

PITCH DECK

# Investor Pitch Deck

Seed Round | \$1.8M | B2B SaaS Revenue Intelligence

PREPARED FOR

**Jamie Rivera, CEO**

Northstar Analytics

DATE

**March 2026**

PREPARED BY

**The Deliverable**

the-deliverable.com

THE PROBLEM

# Sales teams are flying blind.

Revenue leaders can't see risk, opportunity, or forecast accuracy in real time.

## Forecast Failure

\$300B in B2B deals missed annually due to inaccurate pipeline forecasting. 60% of sales leaders say their CRM data is unreliable.

## Invisible Churn

CS teams discover at-risk accounts too late. On average, churn signals appear 90 days before cancellation — and go unnoticed.

## Data Fragmentation

CRM, billing, product usage, and support tickets live in silos. No single system tells the revenue team what's actually happening.

THE SOLUTION

# Revenue intelligence that actually works.

Northstar connects every revenue signal and tells your team what to do next.

1

## AI Forecast Engine

Ingests CRM + usage data to produce probability-weighted pipeline forecasts. Accuracy tested at 91% vs 58% for manual rep estimates in a 90-day backtest.

2

## Churn Early Warning

Monitors 47 behavioral signals across product, support, and billing to flag at-risk accounts 60-90 days before renewal — giving CS time to intervene.

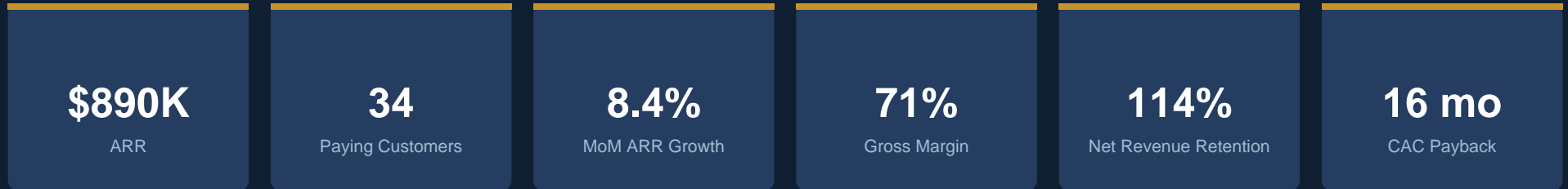
3

## Expansion Playbooks

Surfaces accounts with high expansion probability and recommends specific outreach actions with timing guidance. Average uplift: 18% increase in NRR within 6 months.

TRACTION

**\$890K ARR. 34 customers. 8.4% MoM growth.**



**Selected Customers:** Meridian Software | Apex Fleet Solutions | Velo Payments | Harbor Legal Tech | Summit HR | PinPoint Analytics +28 more

BUSINESS MODEL

# Annual SaaS + land-and-expand.

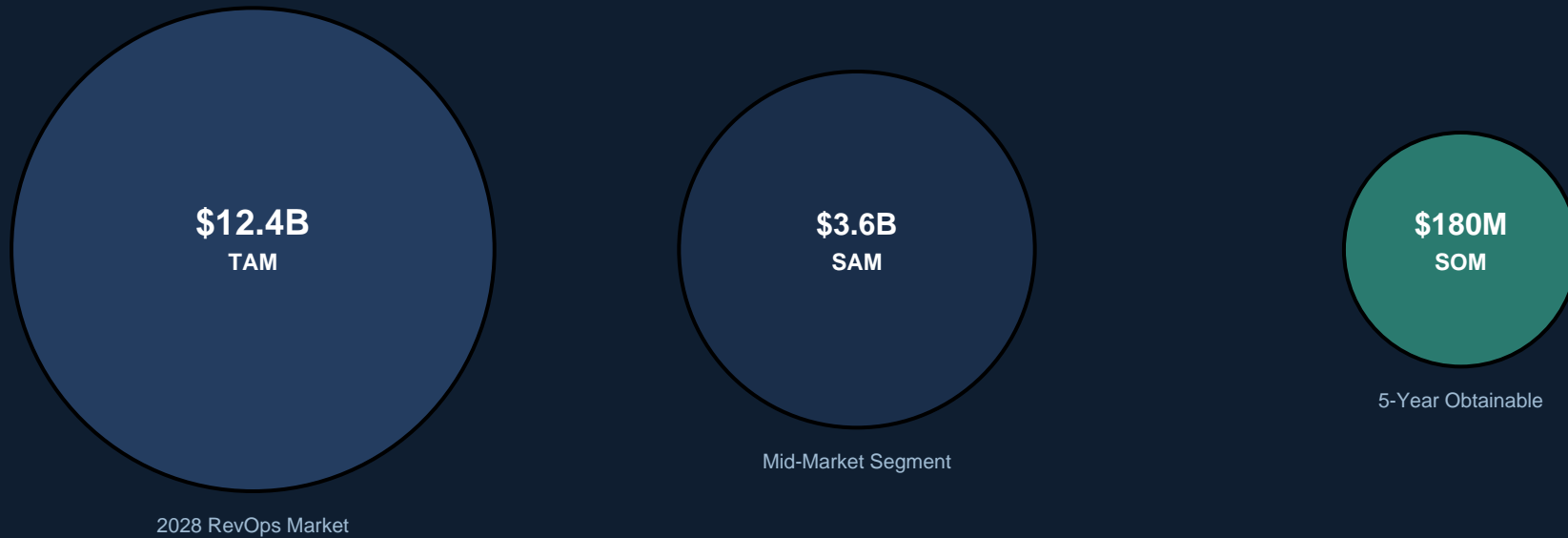
Per-seat subscription with platform fee. NRR > 100% from day one.

Starter	Growth	Enterprise
<b>\$8K–\$18K ACV</b>	<b>\$18K–\$45K ACV</b>	<b>\$45K–\$120K ACV</b>
1–5 seats, core forecast + churn alerts	6–20 seats, all modules + integrations	Unlimited seats, custom models + SLA

<b>\$34,200</b> Avg ACV (Year 3)	<b>\$14,800</b> CAC (Year 3)	<b>2.3x</b> LTV/CAC	<b>10.2 mo</b> CAC Payback	<b>128%</b> NRR (Year 3)
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MARKET SIZE

# \$12.4B by 2028. We're going after \$3.6B of it.



GO-TO-MARKET

# Outbound foundation. PLG flywheel. Partner scale.

## Phase 1 Q1-Q2 2026

### Outbound Foundation

- Hire 3 AEs + 1 SDR (funded by SBA loan)
- ICP: RevOps/CRO at \$20M-\$100M SaaS companies
- Outbound: 400 sequences/mo, LinkedIn + cold email
- Target: 12 new logos/mo, \$28K ACV

## Phase 2 Q3-Q4 2026

### Product-Led Growth

- Free tier launch: 1 seat, 90-day limit
- In-app upgrade path with friction-free checkout
- Integration marketplace: Salesforce, HubSpot, Slack
- Target: 30% of new ARR from PLG by Q4

## Phase 3 2027+

### Partner & Platform

- RevOps agency partner program (20 agencies by Y2)
- Salesforce AppExchange listing (Q1 2027)
- Enterprise direct sales team (2 ENT AEs)
- Target: \$10M+ ARR, Series A raise

FINANCIAL PROJECTIONS

# Path to \$26.5M ARR and 45% EBITDA margins.

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
ARR (End of Year)	\$2.1M	\$4.5M	\$10.7M	\$18.3M	\$26.5M
Total Revenue	\$2.3M	\$4.8M	\$10.2M	\$16.8M	\$25.1M
Gross Margin	69%	76%	82%	85%	87%
EBITDA	(\$110K)	\$1,102K	\$2,864K	\$6,326K	\$11,245K
EBITDA Margin	(4.9%)	23.1%	28.0%	37.7%	44.7%
Free Cash Flow	(\$136K)	\$799K	\$2,180K	\$4,814K	\$8,488K
FCF Margin	(6.0%)	16.7%	21.3%	28.7%	33.8%

MANAGEMENT TEAM

# Former operators. Deep domain expertise.

J

**Jamie Rivera**

CEO & Co-Founder

- 10 yrs in revenue operations; former VP RevOps at Veeva Systems (\$2B ARR)
- Scaled Veeva's CRM analytics product from 0 to \$40M ARR in 3 years
- MBA, Wharton; Salesforce Certified Architect

A

**Alex Kim**

CTO & Co-Founder

- Ex-Staff Engineer, Salesforce Einstein Analytics team
- Built and shipped ML forecasting models used by 8,000+ sales orgs
- BS/MS Computer Science, Stanford

M

**Morgan Patel**

VP of Sales

- Scaled outbound motion 0 → \$8M ARR at ChurnZero (acquired by Braze)
- Managed team of 12 AEs; consistently 130%+ attainment
- Certified Sandler Sales trainer

T

**Taylor Nguyen**

CFO (Fractional)

- 15+ yrs as CFO for B2B SaaS businesses (\$2M–\$80M ARR)
- Overseen 4 SBA loan applications; 3 Series A/B raises
- CPA; former Deloitte manager (Technology Practice)

# THE ASK

# Raising \$1.8M Seed Round.

SAFE note | \$9M pre-money valuation cap | 20% discount | MFN clause

Sales Hiring — 3 AEs + 1 SDR (12 months)	\$540K	30%
Product & Engineering — 2 FTE + AWS infra	\$420K	23%
Marketing & Brand — Content, SEO, events	\$270K	15%
Customer Success — 1 CSM hire	\$180K	10%
Working Capital Reserve	\$162K	9%
Legal, G&A, Contingency	\$228K	13%

## Use of Proceeds — CFO Validated

Allocation modeled from bottom-up headcount and operating plan. Sales hiring sized to reach \$2.1M ARR at \$18.2K CAC. Runway: 22 months to EBITDA breakeven (Month 18, Base Case) with \$162K reserve buffer.

WHY NOW

# Three structural tailwinds. One 18-month window.

01

## RevOps Mandate

CFOs slashed software budgets in 2022-23, then watched quota attainment fall to 45% (Salesforce State of Sales, 2024). Board-level mandates to improve forecast accuracy and reduce churn have created urgent, funded buying programs at mid-market companies — exactly our ICP. This is a demand cycle, not a product cycle.

02

## AI Credibility Threshold

Buyers have moved past "AI skepticism" and into "show me it works." The 18-month window where AI-native tools can displace legacy CRM analytics incumbents is open now. Clari and Gong are too expensive for mid-market; Northstar is purpose-built for this gap at a price that justifies a 30-day POC without a procurement cycle.

03

## Salesforce Ecosystem Opening

Salesforce's acquisition of Slack and MuleSoft has created integration complexity that their native analytics cannot solve. AppExchange partners filling this gap are receiving preferential placement and co-sell support from Salesforce AEs. Northstar's native Salesforce connector is a direct path into this channel.

THANK YOU

# See your revenue clearly.

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This deck prepared by **The Deliverable**

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