

# Board-Ready Micro Case Studies (Illustrative)

Purpose: demonstrate decision-structure, downside protection, and governance-grade execution logic for CFO/Board discussions.

**Disclaimer:** Illustrative scenarios based on realistic SaaS financial profiles. No client-identifying data.

## MICRO-CASE 1 — Growth-Heavy Profile

Context	SaaS • \$14M ARR • 82% gross margin • \$480k monthly burn • 11-month runway • CAC payback 13 months • Founder-
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**Decision tension:** Deploy \$3M into 6 enterprise AEs + paid acquisition scale + international expansion.

**Primary risk:** If CAC efficiency drops 15% → payback 18 months; runway compresses to ~7 months; emergency financing probability rises.

**Intervention (10-day sprint):** CAC volatility stress-test; ramp realism; phased capital release; trigger-based deployment logic; downside asymmetry grid.

**Outcome:** Replace \$3M upfront with \$1M initial tranche; expansion gated on CAC ≤ 12-month payback; runway floor protected above 10 months.

**Impact:** Preserved growth while reducing insolvency probability; increased board optionality and alignment.

## MICRO-CASE 2 — Profitability-Heavy Profile

Context	SaaS • \$9M ARR • 74% gross margin • \$250k monthly burn • 16-month runway • 18% YoY growth • CFO-led discipline
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**Decision tension:** Cut marketing, freeze hiring, and reduce headcount by ~8% to reach breakeven within 12 months.

**Primary risk:** Growth falls below 10% → enterprise pipeline weakens; fundraising narrative erodes; valuation multiple compresses.

**Intervention (10-day sprint):** Growth elasticity modeling; contribution margin analysis; revenue sensitivity to spend reduction; breakeven path with minimum viable growth.

**Outcome:** Avoid aggressive cost-cut: ~4% burn reduction; reallocate (not cut) marketing; maintain 15% growth floor; reach breakeven in ~14 months.

**Impact:** Balanced stability + narrative strength; avoided valuation compression; preserved strategic optionality.

## MICRO-CASE 3 — VC-Backed Aggressive Profile

Context	SaaS • \$18M ARR • 85% gross margin • \$900k monthly burn • 10-month runway • Series B • hypergrowth mandate
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**Decision tension:** Inject \$5M and aggressively expand GTM + product hiring to defend category leadership.

**Primary risk:** If revenue ramp misses by 25% → runway collapses to ~6 months; bridge round required; down-round risk high (tight markets).

**Intervention (10-day sprint):** Multi-scenario growth curves; burn acceleration mapping; capital tranche gating; revenue trigger thresholds; investor narrative insulation.

**Outcome:** Two-phase deployment with board-approved conditional acceleration; KPI trigger: Net Revenue Retention  $\geq$  110% before scaling burn.

**Impact:** Maintained aggressive strategy while reducing bridge financing risk; improved valuation defense.

# How these cases work (for CFO/Board)

These are not “we increased ARR by X%” stories. They show a repeatable decision method that protects downside without killing upside.

- **1) Make the tension explicit:** what is being proposed, by whom, and under what board pressure.
- **2) Quantify the downside:** runway floors, payback drift, revenue variance, capital timing risk.
- **3) Define a deterministic intervention:** stress-tests, triggers, tranche gating, and governance checkpoints.
- **4) Produce an outcome contract:** what is allowed to happen next, and what must be true (KPI thresholds).
- **5) Preserve optionality:** ensure the board keeps choices open under uncertainty.

## Suggested uses

- Landing page section: **Illustrative Scenarios** (3 cards + 1 paragraph method).
- Outbound: attach as PDF after first message (or link to PDF) as “how I structure board-grade decisions”.
- Follow-up: answer “why isn’t this redundant?” with “this is a governance-grade decision run, not reporting”.

## Call-to-action (editable)

If you want, I can run a **10-day governance-grade capital sprint** for one decision: define the DecisionPackage, model downside, and ship an enforceable trigger plan the board can approve.

Contact: [your email] • [calendar link] • [one-sentence positioning]