



The AI-Powered Intelligence Engine For C-Suite

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The Challenge for Company Leaders

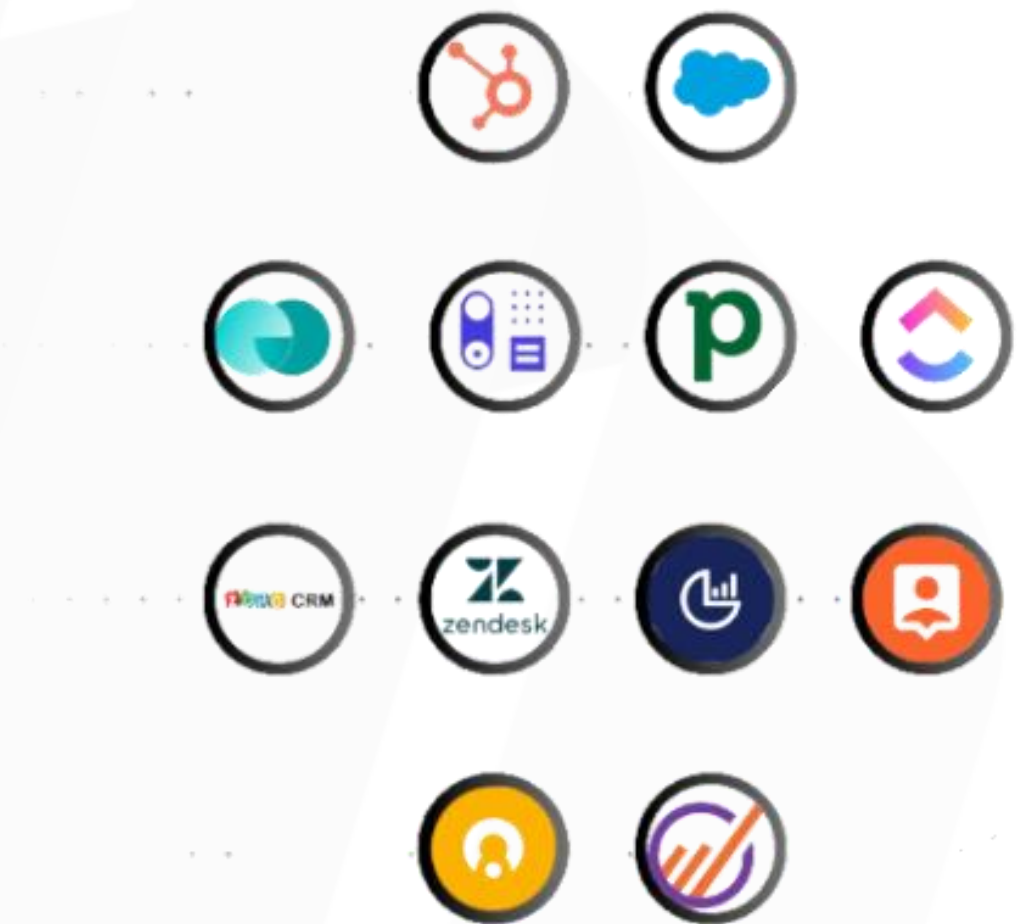
The Fog Of Data: Disconnection Hides Growth

Data Silos: Disconnected CRM, finance, and marketing tools don't talk to each other — creating blind spots and broken visibility.

Blind Spots: You miss critical inefficiencies and hidden risks that directly impact pipeline health, rep performance, and forecast accuracy.

Revenue Leakage: Opportunities slip through the cracks. Performance gaps go unspotted. The cost? Millions lost each year.

Without clarity, every decision feels like a shot in the dark.



Company Leaders Are Flying Blind

The True Cost of Disconnected Data

82%

of companies are making decisions based on stale information.

McKinsey

85%

of executives state stale data is leading to incorrect decisions and lost revenue.

Dimensional Research

\$12.9m

average annual cost to organizations due to poor data quality.

Gartner

Blind spots don't just slow you down — they cost you millions in lost revenue.

The Frankenstack vs RevOper

The Frankenstack: Third-Party Solutions

CRM, Finance, and HR data live in silos that require manual stitching or ETL tools like Fivetran, Stitch etc.



A separate data warehouse required. Often Snowflake, Redshift, or BigQuery.



Separate dashboarding tools required. Power BI, Tableau, Looker – all sold separately



No pre-built insights. Must manually build dashboards, KPIs, and models from scratch. All backward looking.



Specialized RevOps or data engineers required. Ongoing cost, slow time to value

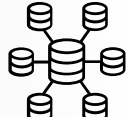


Vs.

Direct API integrations to CRM, Finance, and HR systems. No ETL tools or custom connectors needed



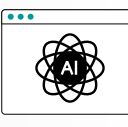
Built-in data warehouse automatically stores and unifies all revenue-critical data



Integrated dashboarding & visualizations. No need for Tableau, Power BI, or Looker



1000s of pre-built KPIs, dashboards, & reports. Powered by AI for forward-looking performance and forecasting



No specialized resources needed
Live within hours with minimal ongoing support



Turn Data Chaos Into Competitive Advantage

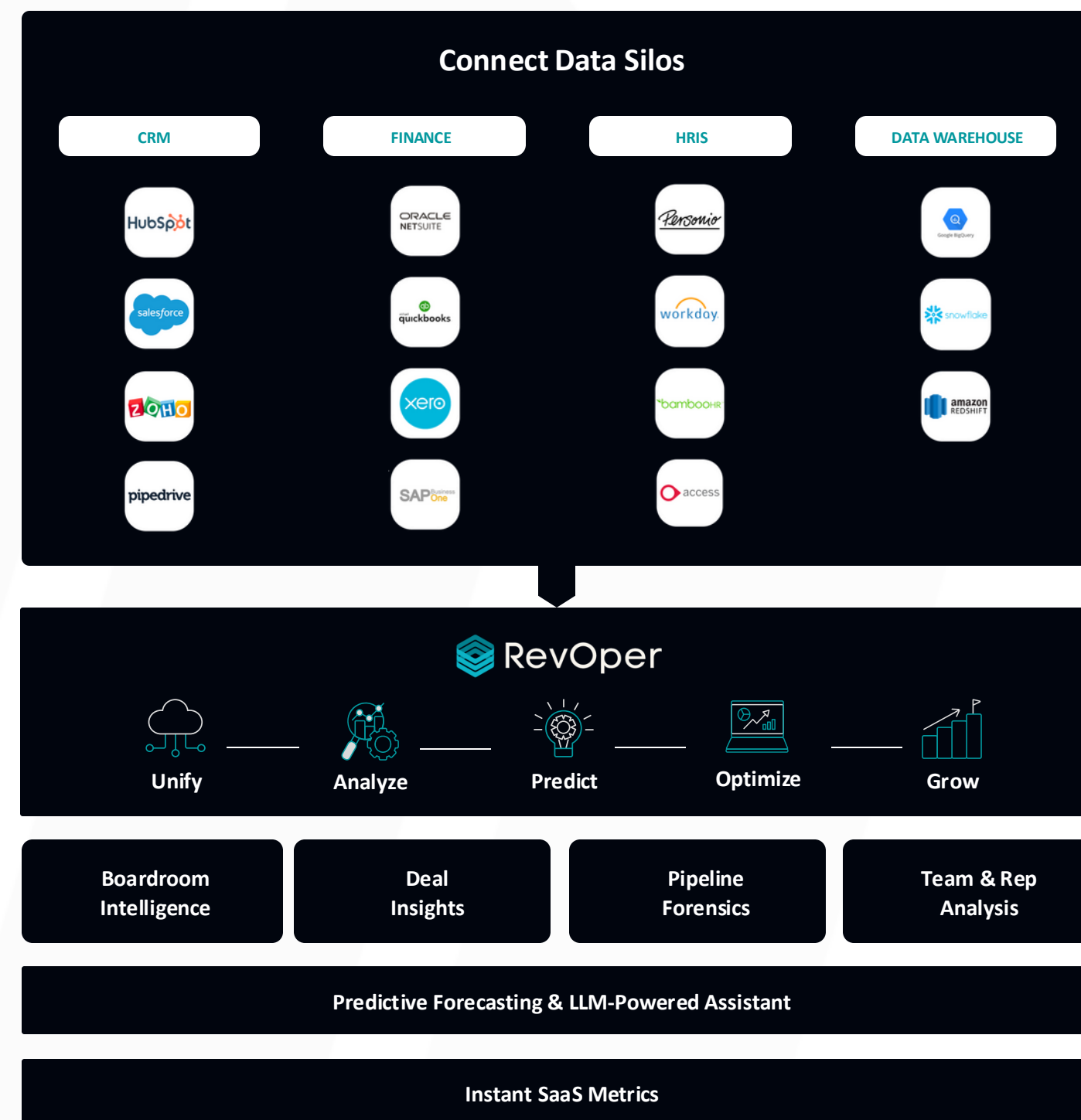
RevOper is the only AI-powered value-creation platform that connects directly to your portfolio companies' systems.

What We Do

Use real-time data centralization, automated mapping, and AI to create an objective single source of truth for every company. Accessible, actionable, and always up to date - for investors and the C-suite.

Why We Do It

To bring clarity to company health - so investors and management teams can accelerate growth, sharpen value creation, and deliver bigger exits.



RAN™: Revenue Assurance Number

A single index that shows how likely your GTM team is to hit its forecast - built from real-time operational and performance data.

Powered by Core Metrics:

Forecast Accuracy
Pipeline Coverage
Conversion Rates
Rep Productivity
Pushed Deals
Time in Stage
Win/Loss & Velocity Analysis

Scoring Scale: 0 - 4 (Low) 5 -7 (Medium) 8-9 (High)

"It's the credit score for your GTM motion."

RAN™

Phase 1

Where are the leaks?

Pipeline Health: Coverage vs target, deal quality, funnel gaps

Conversion Rates: Stage-by-stage drop-off, rep-level %, bottlenecks

Rep Productivity: Bookings per rep, activity-to-revenue ratio

Run a 2-week RAN Diagnostic.

Uncover the hidden truth in your GTM motion.

RAN™

Phase 2

Are we improving?

Push Deal Patterns: Push rate by rep, stage, product

Forecast Accuracy: Commit vs actual, bias and sandbagging

Time in Stage: Velocity blockers, revenue-class analysis

Win/Loss Velocity: Speed and efficiency of outcomes

Rep Behavior Trends: Discipline, CRM hygiene, follow-through

Seamlessly run monthly Revenue Health Checks.

Support leadership and align execution with strategy.

RAN™

Phase 3

Is this scalable and repeatable?

Governance Cadence: Monthly dashboards, check-ins, accountability

Playbook Execution: GTM experiments, onboarding, pricing strategy

Revenue-Class Performance: Enterprise vs SMB vs PLG analysis

Pricing & Payment Leverage: Time to cash, discounts, upsell motion

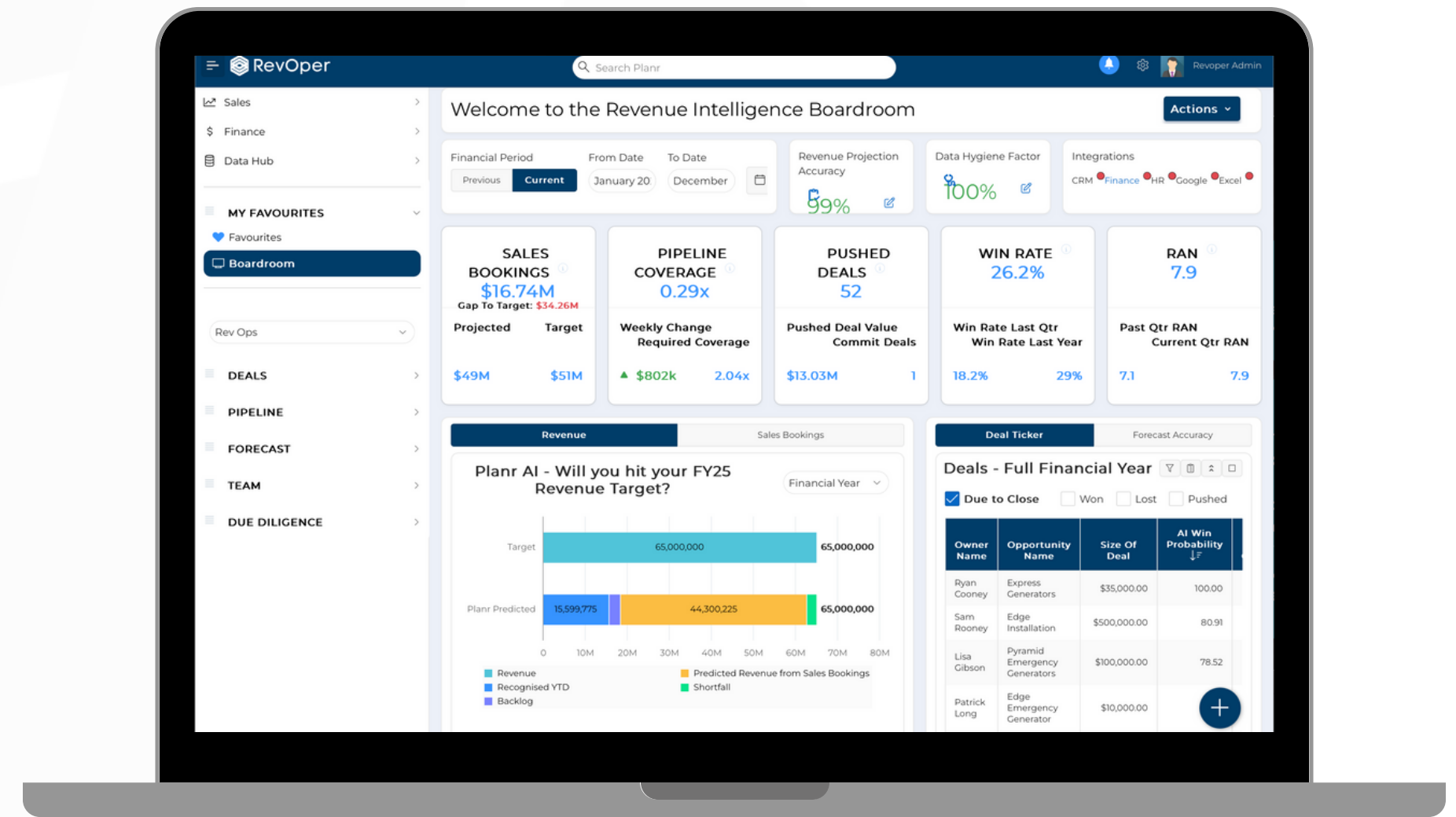
Exit Readiness Metrics: Aligned to investor-grade value drivers

A Revenue Assurance Layer Across Your Clients.

You stay embedded. Clients stay confident.

Why Revenue Teams Win with RAN™

- ✓ Easily deployed across companies with minimal lift. Simple, sticky service model.
- ✓ Continuous insights drive ongoing performance improvement and recurring value delivery
- ✓ Real-time data accelerates client decision-making
- ✓ Back every boardroom or management move with hard data



Most sales orgs operate with 45–55% forecast accuracy. With RevOper, operators have **90–96% accuracy** - turning gut feel into science.

Tools, Not Toys

Why Operating Partners Choose RevOper

- ✓ **Instant Deployment:** Deliver scalable, tech-powered services at speed and high margin..
- ✓ **AI-Driven Differentiator:** While other advisors buy or build, you can partner - adding a powerful AI layer to services without any upfront cost.
- ✓ **From Once-off to Recurring:** Use RevOper as the platform for QBRs, revenue growth programs, and continuous monitoring. Stay embedded with clients longer, deliver more value, and increase margins.
- ✓ **Custom to Your Playbook:** Incorporate your benchmarks, analysis styles, & value creation frameworks.
- ✓ **System Agnostic:** Work across messy CRM setups, fragmented data, and siloed systems. No more heavy lifting for your team.
- ✓ **Secure, Flexible & Scalable:** Enterprise-grade. Trusted by teams fighting complex data problems.
- ✓ **No Guesswork:** Replace hunches with real-time answers to what's working, what's broken, and where to intervene.

Background

Our founders bring deep SaaS and operational expertise from their time leading CoreHR—a payroll and HR SaaS business generating over \$50M in revenue and serving global giants like PepsiCo, Amgen, and Pfizer. At CoreHR, Sean Murphy (CEO), Owen Pagan (CRO), and David Welch (CTO) built a legacy of driving operational excellence and scalable growth. Following the successful sale of CoreHR to JMI Equity in 2016, the team remained directors while also leveraging their hands-on experience to further invest in innovative tech companies.

During this period, the first version of what would become RevOper was conceived within TDS, an agile enterprise SaaS platform for access control and visitor management. As they worked with multiple portfolio companies, our founders recognized a critical gap: a need for a closed-loop, enterprise-grade AI platform that could provide real-time, actionable insights to drive value creation across the investment lifecycle.

RevOper was born as an internal tool to help new investors gain immediate clarity on bookings and revenue performance—proving so effective that it fueled a 3.5x revenue increase over three years, all while remaining fully bootstrapped.

Following further R&D and a renewed focus on the challenges faced by private equity firms and portfolio companies, RevOper was officially launched in 2020. Today, RevOper embodies our founders' relentless drive to equip investors with powerful insights that fuel growth, streamline operations, and unlock maximum enterprise value.

Leadership Team



Owen Pagan
CEO & Co-Founder

Former CRO, Owen has helped scale high-growth SaaS companies, including CoreHR and TDS. As an Operating Partner and investor, he works closely with PE funds to drive commercial strategy and portfolio value creation.



David Welch
CTO & Co-Founder

David is a seasoned SaaS technology leader who leads the product and engineering teams at RevOper and Planr, building scalable data infrastructure and AI tools that power real-time insights and decision-making.

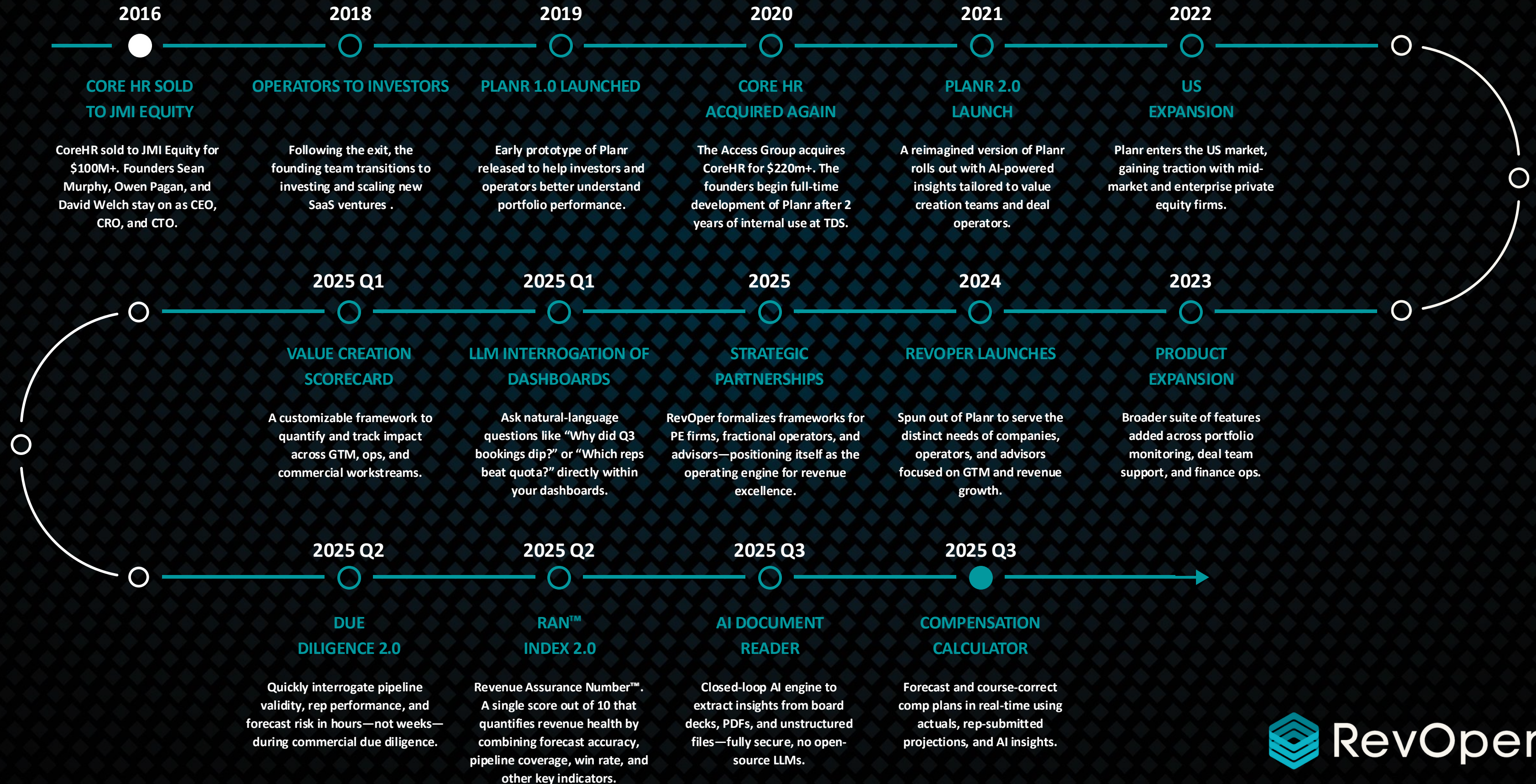


Sean Murphy
COO & Co-Founder

Former CEO, Sean has helped guide and scale multiple SaaS companies, including CoreHR and TDS. As an experienced investor, he has worked alongside PE funds as both a board member and co-investor.



Our Journey & What's Ahead



Use Cases

Commercial Due Diligence

Run rapid GTM diligence -quickly identify red flags in pipeline, forecasting, and rep performance.

Conversion Rate Diagnostics

Diagnose where deals stall and why—down to stage, vertical, or rep - then run experiments to improve flow.

100 Day Action Plan

Build, model, and track 100-day commercial value creation plans with real-time feedback loops.

Boardroom Intelligence

Auto-generate board-ready decks on revenue health, GTM execution, & where the company is trending.

Sales Capacity Planning

Model rep productivity, territory coverage, and future headcount needs based on trends.

Post-Merger Integration

Unify disparate sales data and align on a single version of truth across merged entities

Use Cases

RAN Tracking

Track RAN scores across your portcos to spot top performers and early risk signals.

KPI Alignment Across Clients

Standardize metrics across clients or companies for benchmarking and reviews.

Value Creation Tracking

Track value creation efforts across clients and see what's really working.

Boardroom Intelligence

Auto-generate board-ready decks on company health, value creation, & where the client is trending.

Instant Roll-Up Reporting

Roll up data across groups with different structures to give leadership a unified view.

Unified View for Ops

Give ops teams one view across finance, GTM, and performance - tailored to what matters most.

Use Cases

Rep & Team Reviews

Benchmark reps and regions using AI-powered attainment, velocity, and win rate comparisons.

Exit Readiness Planning

Exit Readiness Monitoring: Surface and track revenue metrics that tie directly to enterprise value

Forecast Audits

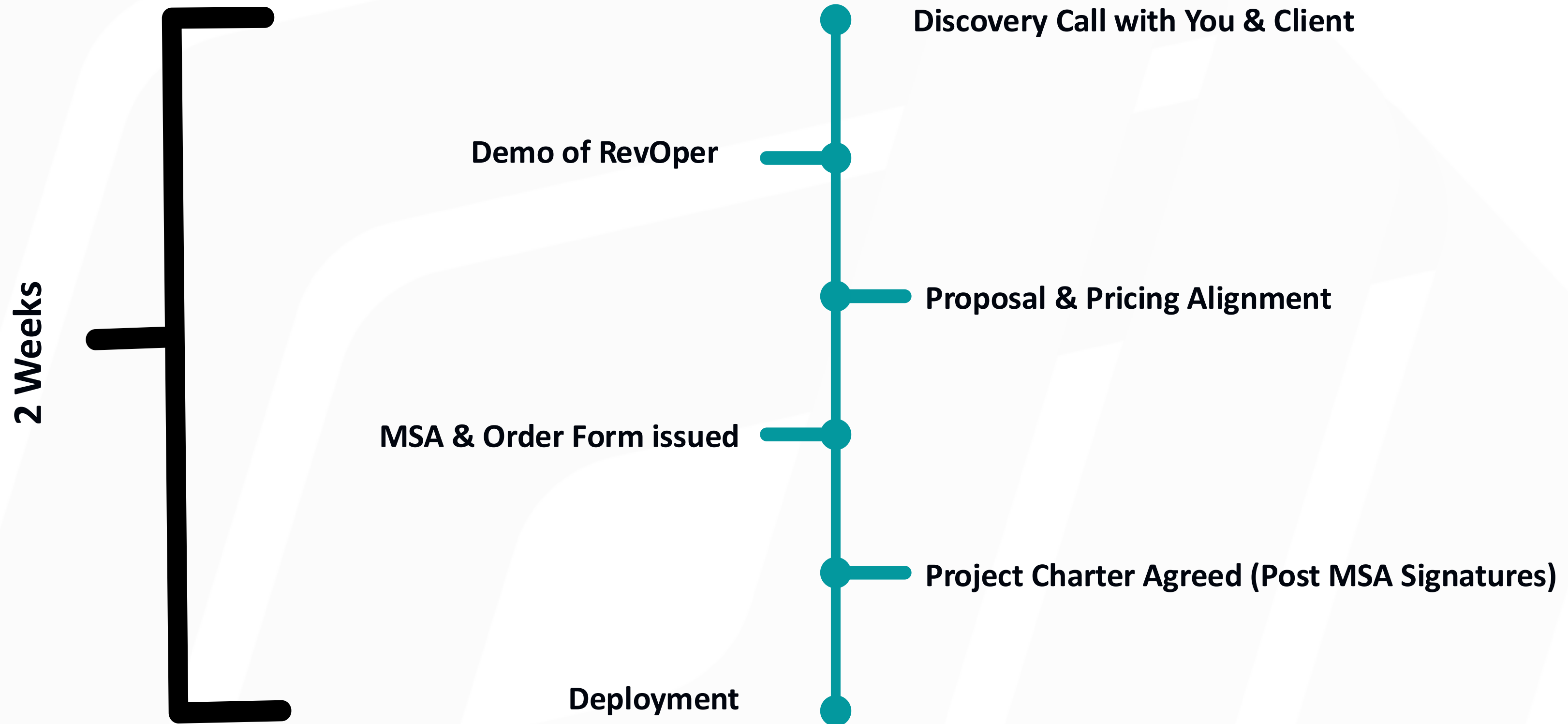
Pinpoint unreliable pipeline, highlight sandbagging or over-optimism, & generate unbiased forecasts.

Pipeline Health Reviews

Track stage velocity, pipeline coverage, and identify aging risk

As part of our partnership, RevOper will support co-developing tools, and features tailored specifically to your methodologies and workflows. Whether it's embedding elements of your playbook or creating repeatable templates for diligence, 100-day plans, or board reviews, we're committed to helping you deliver value faster and more consistently across clients.

RevOper Sales Enablement



Competitive Landscape

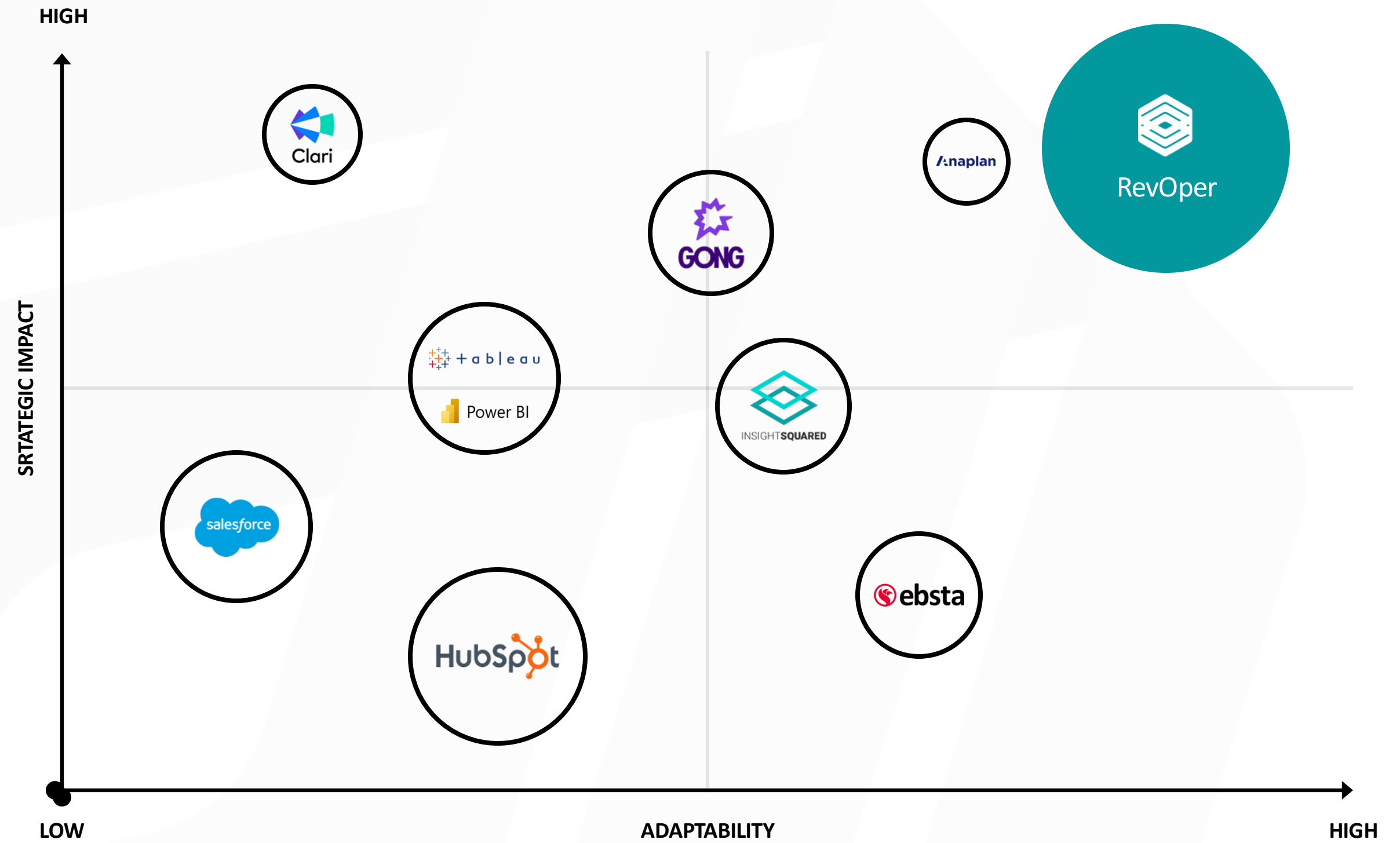
Most platforms that claim to solve the data problem fall short:

1. Rigid and slow to set up (Salesforce, Tableau)
2. Fast but tactical-only (Gong, Ebsta)
3. Strategic, but heavy and complex (Clari, Anaplan)

RevOper is different.

- Strategic insight.
- Instant deployment.
- Built for flexibility.
- No IT projects.
- No waiting.

Just clarity and action — from day one.



BUBBLE SIZE = SPEED TO VALUE

Time from implementation to insight. Larger = faster

Some of Our Clients

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★ AMERICA**

TRIVEST

independence
PET GROUP

 Five Elms Capital

FORTNA



 LucidLink

INVESTCORP

 **sylvan**

 **BLUEPOINT**
Capital Partners



Thank you.

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