

Case Study

How a SaaS-Based Learning Company Streamlined Its Finances and Raised \$30 million+

Background

Indian SaaS start-ups are becoming quite a global success story. According to a Bain report, around 10% of global SaaS revenue is contributed by Indian SaaS start-ups, which raised approximately \$9.3 billion from private equity and venture capitalists in 2020.

One SaaS start-up in particular that required assistance with streamlining its finances was Disprz. Founded in 2015, Disprz is a corporate upskilling company that has helped 150+ global organizations redefine and repurpose their digital skilling and learning experiences by integrating the art of learning with data sciences, AI, and technology in general.

Challenges

- 1 The company did not have a structured accounting system equipped to handle the scale of operations, nor expansion on an international scale. This resulted in lack of real-time reporting for the management team.
- 2 The management team did not have dashboards to monitor its SaaS metrics, financial data (including cash balance and receivables), and so on.
- 3 Keeping tabs on the burn, the run rate, and other financial data was becoming a significant hurdle, especially considering that the company was doubling its revenue year upon year.
- 4 The management team required continuous, capable support to be able to handle its ongoing fundraising tasks.



Founded: 2015

Industry: IT (SaaS based)

Revenue: US \$10 million ARR

Employees: 250+

Solution

Financial

- Set up a structured chart of accounts across all business units to facilitate and ensure smooth reporting and consolidation.
- Established processes and systems to guarantee accurate and timely accounting, as well as real-time reporting.
- Implemented a monthly MIS review, enabling the top management to regularly review the cash flow, profitability, and working capital levels.
- Developed a compliance monitoring system in which all tax, labour, and other compliances could be routinely monitored and managed.

Fundraising & Investor Support

- Helped the company raise numerous rounds of capital by providing support regarding due diligence, investor meetings, and advice on valuation.
- Structured the group entities by setting up three international subsidiaries.

Legal

- Organized the legal department of the company, structuring its contracts and other legal aspects.

Results



7x Revenue Growth

The company grew from \$800k in annual revenue to \$10 million within four years.



Path to Profitability

The company went from burning cash to becoming EBITDA positive within a span of three years.



\$30 million

With our expertise, the company raise an aggregate capital of \$30 million+ through their Series A, Series B, and Series C rounds.

“ KayOne brings a true partnership approach to our organization, and the founders consider them as a part of the leadership team. We have totally entrusted our finance (not just accounting) woes to them! ”



Subramanian Viswanathan
Co-Founder and CEO



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