

CASE STUDY

From Rejected Pitch to Closed Series A

Fundraising · Series A · Fintech

We restructured the narrative and fundraising materials for a fintech that had been rejected by 8 funds, helping them close a USD 2.5M round in 10 weeks.

** This case study uses modified representative data to protect client confidentiality. Metrics reflect real results but have been adjusted.*

2.5million USD
raised**2**term sheets
received**10**weeks
to close

CLIENT B2B Fintech	STAGE Series A	MRR USD 45K	MARKET LATAM
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The Challenge

A B2B fintech specializing in collections automation for SMEs had been trying to raise their Series A for 6 months. With USD 45K MRR, 12% monthly growth, and a solid technical team, the founders couldn't understand why investors weren't moving forward.

They had conversations with 8 LATAM-focused venture capital funds. All had declined after the first or second meeting, citing vague reasons like "not the right timing" or "not the right fit."

"We had the product and the customers. But every time we presented, we felt we couldn't convey why this was a real opportunity."

— CEO, Client

Fragmented Narrative

The 32-slide deck jumped between product, market, and traction without a clear thread. The founders—both engineers—were presenting **features instead of outcomes**, losing the audience in technical details.

Confusing Unit Economics

There was no clarity on LTV, CAC, or payback period. The financial model mixed **three business lines** without separating the profitability of each, making it difficult for investors to understand what they were funding.

Incomplete Data Room

When a fund requested additional information, the founders took **days to respond** because they didn't have organized documentation. This created friction and signaled lack of preparation.

Our Approach

We completely redesigned the fundraising materials and prepared the founders for the pitching process, working in parallel on narrative, numbers, and operations.

Week 1–2: Narrative Reconstruction

We worked with the founders to identify the company's "aha moment": they weren't selling collections software—they were eliminating delinquency as a problem for SMEs. We reduced the deck from 32 to 14 slides with a problem → solution → traction → opportunity → ask structure.

Week 2–3: Financial Model and Unit Economics

We rebuilt the financial model separating the three business lines. We calculated unit economics by customer segment, identifying that the enterprise segment had 4.2x LTV/CAC while SMB barely reached 1.8x. This allowed us to focus the investment thesis.

Metric	Enterprise	SMB
LTV/CAC	4.2x	1.8x
Payback	9 months	18 months
Net Revenue Retention	112%	94%

Week 3–4: Data Room and Preparation

We assembled a complete data room with 45 documents organized in standard folders: corporate, financials, product, customers, team. We prepared Q&A with 60 frequently asked questions and conducted 3 pitch practice sessions with structured feedback.

Results

We launched the fundraising process in week 5. In 6 weeks of active outreach, results exceeded the founders' expectations.

Metric	Before	After
Funds contacted	8	22
Conversion to first meeting	25%	54%
Term sheets received	0	2
Amount raised	—	USD 2.5M
Pre-money valuation	—	USD 10M

The round was led by a regional fund specializing in fintech, with participation from strategic angels in the financial sector. The founders closed with favorable terms: no participating preferred and a single board seat for the lead investor.

Deliverables

- **Pitch deck** — 14 slides with clear narrative and professional design
- **Financial model** — 5-year projection with unit economics by segment
- **Data room** — 45 documents organized in standard VC structure
- **Investor targeting** — Prioritized list of 22 funds with relevant thesis

Preparing your next funding round?

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