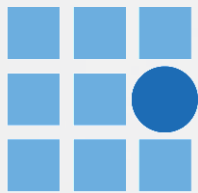


Financial Modeling to Raise Capital



Perceptive**Analytics**

Data Analytics | Spreadsheet Modeling
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The Challenge

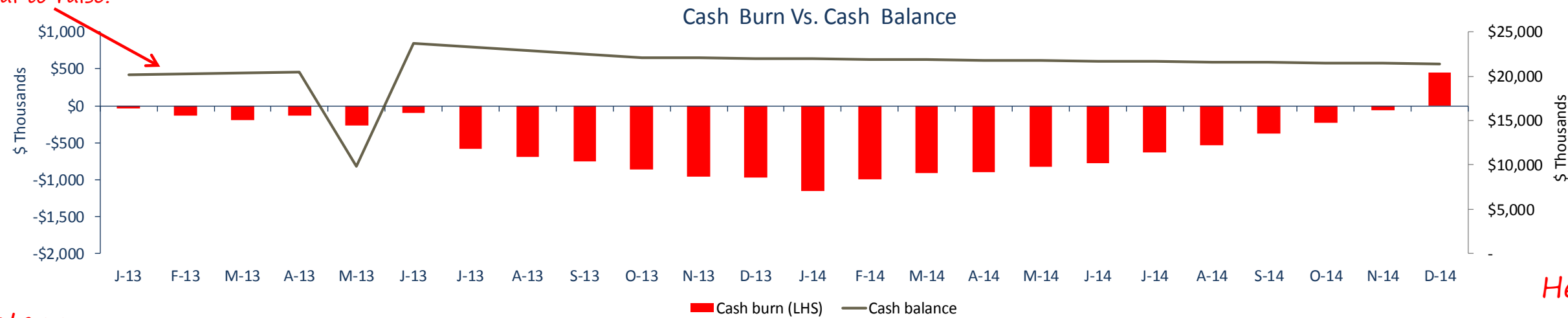
Insta Variety is in the business of providing cloud based identity and access management solutions. They needed a financial model to present to investors in order to raise capital.

Impact

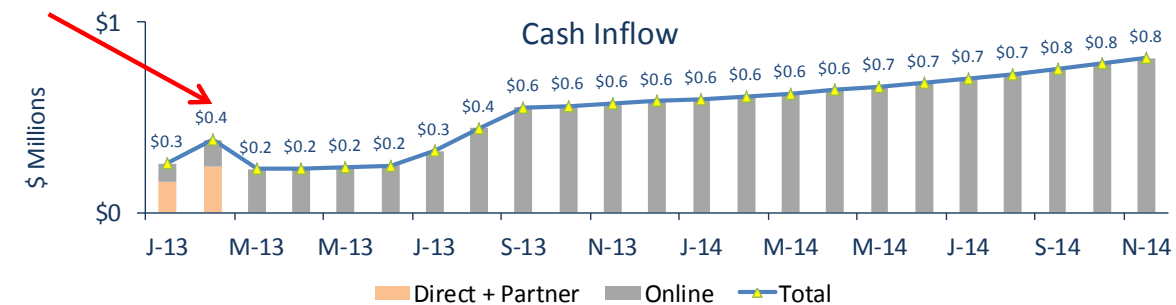
With the help of the model the client was able to effectively demonstrate strength of the business to investors. The client could negotiate to give away just as much equity as necessary.

Cash Burn

How much capital to raise?

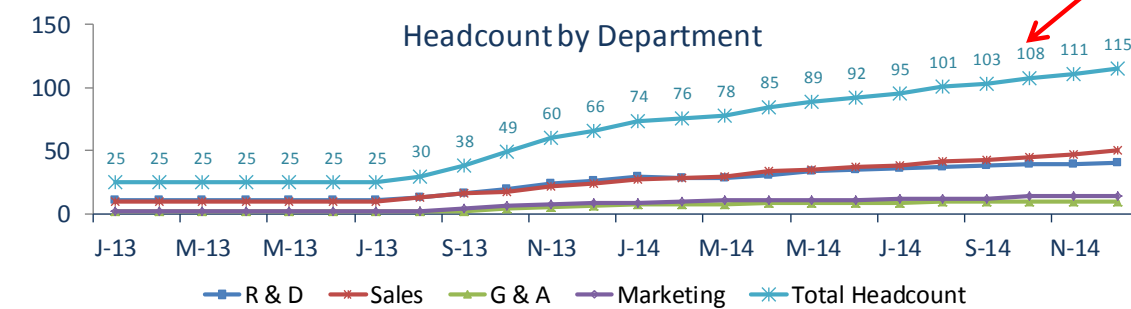


Is channel strategy working?

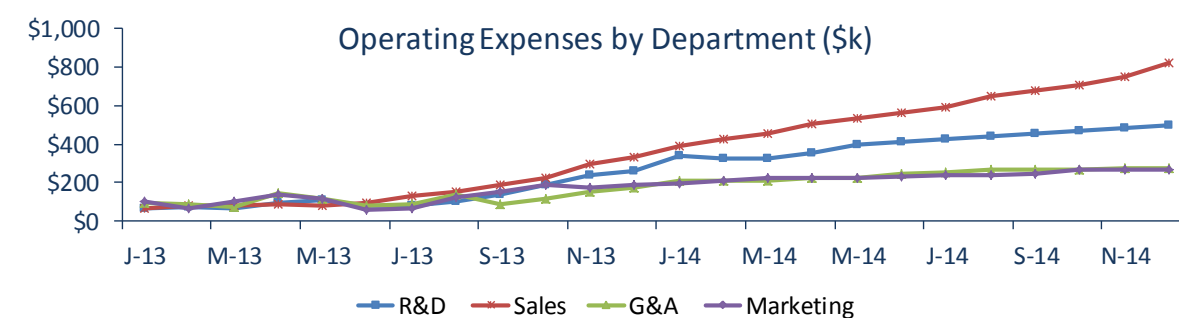


Headcount

Is headcount growing too fast?



How is the revenue outlook?



Our Model

We built a financial model that seamlessly integrated the historical figures and the forecast. Cash flows under various alternatives were projected to effectively demonstrate the prospects of the business to the investors.

Investors used the model and conducted a what-if analysis to view the various business scenarios and were convinced of the strength of the business. A deal was made and foundations for a healthy partnership were laid.

Perceptive Analytics

Perceptive Analytics is a Data Analytics company, offering specialized services in Marketing Analytics, Data Visualization, Financial Modeling, Spreadsheet Modeling and Application Solutions. We serve large and medium sized companies in the US, India, Australia, Europe and Middle East.

We provide financial modeling, statistical modeling, simulation, dashboard design, cash flow analysis, data analysis, spreadsheet applications and other services.

To know more, you can reach us at cs@perceptive-analytics.com.



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