitoring (\$207.20), and routine hosting and domain renewals. These tools were intended to support the new website launched in January and improve marketing effectiveness. All non-essential infrastructure spending has been eliminated for 2026.

Event expenditure of \$22,954.67 related primarily to Mautic World Conference 2025. While these costs were front-loaded throughout the year, creating significant cash flow challenges particularly in October (\$13,914.01 in event costs alone), the conference achieved profitability for the first time with revenue of \$24,600.71, resulting in a net profit of approximately \$2,171.78. This success demonstrates the viability of the event model when properly executed.

Host fees of \$16,735.74 are tied directly to income levels as a percentage charged by Open Collective. The variability in host fees throughout the year reflected the variability in income, with January's fee of \$6,436.92 corresponding to the large corporate membership payment received that month, and December's fee of \$2,000.62 reflecting the year-end corporate membership renewals.

The "Other" category of \$13,201.12 includes \$11,200 in refunds (August: \$10,000 for an accidentally renewed membership, March: \$1,200 for a duplicated membership), plus smaller amounts for marketing (\$207.48), consultants (\$159.90), team development (\$229.08), domain renewals throughout the year, administrative costs (\$306.68 for virtual office), and swag postage (\$21.45).

Travel expenditure of \$3,092.71 supported community engagement including FOSDEM, State of Open Con, the Prague Community Sprint, and Mautic World Conference attendance. For 2026, all non-essential travel budgets have been suspended as part of cost reduction measures.

The critical challenge in 2025 was not total expenditure levels, which increased only 5.8% over 2024, but rather the structural deficit between income and expenditure combined with insufficient reserves. Multiple months showed expenditure exceeding income, steadily depleting reserves until November, when employment payment had to be deferred due to lack of available funds. This cash flow crisis necessitates the significant budget revisions being implemented for 2026.

## Balance sheet

<b>Collective/project/event</b>	<b>Balance 31-12-2025</b>
Main collective	10217.61
Infra working group	5.33
Marketplace initiative	549.25
Mautic Meetup Valencia	307.02
Community Team	382.83
Bounties	528.86
Next Generation	1212.39
Education Team	289.18
Builders initiative	1225
Marketing team	100.6
LATAM community	382.84
Product Team	425.17
Install/Upgrade initiative	428.3
Season of Docs 22	-0.78
Mautic Conference UK	551.58
<b>Total cash at bank</b>	<b>16605.18</b>

## Year-end financial position

The December 2025 report emphasized that the surplus shown for that month is not 'profit' to be spent, but rather an essential runway that allows operations to continue during quieter months, particularly given that corporate membership payments are typically annual rather than monthly recurring income.

## Comparison with prior years

Date	Balance	Change from Prior Year
31-12-2022	\$28,806.85	-
31-12-2023	\$67,714.82	+\$38,907.97 (+135.0%)
31-12-2024	\$22,245.67	-\$45,469.15 (-67.1%)
31-12-2025	\$16,605.18	-\$5,640.49 (-25.4%)

The trend shows continued decline in reserves, though the rate of decline has improved significantly from 2024 (25.4% decline vs 67.1% decline). This is to be expected, as we had an \$80,000 seed investment in 2023 from Acquia once we became an independent project.

The 2026 budget aims to stabilize this trajectory and begin rebuilding reserves toward the larger goal of maintaining three months of operating expenses in reserve (approximately \$39,600 at projected 2026 expenditure levels).

## Looking forward to 2026

The financial performance of 2025 has necessitated decisive action. As transparently communicated in the December [Open Startup Report](#), we are implementing a revised 2026 budget focused on extreme efficiency to ensure Mautic's long-term viability.

### Key cost reduction measures implemented for 2026:

**Leadership hours reduced:** The Project Lead will work three and a half days per week instead of five, reducing employment costs by approximately 30%.

**Hiring freeze:** Plans to convert the Marketing and Sales Assistant to full employment have been shelved; they will remain on a contractor basis.

**Travel suspension:** All non essential travel budget has been eliminated for 2026.

**Non-essential expenditure eliminated:** All discretionary spending has been removed from the budget.

These measures reduce our monthly burn rate to sustainable levels aligned with realistic recurring revenue projections. The December surplus provides essential runway, but as

emphasized in that month's report, annual corporate membership payments must sustain operations through quieter months.

### Revenue optimization priorities for 2026:

**Shortfall fundraiser:** We will run a fundraising campaign to help offset the shortfall expected through the reduction in funding anticipated in 2026.

**Trial conversion improvement:** With 58% of trial signups reporting they currently use no marketing automation tool, improved onboarding content and nurturing sequences are critical to converting the 500-700 monthly signups into managed hosting customers.

**Corporate membership pipeline:** Several deals from 2025 outreach remain in pipeline and are expected to convert in Q1 2026, given the established 3-4 month sales cycles.

**Event execution:** Building on the Mautic World Conference's profitability with all 12 sponsors committed to returning for 2026 which will be hosted at the same venue in the first week of November.

The Council remains committed to ensuring Mautic's independence and long-term viability through prudent financial stewardship, transparent communication, and community support.

### Revised budget for 2026

The revised 2026 budget projects income of just over \$208k against expenditure of just over \$175k targeting a modest surplus of just over \$33k. While this still represents slim margins and relies on a successful fundraising campaign, it provides a sustainable foundation from which to rebuild reserves and, eventually, restore full capacity.

This budget reflects extreme efficiency measures implemented in response to 2025's financial challenges, focusing on sustainability over growth.

### Projected income 2026

Item	Amount
Members (Individual)	\$4,436.18
Members (Community)	\$18,650
Members (Bronze)	\$20,000
Members (Silver)	\$20,000
Members (Gold)	\$45,000
Members (Platinum)	\$0*
Members (Diamond)	\$0**

<b>Item</b>	<b>Amount</b>
Fundraiser	\$40,000
Monthly sponsors	\$11,100
Event sponsors	\$36,500
Event tickets	\$5,000
Trials	\$404.11
Extended Long Term Support	\$3,000
Certification programme	\$3,000
Grants	\$2,000
<b>Total Income</b>	<b>\$208,840.29</b>

\*Platinum membership will renew in Q1 2026

\*\*Diamond membership from 2025 is downgrading to Gold membership

### Projected expenditure 2026

<b>Item</b>	<b>Amount</b>
Employment Project Lead	\$110,116.99*
Freelancers (marketing)	\$9,000.00
Professional Development	\$500.00
Admin support	\$3,360
Payment Processor fees	\$2,068.40
Open Collective host fees	\$20,684.03
Infrastructure	\$5,800.00
Domains	\$701.00
Travel & Expenditure	\$1,000.00
Administration	\$306.68
Events	\$21,500.00
<b>Total Expenditure</b>	<b>\$175,037.10</b>

\*Includes three back-payments from Q4 2025 plus regular monthly amount

**Projected surplus: \$33,803.19**

The 2026 budget represents a strategic focus on financial stability through cost control while maintaining essential operations. Key assumptions include:

- Project Lead working three and a half days per week (reduced from five)
- Marketing and Sales Assistant remaining on contractor basis
- No travel budget except for essential event attendance
- ELTS revenue based on conservative conversion targets
- Event revenue based on 2025 proven model with returning sponsors
- Corporate membership pipeline conversions expected in Q1-Q2

This budget provides a sustainable foundation for operations while working to rebuild reserves depleted during 2025.

## Approval and sign off

This report has been prepared by Project Lead, Ruth Cheesley, and will be reviewed by the Fundraising Executive Committee of the Mautic Council.

It will be proposed for adoption by vote in the 2026 General Assembly as the official financial report for the year ending 2025 in accordance with the General Assembly procedures.

## Signatures

Ruth Cheesley  
Mautic Project Lead  
Date:



Ekke Guembel  
Council Member  
Date: 04-Feb-2026



Dominique de Cooman  
Council Member  
Date: 09-Feb-2026