

The new category for SaaS revenue protection

# Rivive builds the Revenue Defense layer SaaS never had.

CRMs help close deals. Billing helps collect. Product analytics helps observe. Nothing owns the revenue that starts leaking after the sale. Rivive detects post-sale risk early and drives action before accounts churn, stall, or miss expansion.

<b>EUR300K</b> <b>Seed round</b>	<b>\$5M-\$100M</b> <b>Target ARR</b>
12-15 months runway	B2B SaaS with post-sale motion

## Why now

NRR now matters more than growth-at-any-cost. Signals exist but are fragmented across disconnected tools. Teams react too late because nobody owns cross-system intervention. The winner defines a new system of action, not another dashboard.

## Category

# Rivive defines Revenue Defense as a new system category.

<p><b>The whitespace</b></p> <p>CRMs close deals. Billing collects. Product analytics observes. Nothing owns post-sale revenue protection.</p>	<p><b>The category thesis</b></p> <p>Rivive sits on top of the stack, detects risk early, prioritizes impact, and triggers action.</p>
<p><b>The disruption</b></p> <p>Legacy CS tools record workflows. Rivive builds connective intelligence with action logic.</p>	<p><b>Investor framing</b></p> <p>This is category creation around NRR protection, not feature competition inside a crowded CS market.</p>

## The revenue leak

The biggest SaaS revenue leak lives between closed-won and renewal. The signals are visible long before churn shows up in a dashboard. They are just split across systems no one is reading together.

<p><b>Leak 01</b></p> <p>Revenue erosion is silent. Usage drops, champions disengage, and support pressure rises before anyone intervenes.</p>	<p><b>Leak 02</b></p> <p>Expansion dies in disconnected tools. Buying signals exist, but no one gets the right next step at the right time.</p>
<p><b>Leak 03</b></p> <p>Nobody owns cross-system action. CRM, support, billing, and product data each show part of the truth.</p>	<p><b>Key message</b></p> <p>This is a system failure, not a team failure.</p>

## Product

# One command center for risk, renewals, expansion, and action.

Rivive ranks accounts by revenue impact, explains why they are drifting, and routes the right intervention to the right owner.

<b>Detect</b>	<b>Decide</b>	<b>Act</b>
Usage erosion, support pressure, executive silence, champion change, pre-renewal drift, signal convergence.	Score revenue-at-risk and assign the owner, playbook, and priority before the account goes cold.	Push the next step into the real workflow so the intervention happens, not just the alert.

## Sample command center view

Account	Revenue	Risk	Next action
Acme Inc	EUR120K	High	Champion left. Trigger executive save motion.
TechNova	EUR80K	Medium	Core usage down 15%. Launch enablement recovery.
BetaCorp	EUR150K	High	Renewal in 45 days. Rebuild stakeholder map now.
CloudLabs	EUR60K	Healthy	Expansion signal detected. Route to AE.

## Traction

# Early validation suggests strong pull for the wedge.

The assessment-first motion lets Rivive generate revenue now, validate signal logic with customers, and convert the right accounts into platform subscriptions.

<b>5 Paid assessments</b>	<b>EUR120K Qualified pipeline</b>	<b>3 Design partners</b>	<b>12 Warm intros</b>
Completed	Late stage	Onboarded	Scheduled

## Proof points

30+ interviews with SaaS leaders across Customer Success, RevOps, and revenue leadership validated the same post-sale blind spot. Assessments create immediate value, surface buyer urgency, and sharpen signal taxonomy and intervention logic with real customer data.

Market and model

# Large market, clear buyer, fast wedge, expandable ACV.

<b>TAM</b> \$24B+ Global CS + RevOps software	<b>SAM</b> \$4.5B Core target segment	<b>SOM</b> \$120M Initial obtainable market	<b>ACV</b> \$15K-\$75K By ARR tier + modules
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<b>Who buys</b> VP Customer Success, CRO, RevOps leader, and CFO when NRR becomes a board issue.	<b>How we land</b> A paid assessment proves the gap, funds early delivery, and qualifies platform readiness.
<b>How we expand</b> Ready customers convert into annual subscriptions for signal visibility and action routing.	<b>Why this model works</b> Fast time-to-value, commercial validation, and a clear path from services-like entry to product revenue.

## Roadmap and use of funds

# EUR300K gets Rivive from wedge validation to repeatable platform revenue.

Build	Validate	Scale
Ship v1 platform with core churn-risk detection, playbook routing, and live account prioritization.	Complete 6-10 paid assessments and convert 4-6 pilots into platform customers.	Reach 5+ subscription logos and establish a repeatable category narrative.

## Capital allocation

Product development 40% · Signal models + agents 20% · Onboarding 15% · GTM foundation 15%  
· Runway buffer 10%

Important note: founder and team credibility must be fully finalized before wide circulation. This is one of the main remaining trust levers in the fundraising narrative.

## Contact

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