



**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:

<b>Structured Problems</b>	<b>Rich Context</b>	<b>Time to Work</b>
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

**Live product. Test customers. Raising to scale - not to build.**

## **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 Validation**

- Test customers actively using platform
- Letters of Intent secured
- Target: hedge funds, family offices, M&A; bankers, commodity traders

## **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

# The Team

## **Victor Appelgren - Founder & CEO**

<b>Technical Depth</b>	<b>Domain Expertise</b>	<b>Academic Foundation</b>
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

**Status:** Live product with test customers and LOIs. Raising to scale.

<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
<b>Customers</b>	0	2	7	15	26	40	57	77
<b>Team</b>	6	9	12	15	21	26	29	30
<b>Revenue (M)</b>	0	0.3	1.5	3.6	6.6	10.5	15.3	21.0
<b>Expenses (M)</b>	2.8	4.1	5.7	7.5	10.3	13.6	16.2	18.4
<b>Net (M)</b>	-2.8	-3.8	-4.2	-3.9	-3.7	-3.1	-0.9	+2.6
<b>Cash (M)</b>	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.

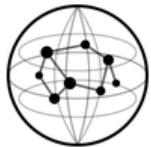
**Not a tool. Not a dashboard.**

**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.*

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