

GRITSEEK

Enabled a high-growth fintech company to present a **scalable, regulation-aligned investment case**, resulting in accelerated capital raising, valuation uplift, and disciplined multi-market expansion.



FINTECH (CROSS-BORDER PAYMENTS PLATFORM)

Client Profile

A fintech company expanding cross-border payments across **Southeast Asia and the Middle East**.

- Current revenue: **USD 4.8M ARR**
- Capital raise target: **USD 10M Series A**
- **Objective**: scale into 3 new jurisdictions

Challenge

The company faced challenges in securing investment due to:

- inconsistent financial projections across markets
- unclear **unit economics at scale**
- fragmented regulatory strategy
- investor concerns over **licensing risk and capital deployment**

This resulted in **prolonged fundraising with limited conversion**

Gritseek Intervention

1. Financial Intelligence

Gritseek developed a **multi-market financial** model, incorporating:

- cohort-based revenue modelling
- CAC/LTV dynamics by region
- transaction volume scaling scenarios
- cost structures per jurisdiction

Outputs included:

- projected ARR (Year 3): **USD 18.6M**
- gross margin: **62%**
- breakeven timeline reduced by **9 months**

2. Capital & Regulatory Framework

Gritseek structured:

- jurisdiction-specific licensing pathways
- holding company and subsidiary structure
- capital allocation by expansion phase
- compliance alignment for payments operations

3. Capital Engagement & Execution

The investment case was repositioned to focus on:

- scalable economics
- regulatory clarity
- phased market entry

Gritseek coordinated engagement with:

- 3 venture capital funds
- 1 strategic fintech investor

4. Cross-Border Transaction Coordination

Gritseek supported:

- investor onboarding across jurisdictions
- legal structuring for cross-border equity participation
- regulatory alignment between operating entities
- capital deployment sequencing

Client Assisted Outcome

Within **12 weeks**, the client achieved:

- **USD 11.5M Series A raise (oversubscribed by 15%)**
- **valuation uplift from USD 32M to USD 46M pre-money**

Operational outcomes:

- **expansion into 2 new markets within 6 months**
- **improved investor confidence in scalability**

Client Benefit

Gritseek enabled the company to present a coherent, scalable, and compliant growth story, resulting in:

- higher valuation
- faster capital access
- clearer expansion execution

Value Delivered

Clarity + scalability + investor confidence.

Strategic Contribution

Gritseek acted as the **transformation layer between opportunity and capital**, integrating:

- Financial Intelligence → Clarity & Credibility
- Capital & Regulatory Framework → Alignment & Risk Reduction
- Capital Engagement & Execution → Access & Conversion
- Cross-Border Coordination → Execution Certainty

To produce one outcome:

- Capital readiness in **structured, capital-ready engagements** – enabling investors to evaluate, engage, and allocate with confidence across jurisdictions.

INSIGHT

Growth capital is attracted to **clarity of scale and regulatory certainty**. When unit economics and jurisdictional pathways are structured coherently, investors can underwrite expansion with confidence.

CONNECT

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Engagements are selective and subject to internal evaluation