



**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 Graph database design Frontier model orchestration	Portfolio construction Risk management Institutional workflows	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

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

<b>Month 5</b> First paying customer	<b>Month 21</b> Breakeven	<b>Month 24</b> 92M SEK ARR	<b>Buffer</b> 12.5M SEK minimum
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**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*



**Your judgment. Amplified beyond human scale.**

*Let's talk.*

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