



Your Judgment. Amplified Beyond Human Scale.

What happens when human intuition meets infinite reach?

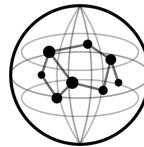
The Truth About AI + Human

**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.

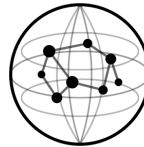
1000+ sources monitored continuously

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
Customers	0	2	7	15	26	40	57	77
Team Size	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

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.



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Interested? Let's talk.

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