



Dedicated Partner for Startups & VCs

Paving the Way to Your
Next Client, Raise, or Exit

Who You're Dealing With

We provide the commercial infrastructure to get you in front of the people who can buy from you, back you, or buy you out.

We have scaled companies internationally, reached funds holding a combined \$80 billion+ in AUM, and driven acquisitions. The advisory bench behind the work has advised on more than \$14 billion in transactions and executed 8-figure exits.

Clients



Clients Are Backed By



A go-to-market engineering company.

We've built our own software and data for getting a business in front of clients, investors and acquirers. We bring that into your company along with a GTM engineer who runs it day to day. On a raise or an exit there are still bankers on the deal, through our capital and M&A advisors.

AGENCY OR CONSULTANCY?

Neither, Really

We're closer to a software company that comes with its own operator. The software and data already exist, an engineer runs them inside your business, bankers stay on capital and exit work, and you judge us on revenue and valuation.

WHO IS THE BEST FIT?

Startups and VC Funds

Software and hardware startups with a product already in market and a clear next step: a client to win, a round to raise or an exit to prepare. VC funds bring us in to do the same across their portfolio.

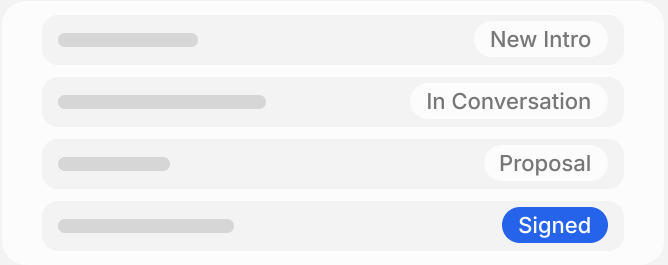
HOW DO YOU MEASURE SUCCESS?

By Enterprise Value

We agree the numbers before any work starts. That can be qualified conversations, pipeline, revenue, investor meetings, or your valuation when you're raising or selling.

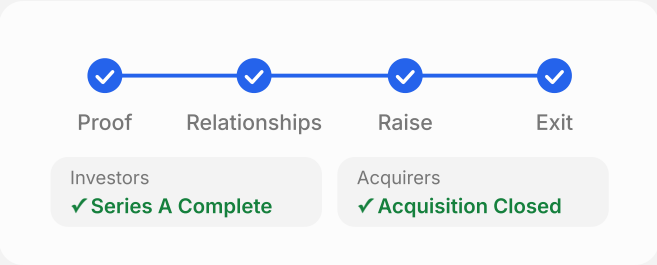
Commercial Momentum

We help startups and VCs originate the relationships behind their next client, raise, exit, or portfolio win, then build the systems that make those conversations repeatable, visible, and owned.



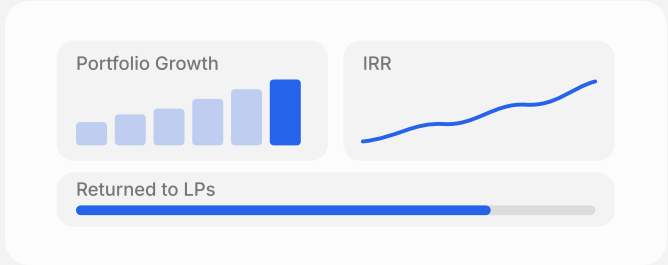
Commercial Origination

We embed with your team to create more qualified client conversations, expand your referral surface area, and turn cold markets and warm networks into visible pipeline that converts into revenue.



Capital & Exit Pathways

We help you build the proof, relationships, and momentum behind your next raise or exit, so you are not starting cold when the timing matters, with more optionality on terms, timing, and outcome.



Portfolio Support for VCs

We help funds turn platform support into measurable commercial outcomes: more customers, stronger raises, and clearer growth across the portfolio. That creates more valuable companies and a stronger story for LPs.

How It's Built

Redefining Go-To-Market Through Web3

Some of our stack is built with projects in the Robinhood, Bittensor and Solana ecosystems. It's a choice about our tools. Plenty of our clients have nothing to do with crypto.

Built Using Projects Within These Ecosystems



Robinhood

Robinhood

Financial Infrastructure

bittensor

Bittensor

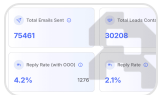
Decentralised AI Network



SOLANA

Solana

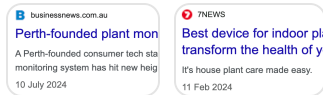
High-Performance Blockchain



SCIENTIFIC SERVICES

UniversalLab New Channel Built From Scratch, Now Reaching Labs Internationally

Europe's most comprehensive material analysis provider, with clients like Bosch, CERN, Huawei and Fraunhofer. Every client came through referrals. We built the email infrastructure and lead pipeline from the ground up, and it now runs autonomously.



HARDWARE

Plant With Willow Landed In Bunnings Australia

Smart plant sensors shipped to 27 countries, but no retail distribution in Australia. We reverse-engineered competitor distribution, identified the buyers, and sent outreach built for retail buyers. Bunnings opened doors nationwide and into Europe.



COMMUNITY PLATFORM

Joy (Connected Women) Pipeline Paused Due to Lead Overflow

Joy needed venue partners for a community of 5,000+ women over 50. Instead of traditional B2B databases, we scraped Google Maps and TripAdvisor and used a Trojan Horse approach, leading with group bookings, not partnership pitches. 547 emails sent, 124 positive responses.



B2B SAAS

Suburb Stack

Pipeline Empty to Qualified Demos Booked Every Month

Marketing software for trades and service businesses in Perth, with strong local fit but a pipeline that wasn't keeping up. We identified the right prospects, built the infrastructure to reach them at scale, and dialled in the messaging until it landed.



EDUCATION

IDEA

From Scattered Data to a System That Runs Itself

The CRM was fragmented and years of backlog meant leads were slipping through. We cleared and consolidated the data, rebuilt the enrolment pipeline, and automated the repetitive work. The real deliverable was the playbook the team now owns.

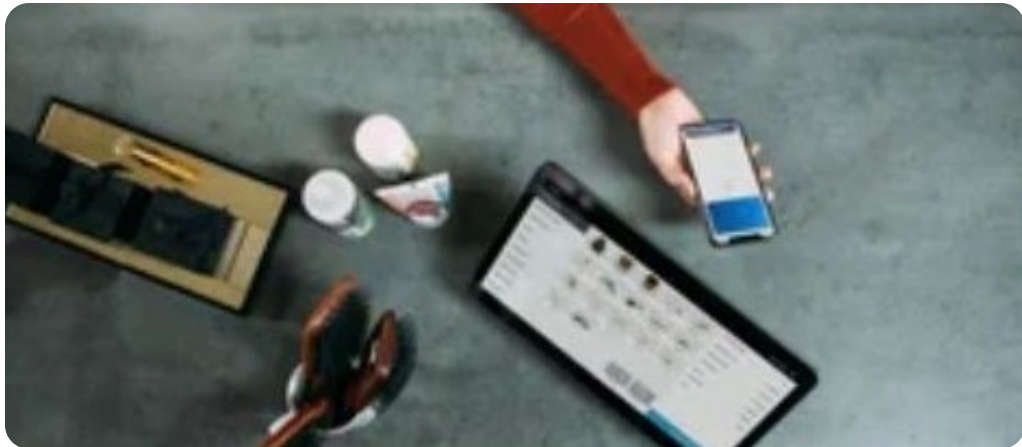


B2C SAAS

Kite Site

Demo Calls Booked Daily

An upselling platform for UGC creators that had a great product but needed users. We sourced 2,000+ targeted creator emails across five regions and ran conversational outreach that felt creator-to-creator. Pipeline completely full.



B2B PAYMENTS AND FINANCIAL SERVICES

Fortune 500 Payments Provider

Reps Got Back Over 10 Hours a Week Each

Their CRM held 110,000+ records across several HubSpot instances, a third of them duplicates. We built a 94-column engine that verifies every company from just a name and website, and drops anything that fails before it reaches the CRM.

110K+ Records Cleaned · 35% Duplicates Removed · 94 Enrichment Columns



B2B SAAS

Cloud FinOps Platform

About 80% of Manual SDR Work Replaced

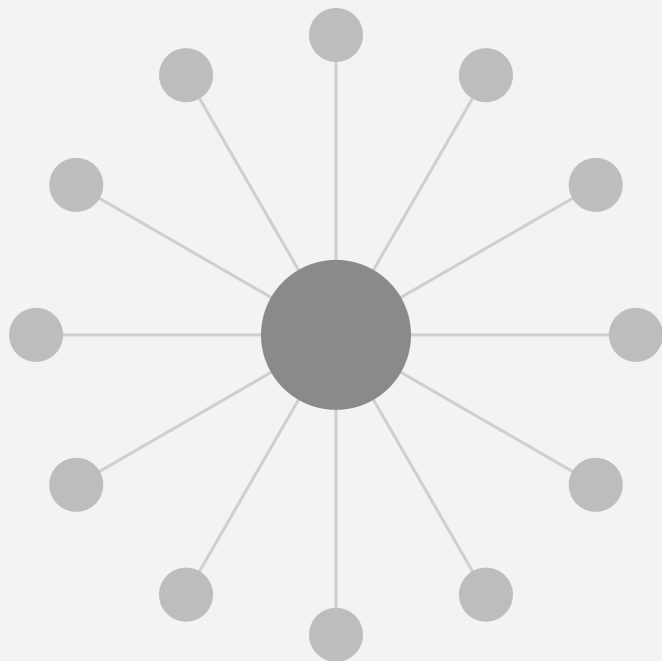
They needed senior finance leaders at scale without hiring more SDRs. We built a system that watches for live signals, like a new CFO or a fresh funding round, and writes every opener off that trigger. It refreshes monthly on its own.

80% SDR Workload Automated · \$105K Monthly Savings · 100% CRM Enrichment

The Black Book vs the Whole Market

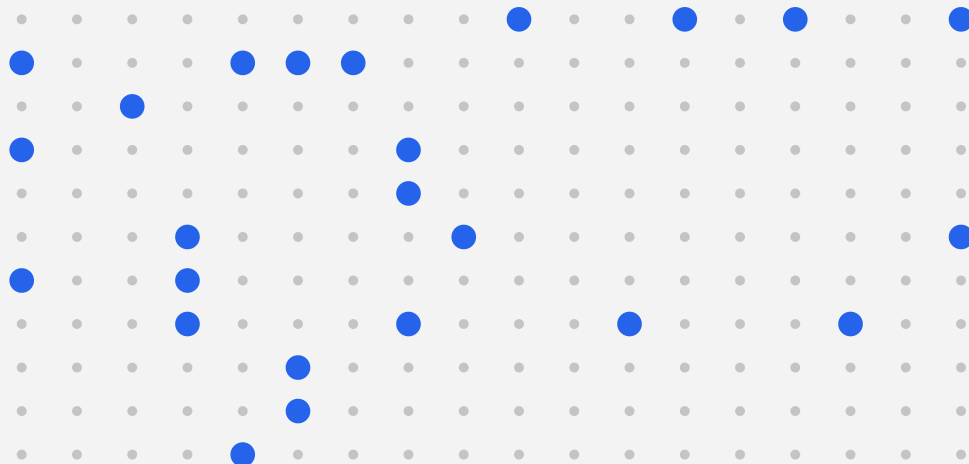
The Old Way

One banker, one black book, the same names on every deal.



The Raflein Way

Every active fund, filtered down to **the ones that fit your buy box.**

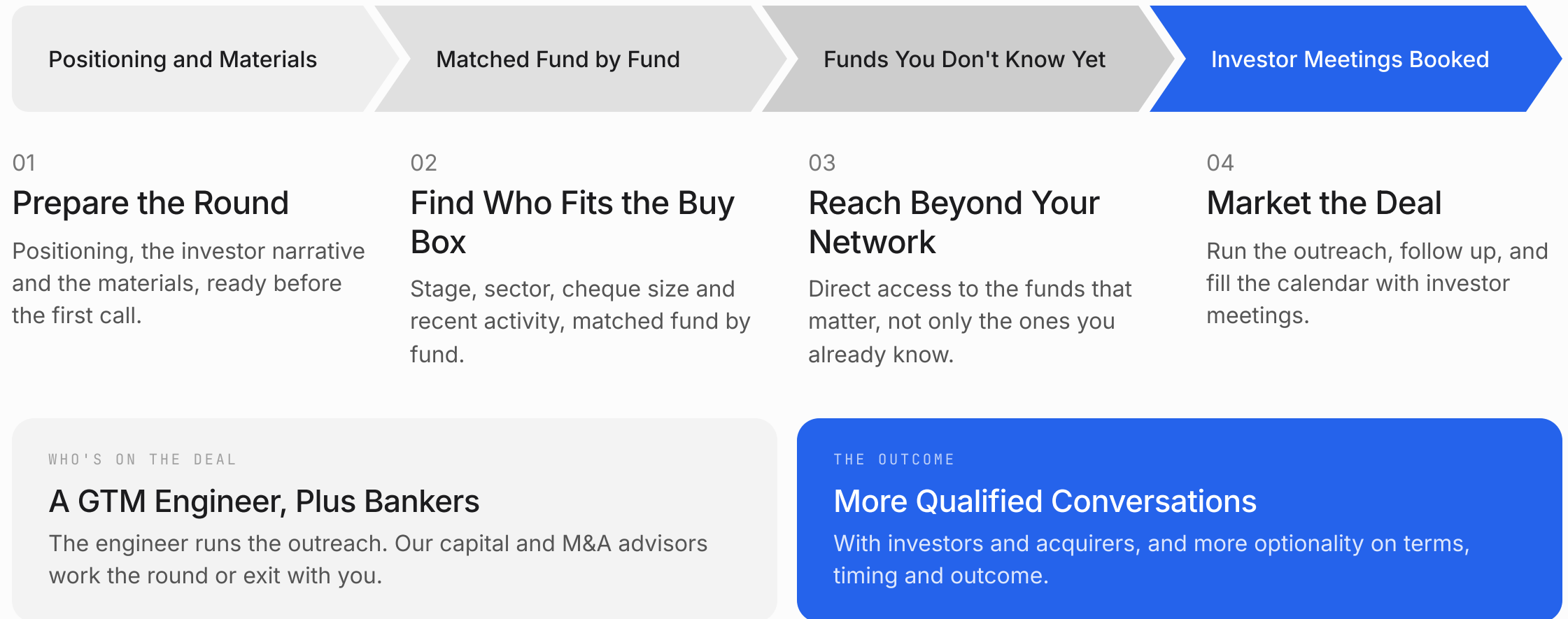


How Capital Gets Raised Today, and Where We Differ

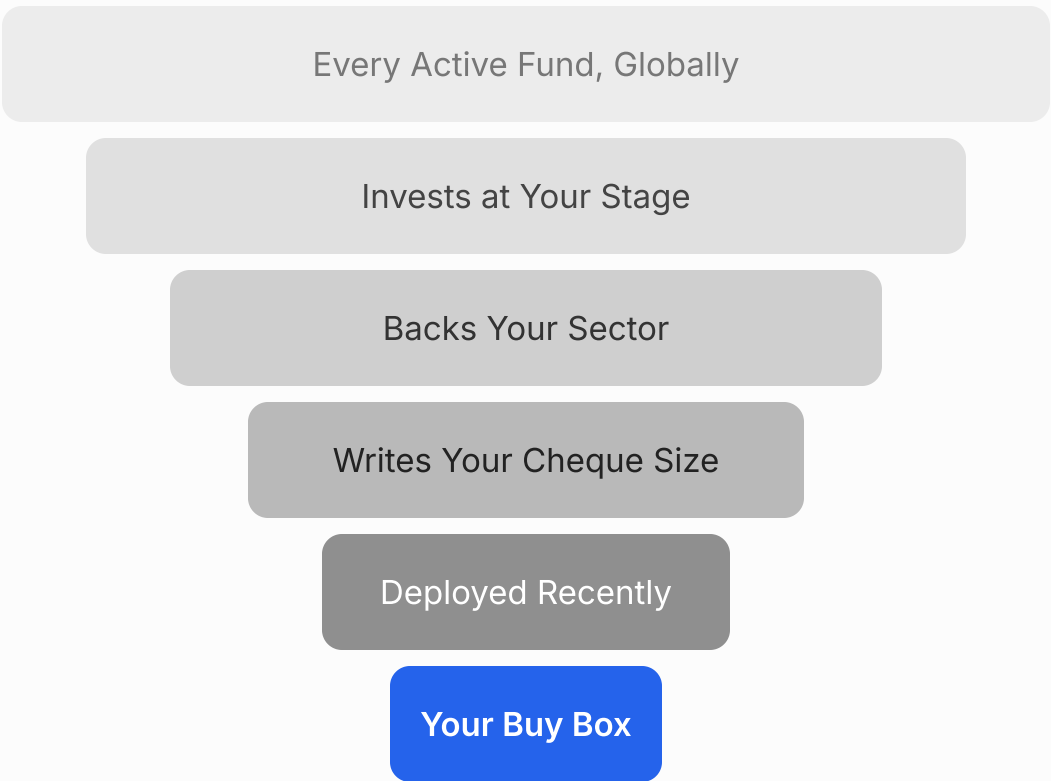
	WHO IT REACHES	WHAT IT COSTS	TYPICAL TIMELINE
Investment Bank	The bank's own relationships Meeting quality is tied to the strength of one network.	\$50K–\$150K retainer + 2–8% Of capital raised, on deals under \$100M. The retainer is usually non-refundable.	3 to 6 months Preparation to close, for a well-run process.
Placement Agent	The agent's LP network Built for fund managers raising from LPs, not operating companies.	\$25K–\$100K retainer + 2–2.5% 3–5% for emerging managers, with a 12 to 24 month tail on introductions.	12 to 18 months The usual retainer term.
Internal Raise	Who the founders already know Around 58 investors contacted and 40 meetings for a typical seed round.	No fees Paid for in leadership time, while the business still has to run.	3 to 8 months First pitch to money in the bank.
 Raflein	Every active fund, filtered to your buy box Not capped by anyone's network, including ours.	\$5K–\$25K upfront + 2–5% Of capital raised. Retainer only in certain cases.	3 months Scoped up front. BusinessOnBot had 99 investor replies in 6 weeks.

Typical published ranges, which vary by deal. Sources: Capstone Partners, Waveup, PipelineRoad, DocSend, B.D. Emerson.

Origination, Plainly: Picking Up the Phone and Marketing the Deal.

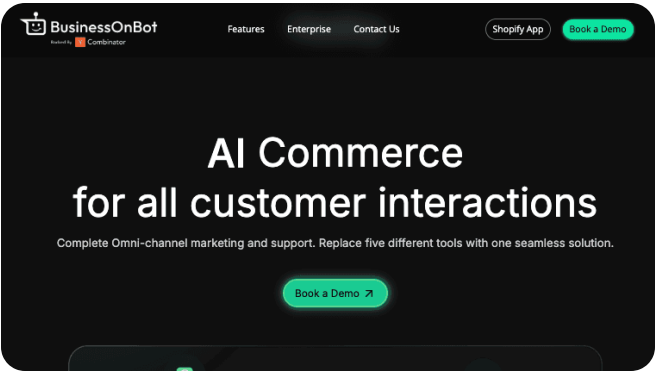


Every Fund Has a Buy Box. We Match Your Round to It.



Fit Check · Your Round vs Their Mandate	
Stage	✔ Match
Sector and Thesis	✔ Match
Cheque Size	✔ Match
Geography	✔ Match
Deployed in the Last 12 Months	✔ Match
Leads or Follows	✔ Match

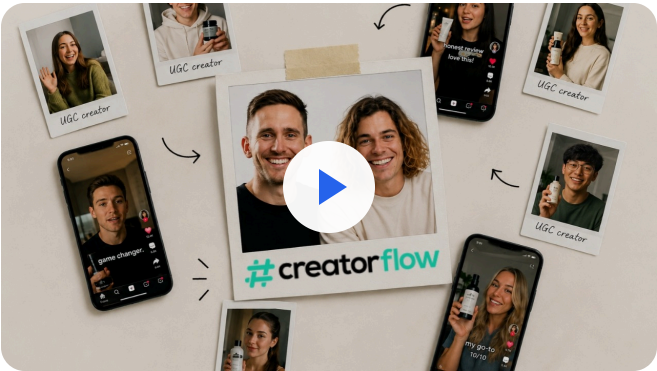
Capital & Exit Pathways · Highlights



B2B SAAS · YC-BACKED

BusinessOnBot
99 Capital Conversations.
\$80B+ in Fund AUM. 6 Weeks.

Heading into a Series A with fundraising that ran on warm intros. In six weeks, 99 investors responded with genuine capital interest, including Elevation Capital, ICONIQ Capital, 3one4 Capital, NFX and FirstMark Capital.



B2B SAAS

CreatorFlow
Acquired by Roar

CreatorFlow became Australia's #1 UGC platform: 400+ brands, 300+ creators, \$380K+ in creator payouts. We drove growth through agency partnerships and strategic media visibility, resulting in acquisition by Roar Global to expand across APAC.



FINTECH

Drip Invest
Acquired by Raiz

Drip let parents teach kids financial literacy through real stock investments. We flipped the targeting to financially savvy professionals on LinkedIn. 5,000+ touchpoints and coverage in 7 News and Women's Agenda created the momentum that led to acquisition by Raiz Invest.

99 Capital Conversations. \$80B+ in Fund AUM. Six Weeks.

A YC-backed AI commerce platform with 1,000+ brands, heading into a Series A with one problem: their fundraising ran entirely on warm intros, so the only investors they could reach were the ones they already knew.

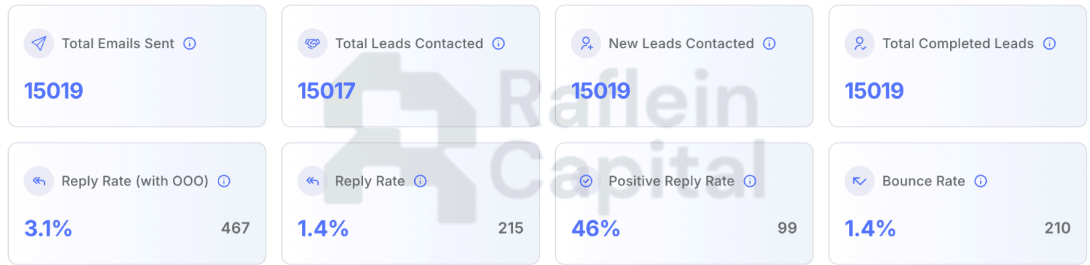
We built them direct access to the funds that mattered. Replies came from **India, the US, the Middle East, Southeast Asia and Europe**. The same infrastructure stays in place afterwards, so it works for the next round or gets pointed at customers instead.

15,019 Emails Sent · 99 Positive Replies · 1.4% Bounce Rate

Funds that responded · a selection of the 99



Campaign reporting



An Upfront Fee, Then a Share of What's Raised.

UPFRONT FEE

\$5K–\$25K

Sized to the scope of the round and the work to prepare and market it.

+

SUCCESS FEE

2–5%

Of capital raised, so part of what we earn depends on the round closing.

Terms After Fit

Commercial terms only come up once we both know it's a fit.

A Scoped Timeline

Every engagement runs to a timeline and scope agreed before kickoff.

Retainer Only When Needed

Most engagements don't have one. It applies in certain cases only.

"We actually had to pause the campaign, we couldn't respond to people fast enough. That's the problem this created for us. In the best possible way."



Joy
Founder, Joy (Connected Women)

"We went from nothing working to now booking in qualified demos every month for our business. The entire process end to end was really smooth. 100% would recommend."



Timothy Angel-Townley
Co-Founder, Suburb Stack

Client Work in the Press

 businessnews.com.au

Perth-founded plant monitor hits Bunnings shelves

A Perth-founded consumer tech startup which developed a bluetooth indoor plant monitoring system has hit new heights with its product being stocked in Bunnings...
10 July 2024



 Business News Australia

Drip Invest, an investing app for under-18s, joins Raiz

Drip Invest, a Perth-based educational investing app for teens launched through corporate venture fund BetterLabs in 2022, has become part...
16 July 2025



 Times News Group

Connected Women launches in Geelong

Connected Women, a national networking organisation for women, secured more than 50 signatures at its Connected Women Geelong launch day.
1 June 2023





Daniel Raflein

FOUNDER

OUR THESIS

In a market obsessed with AI, we think what still separates good companies from great ones is trust and the relationships behind it.

Raflein came out of years inside the venture world, working with startups. We learned by shipping fast and failing fast, which is how you find out what actually works. Most businesses never get that luxury. We bring what we learned there to companies that don't have it, so they can adapt instead of getting left behind.

Our vision reaches past our clients. We want to give back to rural communities where opportunity is thin, and over time build a portfolio of good businesses we've bought and made better.

Who's Behind Raflein

Meet the Team

Engineers from fintech and AI, and the technology partners behind our infrastructure. **One system that holds when you scale it.**



Nick Nguyen

SOFTWARE ENGINEER



Yogi Godara

SOFTWARE ENGINEER



James Nicholls

SOFTWARE ENGINEER



Ray Guo

INVESTOR RELATIONS



Rahul Lakhaney

TECHNOLOGY PARTNER



Yaro Yashnyk

TECHNOLOGY PARTNER



Oliver Skaanild

TECHNOLOGY PARTNER



Yannic Schwock

TECHNOLOGY PARTNER

Advisors & Partners

\$14B+

Transactions Advised

8-Figure

M&A Exits Executed

4

Continents Covered

Seed → C

Capital Raising



Albert Weng

Advisor. Capital Raising, M&A and Corporate Advisory.



Kilian Giczey

Advisor. Equity Raises and Investment Analysis.



Anant Jain

Investment Consultant. Europe BD and Execution.



Shantanu Dasgupta

Senior Advisor. Co-Founder of The Crisp Group, Ex Chief Strategy Officer at ADK Global.



Vivek Nauhbar

Senior Advisor. Global Head of Insights & Analytics at Reckitt, Ex BCG.



Pronoto Seal

Advisor. Ex Director at SS&C Technologies, FNZ Group and HSBC.

DEAL THEMES

Series A–C Capital Raises

Cross-Border Buyer Identification

Founder Liquidity and Partial Exits

Growth-Backed Strategy Shifts

FOCUS SECTORS

SaaS and IT

Fintech and Payments

Artificial Intelligence

Digital Agencies and Creative

Professional Services

Advisor Track Record

ENERGY STARTUP Pre-Revenue to \$1M+ ARR Led a new business unit through an additional \$1M investment phase.	SAAS STARTUP Emergency Funding Secured From a high net worth individual, enabling customer acquisition.	MOBILITY STARTUP Seed Raise Expedited Investor discussions secured in under 3 months.	DIGITAL TRANSFORMATION M&A Exit Guided an 8-figure revenue firm through a successful exit.	ECOMMERCE ANALYTICS M&A Transaction Executed For an 8-figure revenue SaaS company.
MARKETPLACE GROWTH Capital Investment Secured For an 8-figure revenue marketplace.	PAYROLL SAAS Acquisition Completed With a 7-figure revenue firm.	MARKETING AGENCY Exit Strategy For a growing marketing agency.	MARKETING TECHNOLOGY Fundraising For a marketing technology innovator.	EARLY-STAGE MARKETPLACE Investor Readiness For an early-stage marketplace.

Selected Connections

The investors, acquirers and strategics our advisors and partners can reach, **on top of the wider market we open up.**

PRIVATE EQUITY



VENTURE CAPITAL & DEBT PROVIDERS



CONSULTANCIES



SOFTWARE / TECH



IT / DIGITAL COMPANIES



MARKETING GROUPS



A GTM Engineer Inside Your Business, With Bankers on the Deal

HOW DO YOU WORK WITH OUR TEAM?

You Are Not Managing Another Vendor

One GTM engineer runs the work and is the person you deal with. Your team keeps what only they know, like the product and the customers. We run everything else on our software.

WHAT HAPPENS BEFORE WE COMMIT?

The Outcome and the Financial Case

You get a target outcome, our view of what's realistic, and a timeline with milestones. If the numbers don't stack up, we'll say so.

HOW LONG UNTIL WE SEE RESULTS?

Two to Four Weeks for Some Campaigns

That is when qualified conversations can start after going live. Raises, exits and big enterprise deals take longer because they depend on relationships.

HOW MUCH OF OUR TIME DOES THIS TAKE?

Not Much After the Start

We need between 30 minutes and a few hours with you up front to understand the business and who you're trying to reach. After that we get on with it, and you choose how often we check in.

30-Minute Call

Get Your GTM Opportunity Audit

A focused 30 minutes on your business. You leave with two things, and they're yours whether or not we end up working together.

Where Your Go-To-Market Is Constrained

Everything getting stuck between you and the clients, investors or acquirers you need, ranked by what matters most.

The P&L Impact

What removing them could unlock in revenue and margin, so you know which fix to make first.

1 · Quick Call



2 · Spot Opportunity



3 · New Clients · Investor Meetings · Acquirer Interest · Higher Valuation



Commercial terms only come up once we both know it's a fit.

Disclaimer: Results vary by market, offer, timing, implementation, and individual circumstances. Case studies, testimonials, and partner outcomes represent real engagements and are not typical, guaranteed, or independently verified unless stated otherwise. Past performance is not a reliable indicator of future results. Some client names are withheld. Diagrams are illustrative. Logos and trademarks belong to their owners.

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