

CASE STUDY

Fund Raising Need

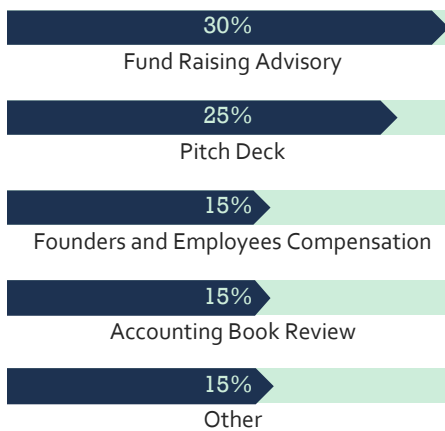
A B2B2C Platform SaaS Company

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BUSINESS CHALLENGES

- The company has a steady monthly recurring revenue (MRR) and is looking to raise capital*
- It needs to find ways to maximize its service offering while minimizing the impact of labor and other costs*

FUNCTIONS



GOALS

- Unit economics
- Create a cap table
- Understand pre-money & post-money, SAFE, and KISS
- Reduce overall operating costs

SOLUTIONS

- Evaluated company accounting book, internal control policies, and operational processes
- Reviewed fundraising strategies and investors' mindset, and evaluated capitalization table (cap table)
- Analyzed company operational and compensation model
- Created actionable items, including metrics, to reduce costs and improve operation efficiency
- Prepared CEO on how to approach investors for each stage: seeking investors, initial, and future engagements
- Reduced overall costs by 55%

TIMELINE

- The goals and objectives are completed in two months.
- They are currently on the monthly CFO Services plan.