

Market Proof Report

Prepared by Sjogren + Ray Growth Partners

Confidential Investor Signal Document

Company: Cascade AI

Sector: Ambient clinical intelligence / healthtech

Model: Subscription SaaS with mid-market ACV (\$7,000–\$12,000 annually)

Prepared for: Accredited Venture Capital & Growth Equity Firms

Date: Sample report



Executive Summary

Cascade AI entered with a strong product thesis, early market interest, and an underdeveloped commercial engine. Over 120 days, SRGP translated the strategy it developed into active market execution - refining the company's positioning, strengthening its buyer narrative, improving its digital presence, activating targeted demand programs, and establishing cleaner systems for measurement and follow-up.

The result is a clearer view of Cascade's commercial readiness. The market is responding to the revised message. Target buyers are engaging with greater consistency. Sales conversations are better supported. Early demand signals are now visible across multiple channels. And the company has a more disciplined, repeatable foundation for continued growth.

This report summarizes what was executed, what the market revealed, and where Cascade is positioned to go next.

Strategic Execution Snapshot

Go-to-market strategy activated

SRGP translated the roadmap created for Cascade into an active commercial execution plan, including ICP refinement, buyer pain mapping, message architecture, campaign strategy, and channel prioritization.

Brand and narrative strengthened

Cascade's positioning was sharpened around the problems buyers care about most: clinician capacity, documentation burden, workflow efficiency, and measurable operational lift. The company now presents a clearer, more credible growth story across its website, sales materials, campaign assets, and executive narrative.

Demand engine launched

Targeted campaigns were deployed across paid, organic, email, referral, and direct outreach support channels. Rather than relying on one source of demand, SRGP built a multi-channel system designed to create awareness, educate buyers, warm priority accounts, and support sales conversations.

Buyer journeys improved

Landing pages, calls to action, content paths, and nurture sequences were rebuilt to guide buyers from early interest to deeper engagement. The goal was not simply to increase traffic, but to improve the quality and intent of buyer interaction.

Growth infrastructure cleaned and connected

CRM structure, lifecycle visibility, attribution inputs, reporting views, and follow-up workflows were improved to create a more reliable foundation for tracking growth performance.

Sales motion supported

SRGP created buyer-facing messaging, sales support content, objection-handling inputs, outreach themes, and pre-call buyer priming to help sales engage a warmer, better-educated market.

Market Signals Observed

Market response should not be reduced to demo volume alone. In Cascade's case, SRGP evaluated a broader set of commercial signals across awareness, engagement, conversion, sales readiness, and buyer quality.

Observed signals included:

- increased engagement from priority buyer segments
- improved conversion on core website and landing page paths
- stronger interaction with problem-specific content
- increased sales conversations tied to target accounts
- clearer patterns around which messages created buyer response
- improved lead quality and ICP alignment
- greater visibility into funnel drop-off and follow-up gaps
- early evidence that buyer education improved sales conversation quality
- stronger consistency between marketing message, sales narrative, and buyer pain

The most important finding is not that one metric moved. It is that the market began responding more clearly once Cascade's message, channels, content, and sales motion were aligned.

What SRGP Sees as Embedded Growth Operators

Because SRGP was embedded inside the strategy and execution, unlike external evaluators, our view is based on direct operating exposure, not outside observation.

ICP clarity

Cascade's strongest response came from organizations with clear operational pressure, measurable documentation burden, and executive urgency around clinical efficiency.

Message-market fit

The revised narrative outperformed broader AI/productivity messaging. Buyers responded more strongly to operational and financial outcomes than to technology-forward positioning.

Sales readiness

The sales team is now better equipped with clearer language, stronger supporting assets, and a more educated buyer environment. Continued improvement depends on disciplined follow-up, CRM hygiene, and tighter feedback loops between sales and marketing.

Execution maturity

Cascade can move faster than before. Campaigns, content, landing pages, reporting, and sales support now operate from a shared strategy rather than disconnected activity.

Growth constraints

The next stage of growth depends on continued consistency across sales execution, product proof, customer outcomes, and leadership focus. The commercial foundation is stronger, but it must continue to be managed as a system.

Commercial Proof Summary

In SRGP's view, Cascade has moved from a promising product with fragmented growth activity to a very credible, measurable commercial growth motion.

The company now has:

- a clearer ICP and buyer pain narrative
- stronger brand and market positioning
- an active multi-channel demand engine
- improved website and conversion paths
- cleaner CRM and reporting visibility
- better sales support and buyer priming
- early market signals that indicate improved commercial traction
- a prioritized path for continued growth execution

This does not guarantee funding, acquisition, or scale. It does however create the strong evidence leadership teams, boards, and investors need to evaluate whether the company is ready for continued investment in growth.

Traction + Forward View

Commercial signal	Starting point	Current view	Forward opportunity
ICP clarity	inconsistent	refined and validated through response patterns	expand into highest-fit segments
Message resonance	broad/product-led	problem-led and buyer-specific	continue testing by persona and use case
Website conversion path	fragmented	clearer journeys and stronger CTAs	optimize by source and buyer intent
Demand engine	limited / inconsistent	active across priority channels	scale channels showing qualified response
Sales support	underdeveloped	stronger assets and buyer priming	tighten follow-up and conversion discipline

Commercial signal	Starting point	Current view	Forward opportunity
CRM visibility	incomplete	improved lifecycle and reporting structure	deepen attribution and forecasting confidence

Recommended Next Moves

SRGP recommends that Cascade continue into the next stage of growth execution with focus on:

1. scaling the channels producing the strongest qualified response
2. continuing message and persona testing based on buyer behavior
3. strengthening sales follow-up discipline and CRM hygiene
4. expanding content around the highest-friction buyer objections
5. building more proof around customer outcomes and implementation success
6. preparing board/investor-facing growth reporting around commercial traction, not activity volume

Authenticated by SRGP

Sjogren + Ray Growth Partners

Growth strategy. Commercial execution. Market proof.

SRGP does not manufacture confidence. We create the conditions where confidence can be earned. This report reflects what was built, what was tested, what the market revealed, and what we believe should happen next.

This is not a pitch. It is a performance summary.

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