

# FUNDRAISING SUCCESS

How Revenue Sage Helped a High-Growth SaaS Company Secure \$3M in Strategic Funding

**Case Study: Revenue Sage**

## EXECUTIVE SNAPSHOT

Attribute	Detail
Industry	SaaS / B2B Tech
Stage	Pre-Series A
Team Size	12
Funding Goal	\$2-3M
Result	\$3M secured in <90 days
Key Outcome	Strategic capital + investor-ready infrastructure

## THE CHALLENGE

The founders had traction and ambition - but not a capital plan.  
Their challenges:

- Forecasting was disconnected from GTM velocity
- Their pitch deck lacked a financial story
- Their model didn't support the hiring roadmap
- Investors ghosted after second meetings
- No clear cash runway or plan for efficient deployment

"We weren't investor-ready - we were investor-repellent.  
We needed to rebuild the financial story behind the vision."

## THE REVENUE SAGE ENGAGEMENT

We launched our Capital Readiness Framework backed by strategic modeling, investor insight, and financial operations discipline:

### 1. Strategic Alignment

- Rebuilt their 12-month forecast using GTM milestones
- Aligned model inputs with sales capacity and CAC efficiency
- Added unit economics and runway analysis

## 2. Fractional CFO Installation

- Appointed a **Fractional CFO** to own investor-facing communications
- Created dashboards for key capital metrics (burn, margin, retention)
- Introduced monthly financial reporting cadence

## 3. Investor Storytelling

- Refined deck narrative: \$1 → X demos → Y conversions → \$Z ARR
- Positioned raise as momentum capital, not survival money
- Linked forecast, hiring plan, and product roadmap into one GTM flywheel

## 4. Capital Matchmaking

- Identified 12 aligned VCs and strategic investors
- Facilitated warm intros to those looking for operator-led SaaS
- Provided scripts, rebuttals, and pitch-prep support

## THE RESULTS

Metric	Before	After
Capital Secured	\$0	\$3M in <90 days
Time in Pipeline	76 days avg	22 days avg
Forecast Accuracy	~40%	89% accuracy in projections
Investor Materials	Disconnected deck	Cohesive GTM + capital story
Financial Team	DIY by founders	Fractional CFO with execution support

## WHAT THE FOUNDER SAID

"We weren't just raising money anymore.  
We were raising confidence - ours and theirs.  
Revenue Sage gave us the clarity to lead investor conversations instead of just surviving them."

## WHY IT MATTERED

This wasn't just a raise. It was a repositioning of the business.

- Internal confidence returned
- GTM hiring could accelerate without chaos
- Investors became partners - not interrogators
- One investor who ghosted previously ended up leading the round

"Now we fund growth on our terms, not out of desperation."

## WANT RESULTS LIKE THIS?

- Book a Free Capital Readiness Strategy Session with Revenue Sage
- Download the Financial Health Toolkit
- Let's build the model, the story, and the structure investors say 'yes' to.

**Limited  
Time Offer**

hello@therevenuesage.com 

**(302) 313-6997** 