Client Use Case

Use Case 1: Pre-Series A Fundraise Readiness

Turning traction into investor confidence, before diligence begins

Company Type	Challenge	Engagement
B2B, Seed-stage	No model, no CFO, raising soon	Fundraise Sprint ~6 weeks

The Situation

- Founder-led B2B company,18 months of traction, paying customers, strong NRR
- Preparing to raise a Series A in 3–4 months, investor conversations already starting
- Finance function: basic bookkeeping in Xero, no CFO, no financial model
- Burn tracked informally; runway not clearly calculated; no board reporting in place
- Investor questions on unit economics, gross margin, and ARR bridge going unanswered

What HLS did?

HLS Workstream	What We Do
Financial Model Build	P&L, balance sheet, cashflow with monthly granularity
Scenario Planning	Base / upside / downside scenarios with clear assumptions and driver logic
Runway & Burn Analysis	13-week cashflow, burn rate by department, runway under each scenario
Unit Economics	CAC, LTV, payback period, gross margin by customer segment
ARR / Revenue Bridge	MRR movement waterfall: new ARR, expansion, churn, net new
KPI Dashboard	Monthly investor KPI pack,12 metrics tracked with trend and commentary
Funding Ask Logic	Use of proceeds, hiring plan, milestone roadmap tied to capital deployment
Diligence Preparation	Organise financial data room: statements, contracts, model, cap table

Outcome

- Investor-grade financial model ready for Series A conversations
- Clear, defensible answers to every standard investor finance question
- Runway visibility increased, founder knows exact cash position under each scenario
- Diligence completed on time, no last-minute scramble to pull financials together
- Investor confidence lifted: company looks operationally mature beyond its stage