



**Your Judgment. Amplified Beyond Human Scale.**

*What happens when human intuition meets infinite reach?*

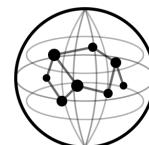
# The Truth About AI + Human

**AI can't do what you do. You can't do what AI does.  
Together, you're unstoppable.**

The best investment decisions require human judgment - pattern recognition built over decades, intuition honed through experience.

But human judgment has a scale ceiling. Too many sources, too many entities, too many chains of events cascading simultaneously.

**Saga removes that ceiling.**



# **The Risks You Don't Know You're Taking**

**The risks that hurt you aren't the ones you're watching.  
They're the ones you didn't know existed.**

A policy shift in Chile quietly threatens your lithium exposure

A labor dispute in Finland cascades into your European paper positions

A drought in Taiwan is building toward a semiconductor shock

**You're not failing because you're not smart enough.  
No human can watch everything.**

# The Living Map

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

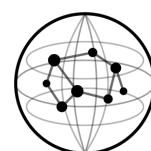
1000+ sources monitored continuously

Millions of entity relationships mapped

Chain reactions traced to YOUR specific positions

24/7 vigilance - nothing building undetected

**Not a snapshot. A living system.**



# **From Confidence to Conviction**

**Confidence is 'I think I'm right.'**

**Conviction is 'I know I've checked.'**

There's a gap between good judgment and total certainty. It's filled with doubt and the nagging question: What am I missing?

Walk into meetings without hidden doubt

Defend your thesis knowing you've checked what others haven't

Sleep better because nothing is building undetected

**Same judgment. Complete conviction.**

# Analysis That Doesn't Expire

*A great analysis isn't a document. It's a conversation that never stops.*

Static reports are dead the moment they're written. Saga keeps analyzing - your thesis tested against every new piece of information, every day.

Your thesis, stress-tested daily

Risks surfaced as they form, not after they hit

Intelligence that evolves with the market

**You shouldn't have to wonder if your analysis is still valid.**

# Infrastructure, Not a Wrapper

*We're not an AI wrapper. We're the infrastructure that lets frontier AI do what it does best.*

For AI to deliver real value, frontier models need:

Structured problems (not vague queries)

Rich context (not just raw data)

Time to work iteratively (not one-shot responses)

**Better AI makes us more valuable, not less.**

# 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 the trillions in institutional capital  
where human judgment still matters most.**

Bloomberg	Perplexity	Saga
Data	Search	Intelligence
What happened	Finds info	What's building toward YOU

# The Moat That Deepens Daily

## **Network Effects:**

Every day of data = Better entity resolution = Smarter patterns

More customers = Richer graph = Better warnings

## **Infrastructure Advantages:**

Millions of entities mapped - years to build

Multi-agent orchestration - proprietary architecture

Academic foundation in causal mapping research

## **Timing:**

First mover in agentic AI for financial intelligence

Building while others are pitching

**Infrastructure-level IP that deepens every day.**

# Traction

## **Working Platform:**

- 4-6 frontier models running 24/7
- Real-time ingestion from 1000+ sources

## **Proprietary Infrastructure:**

- Graph database with millions of entities
- Multi-agent coordination layer

## **Customer Engagement:**

- Active pilots with hedge funds, family offices (\$500M+ AUM)
- Strong pull - repeat engagement

**Not a pitch deck company. A working system.**

# The Team

## **Victor Appelgren - Founder**

Background spanning finance and technology

Deep domain expertise in strategic decision-making

### **Academic Foundation:**

Research on graph databases and LLMs for market causality

### **Technical Depth:**

Multi-agent AI architectures, graph database design

### **Domain Expertise:**

Portfolio construction, risk management, mandate constraints

# Business Model

**Pricing Model:** Team license (scales with organization size)

Base: ~100,000 SEK/month for teams up to 10 users

Enterprise: Custom pricing for larger organizations

Annual Contract Value (ACV): 1.2M+ SEK (~\$120K+ USD)

Metric	Value	Explanation
Gross Margin	~85%	After compute (10%) and data (5%) costs
Customer Lifetime Value	4.3M SEK	5-year LTV with 10% annual churn
Customer Acquisition Cost	~100K SEK	Founder-led sales, low initially
LTV to CAC Ratio	43x	Exceptional unit economics (target >3x)
Payback Period	<1 month	High ACV covers acquisition cost fast

**Premium pricing justified by alpha generation and risk reduction.**

# The Ask

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

## Use of Funds:

65% Team - aggressive hiring to 30 people

25% Infrastructure - compute, data acquisition, systems

10% Sales, marketing, operations, buffer

## Why 35M SEK?

We use 22.5M to reach profitability (Month 21)

12.5M buffer = 10+ months runway if sales slow

Reach Series A from position of strength, not desperation

# 24-Month Financial Projection

	Q1	Q2	Q3	Q4	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4
<b>Customers</b>	0	2	7	15	26	40	57	77
<b>Team Size</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

## Key Financial Highlights:

First paying customer Month 5 - product validation before scaling

Breakeven Month 21 - capital deployed aggressively for growth

12.5M SEK buffer at lowest point - 10+ months runway protection

## Series A Position (Month 18-24):

92M SEK ARR, 85% gross margin, 77 customers

Target: 100-150M SEK raise at 8-10x ARR (750M-900M valuation)

5x+ return potential for seed investors

**High margins + strong growth = premium Series A terms.**

# 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 layer. Palantir = defense intelligence. Recorded Future = cyber.

**Saga = the intelligence layer for capital allocation.**



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

*Interested? Let's talk.*

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