



Your Judgment. Amplified Beyond Human Scale.

What happens when human intuition meets infinite reach?

The Risks You Can't See

The risks that hurt you aren't the ones you're watching.

A policy shift in Chile
threatens your lithium exposure

A labor dispute in Finland
cascades into European paper
positions

A drought in Taiwan
builds toward a semiconductor
shock

You're not failing because you're not smart enough.

No human can watch everything.

Saga: The Living Intelligence Layer

See the whole picture - including what you didn't know to look for.

Continuous Monitoring

1,000+ sources analyzed 24/7

Entity Mapping

Millions of relationships traced

Chain Reaction Detection

Events traced to YOUR positions

Living Analysis

Your thesis tested daily against new info

Not a snapshot. A living system.

The Category We're Defining

Palantir built intelligence infrastructure for governments - **\$400B+**

Recorded Future built it for cybersecurity - **\$2.7B exit**

No one has built it for institutional capital.

Bloomberg	ChatGPT/Perplexity	Saga
Data Terminal	General AI Chat	Intelligence Infrastructure
What happened	Answers questions	What's building toward YOU
\$30B revenue	Consumer focus	Built for capital allocation

Infrastructure, Not a Wrapper

We don't compete with LLMs. We unleash them.

For frontier AI to deliver real value, it needs:

Structured Problems	Rich Context	Time to Work
Not vague queries - precise, well-formed questions	Knowledge graph with millions of entity relationships	Iterative analysis, not one-shot responses

Better AI makes us more valuable, not less.

Traction & Proof Points

Working Platform

- 4-6 frontier models running 24/7
- Real-time ingestion from 1,000+ sources
- Knowledge graph with millions of entities
- Multi-agent coordination layer

Customer Engagement

- Active pilots: hedge funds, family offices
- Target customers: \$500M+ AUM
- Strong pull - repeat engagement

Competitive Moat

- Years of entity mapping - not easily replicated
- Proprietary multi-agent architecture
- Network effects: more data = better patterns
- Academic foundation in causal mapping

Timing Advantage

- First mover in agentic AI for finance
- Building while others are pitching
- Infrastructure moat deepens daily

Not a pitch deck company. A working system.

The Team

Victor Appelgren - Founder & CEO

Technical Depth	Domain Expertise	Academic Foundation
Multi-agent AI architectures database design orchestration	Graph Frontier model management Institutional workflows	Risk Research on LLMs + graphs for market causality mapping

Building with urgency. Hiring key roles with this raise.

Business Model

Pricing: Team license ~100K SEK/month | ACV: 1.2M+ SEK (~\$120K USD)

Metric	Value	Note
Gross Margin	~85%	After compute (10%) + data (5%)
LTV (5-year)	4.3M SEK	10% annual churn assumption
CAC	~100K SEK	Founder-led sales initially
LTV:CAC	43x	Target benchmark: >3x
Payback	<1 month	High ACV covers CAC fast

Premium pricing justified by alpha generation.

The Ask

Raise Amount	35M SEK (~\$3.3M USD)
Dilution	20%
Pre-Money	140M SEK
Post-Money	175M SEK

65% Team

Scale to 30 people

25% Infrastructure

Compute, data, systems

10% Operations

Sales, marketing, buffer

Why 35M? 22.5M to profitability + 12.5M buffer (10+ months runway)

Series A from strength, not desperation.

24-Month Projection

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Customers	0	2	7	15	26	40	57	77
Team	6	9	12	15	21	26	29	30
Revenue (M)	0	0.3	1.5	3.6	6.6	10.5	15.3	21.0
Expenses (M)	2.8	4.1	5.7	7.5	10.3	13.6	16.2	18.4
Net (M)	-2.8	-3.8	-4.2	-3.9	-3.7	-3.1	-0.9	+2.6
Cash (M)	32	28	24	20	17	14	13	15

Month 5	Month 21	Month 24	Buffer
First paying customer	Breakeven	92M SEK ARR	12.5M SEK minimum

Series A target: 8-10x ARR = 750M-900M SEK valuation

The Endgame

Today: Saga helps portfolios see chain reactions before they materialize.

Tomorrow: Every investment decision starts with Saga's intelligence layer.

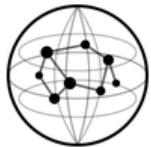
Not a tool. Not a dashboard.

The nervous system for how capital understands the world.

Bloomberg = data | Palantir = defense | Recorded Future = cyber

Saga = the intelligence layer for capital allocation

SagaLabs



Your judgment. Amplified beyond human scale.

Let's talk.

info@saga-labs.com