

USE CASE

From idea to investor-ready in 13 days

How Wasabi took NarraViz from prototype to a fundable story, a priced model, and a structured data room.

13DAYS START TO
FINISH**14**

DATA-ROOM DOCUMENTS

\$2.0MPRE-SEED RAISE
FRAMED**\$10M**

ARR ROADMAP DEFINED

THE STARTING POINT

Steve Anderson had a product that worked and a market he understood — but the story lived in his head. Materials were scattered, pricing untested, and the pitch read as a better BI tool, not a new category.

WHAT WASABI DID

- 01 Positioned the category.** Reframed NarraViz from “another BI tool” to the default way SMBs interact with data — storytelling-first, with the tagline and narrative spine to match.
- 02 Built the investor narrative.** A 14-slide deck: quantified problem, embedded-analyst solution, competitive 2x2, a \$6B wedge into a \$30B market.
- 03 Priced the business.** Hybrid SaaS at \$49–\$149/mo plus usage tiers, with segment ACVs (\$2–5K SMB → \$50K+ enterprise).
- 04 Sequenced GTM and roadmap.** One wedge (eCommerce ops, SMB finance), a PLG loop through shared reports, then channel — with 24-month gates (D30 ≥35%, NPS ≥30).
- 05 Stood up the data room.** Refined 14 documents across two access tiers with consistent naming, so diligence is answered by a link.

DELIVERABLES

Pitch deck · v1 investor-ready
Executive summary & one-pager
Mission, vision & team bios
Market opportunity & personas
Competitive landscape
Product overview & demo link
GTM snapshot & full strategy
Structured data room (Tier 1–2)

PROOF IN THE PRODUCT

10 design partners across eCommerce, SaaS and sports. 20 queries per user per week, 60% repeat usage, lead partner cut reporting time 80%.

ENGAGEMENT TIMELINE

Aug 18

Scope, positioning, narrative spine

Aug 24

Pitch deck delivered

Aug 31

Full data room organized & handed off

“The analyst every business wished they had” — a positioning Wasabi wrote, and a raise NarraViz now runs on its own.