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## WEAVY CASE STUDY

A low-code API & SDK that allows product teams to add high-value features in days not months. Ship it better, faster with Weavy.

Weavy founder Rickard Hansson has 20+ years of experience scaling successful product-driven companies in Sweden and the United States. After spending months of founder time trying to raise a Seed round for Weavy, he partnered with Funden to organize, plan, and execute a new fundraising strategy.

We worked with Rickard to develop a new, more compelling pitch for Weavy's Seed round and then networked with our partner funds to get it funded.

### WEAVY AT A GLANCE

#### ROUND INFO

- Seed stage
- \$3M raise
- B2B, SaaS, Developer Tools

#### CHALLENGES

- Limited targeted network
- Unconvincing story and pitch
- Unclear strategy

#### RESULTS

- New, strategic story and deck
- Very large network of interested partner funds
- Meetings booked on week one of outreach campaign
- More than 30 intros to Tier 1 and Tier 2 funds

### WHO IS RICKARD HANSSON?

I am a serial entrepreneur with 20+ years of experience and multiple exits in the B2B software industry.

I am also the technical founder of my latest venture Weavy.

### WHAT IS WEAVY?

Weavy unlocks product teams' superpowers by freeing up resources so companies can focus on building what makes their product unique. Rather than wasting their top talent to reinvent table stakes features, they can use Weavy's building blocks to drop in critical yet commoditized features into any app so they never have to build them ever again.

Weavy is the next-generation building block for product teams to add high-value customer features 14x faster than average.

### HOW DID YOU FUNDRAISE BEFORE FUNDEN?

I relied on a cold outreach strategy where I contacted founders across the world to build relationships and asked them for warm introductions to their investors.

## WHAT WAS THE MAIN ISSUE YOU WERE FACING AND HOW DID FUNDEN HELP YOU SOLVE IT?

The problem with fundraising is that the currency in this world is warm introductions, and the real challenge is to get a fast enough cadence in setting up meetings with funds.

Funden solved this exact problem. They put my startup in front of as many funds as possible in the shortest time frame.

**"INTRODUCTIONS TO INVESTORS WERE SPOT ON IN THEIR THESIS AND STAGE - AND THEY WERE TRULY WARM INTRODUCTIONS."**



**RICKARD HANSSON**

Founder & CEO

Weavy

## WHAT HAVE YOU BEEN MOST IMPRESSED WITH?

The team is deeply invested in me and my startup's success - they care.

Plus, the input I got from Steve for the pitch deck was a game changer - asynchronously we created a new pitch deck from scratch, with a waaaayyy better story than I had before. Storytelling is key to raise funds today.

## HOW LONG DID IT TAKE FOR FUNDEN TO PUT YOU IN FRONT OF THE RIGHT INVESTORS?

Within 3-4 weeks, the meetings started to happen.

Introductions to investors were spot on in their thesis and stage - and they were truly warm introductions.

## ANY SUGGESTIONS TO FOUNDERS WHO ARE GOING THROUGH THEIR FIRST RAISE?

It's painful. You heard it before, but it really is.

Just buckle up, forge ahead, and don't let the rejections you get affect you.

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