

# International Series A/B round in Enterprise SaaS

# Partech at a Glance



# Credo at a glance



# CEE Series A and Beyond

What did these companies have in common when they raised their Series A?



# How to trigger a A/B round?

A

- 1 or 2 signed enterprise customers
- Clear customer target and GTM strategy
- Solid pipeline
- Clear competitive edge & positioning
- Massive market opportunity (bottom-up)
- Standard equity story

B

- +200% YoY ARR Growth
- Sales team in place with sales playbook ready
- Shortening sales cycles
- International readiness
- Solid customer pipeline
- Massive market opportunity (bottom-up)
- Standard equity story

Figuring out  
the sales machine

# Miscellaneous: other factors to consider

What does the cap table look like?

How much has the company raised before?

Has the team started to attract / identify senior level people?

# Quick highlight on bitrise

