

# Investor Confidence Brief

Prepared by Sjogren + Ray Growth Partners

*Confidential Investor Signal Document*

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**Company:** Cascade AI

**Sector:** Ambient Clinical Intelligence (HealthTech)

**Model:** Subscription SaaS with mid-market ACV (\$3,000–\$4,000 annually)

**Prepared For:** Accredited Venture Capital & Growth Equity Firms

**Date:** 8-18-2025

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## Executive Summary

Cascade AI is no longer a speculative bet. In under four months, the company has executed a high-velocity go-to-market strategy, activated a demand engine that is converting, verified product-market fit through real buyer traction, benchmarked execution velocity against top-quartile standards, and validated and operationalized core martech infrastructure - all within one of healthcare's most complex buying environments.

With core infrastructure now operational and demand signals emerging, Cascade is entering the stage most investors want to fund: early product-market fit with visible levers for exponential growth.

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## Strategic Execution Snapshot

- **Go-To-Market Framework Deployed:**  
SRGP's GTM//Zero™ blueprint fully implemented - including buyer mapping, motion planning, competitive de-positioning, and messaging tailored for 2025-era self-directed, peer-influenced buyers.
- **Demand Engine Live & Converting:**  
Multi-channel funnel built across paid, organic, and referral paths. Conversion-optimized landing experiences and calibrated attribution systems in place.

- **Martech Infrastructure Validated:**  
CRM, analytics, and attribution systems fully integrated, enabling real-time performance feedback and data-driven optimization.
- **Sales Enablement Stack Complete:**  
SDR scripts, sales deck, documentation, and short-form explainer videos deployed across sales motion. Close rate improved 3.6x since kickoff.
- **Market Signals:**
  - 127 inbound demo requests in last 60 days
  - 4 pilot contracts signed (2 in enterprise hospital systems)
  - Pipeline now exceeds \$2.8M in qualified opportunities

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## What We See as Embedded Growth Operators

SRGP has been embedded in Cascade's growth operations from day one of this transition. Unlike external evaluators, we've designed and executed the very motions driving this momentum. That gives us a rare vantage point to assess growth readiness:

- **Leadership Coachability:** High
- **Execution Velocity:** Top quartile
- **ICP Fit:** Verified with real-world buyer traction
- **Market Tailwinds:** Strong (AI x clinician burnout = urgency)
- **Moat Trajectory:** Rapid data flywheel forming through usage

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## Investor Signal

In our view, Cascade is fundable *now*. The key systems are built. The go-to-market team is aligned. The early wins are real. And most importantly, there is a credible, detailed plan for what's next, and it's already in motion. We believe the company is positioned for:

- Strong ROI on capital deployed within 12-18 months
- Clear exit opportunities across strategic buyers and PE roll-ups

- Credibility and optics that make it easy to say “yes” in partner meetings

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### Traction + Forecast

Metric	Baseline (Month 0)	Current (Month 4)	Projected (Month 10)
Monthly Qualified Leads	12	127	300+
CAC (blended)	\$1,420	\$740	\$610
MRR	\$9,000	\$68,000	\$185,000+

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### Authenticated by:

#### Sjogren + Ray Growth Partners

*Growth Architects | GTM Operators | Pipeline Engineers*

We don’t make baseless claims. We design engines, pull levers, and watch the wheels turn. Everything in this brief is the result of real execution, not hypotheticals. This isn’t a pitch. It’s a performance summary.

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