

SERIES B — RAISING \$24M

Grid operators lose \$4.1B a year to outages they could have seen coming.

Verity Grid turns raw sensor telemetry into 72-hour failure forecasts. **184 substations live** across 11 utilities, **\$9.4M ARR**, growing 3.1x year over year.

PREDICTIVE MAINTENANCE

UTILITY INFRASTRUCTURE

ENTERPRISE SAAS

THE PROBLEM

The grid is instrumented. Nobody can read the instruments.

A mid-size utility generates **2.4TB of sensor telemetry a day** and acts on roughly none of it. Maintenance is still scheduled on a calendar, not on condition.

01 – VOLUME

Data outruns the team

Six reliability engineers per 200 substations.
Manual review covers under 3% of incoming signal.

02 – TIMING

Alarms fire too late

Threshold alerts trip at failure, not before it.
Median warning: 40 minutes. Crew mobilization: 6 hours.

03 – COST

Everything is a truck roll

\$14,200 average unplanned dispatch. 61% of them find equipment that was already degrading for weeks.

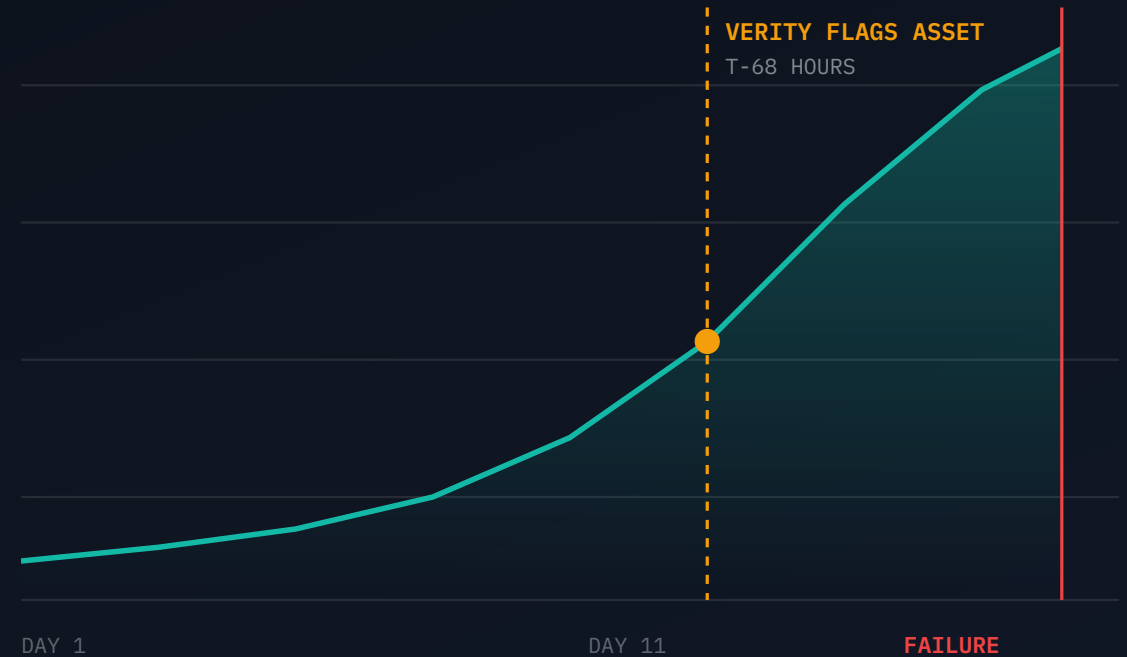
THE SOLUTION

72 hours of warning, on hardware they already own.

Verity ingests existing SCADA and IoT streams, models each asset against its own history, and surfaces a ranked work queue every morning.

- No new sensors. Reads the utility's installed base.
- Median **68-hour** lead time before thermal or insulation failure.
- Ships as a queue, not a dashboard — crews get a list, in order.
- Deploys in 6 weeks against SOC 2 and NERC CIP requirements.

ASSET RISK SCORE — 14 DAYS TO FAILURE



WHY NOW

Three curves crossed in the last 24 months.

LOAD

+38%

Data-center and electrification load added to distribution networks built for a flat decade.

WORKFORCE

44%

Of utility reliability engineers reach retirement eligibility inside five years. Institutional judgment leaves with them.

REGULATION

31

States now tie rate recovery to measured reliability performance. Prevention became a revenue line, not a cost center.

Utilities that ignored predictive tooling for a decade now have a budget line for it, a staffing hole that requires it, and a regulator asking for the numbers.

TRACTION

\$9.4M ARR, 3.1x year over year.

\$9.4M ANNUAL RECURRING REVENUE ▲ 3.1x YoY	11 UTILITY CUSTOMERS ▲ 6 added in FY25	184 SUBSTATIONS LIVE ▲ 2.4x YoY	142% NET REVENUE RETENTION ▲ 118% prior year
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ARR BY QUARTER (\$M)



UNIT ECONOMICS

Payback in 14 months on a 9-year asset life.

METRIC	FY24	FY25
Average contract value	\$418K	\$611K
Blended CAC	\$742K	\$688K
Gross margin	71%	79%
CAC payback	21 mo	14 mo
Gross logo retention	100%	100%
LTV / CAC	3.4x	6.1x

WHY IT IMPROVES WITH SCALE

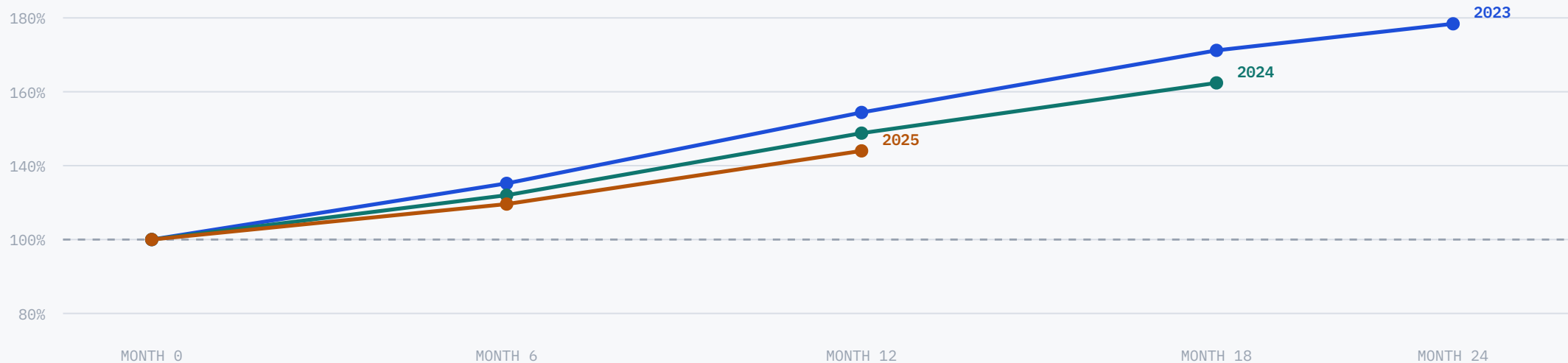
Every substation modeled makes the next one cheaper to model. Deployment time has fallen from 19 weeks to 6 across the last four accounts.

EXPANSION MOTION

Utilities land at one district and expand by substation count. **Median account grows 2.7x** within 24 months without a new sales cycle.

NET REVENUE RETENTION BY COHORT

Every cohort is worth more in year two than year one.



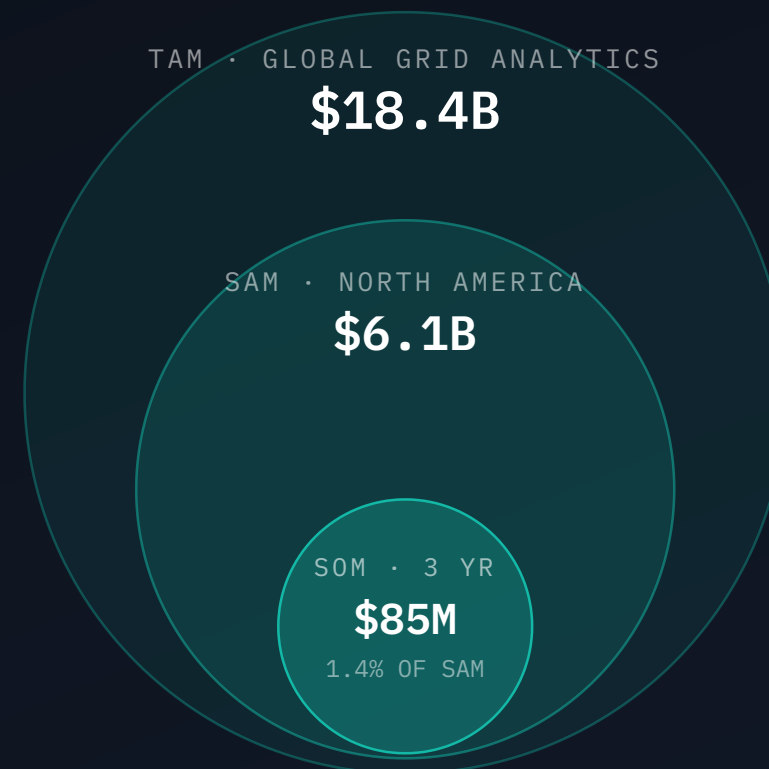
Expansion is structural, not sold. Each additional substation is a line item on an existing master agreement — **no new procurement cycle, no new security review.**

MARKET

Built bottom-up from substation count, not from an analyst PDF.

SEGMENT	ASSETS	VALUE
US investor-owned utilities	55,800	\$3.9B
Municipal & co-op	24,100	\$1.4B
Industrial & data-center microgrids	9,600	\$0.8B
Serviceable market	89,500	\$6.1B

At current pricing, **1.4% penetration** returns **\$85M ARR**. Verity is at 0.21% today.



BUSINESS MODEL

Priced per substation, per year. One line item, one renewal.

TIER 01 – PILOT

\$96K

Up to 8 substations. 6-week deploy. Converts at 84%.

TIER 02 – DISTRICT

\$310K

Up to 40 substations, crew workflow integration, on-call review.

TIER 03 – ENTERPRISE

\$740K

Territory-wide. Custom asset classes, regulator-ready reporting.

ATTACH – OUTCOMES

+18%

Shared-savings rider on avoided dispatch. Live with 4 of 11 accounts.

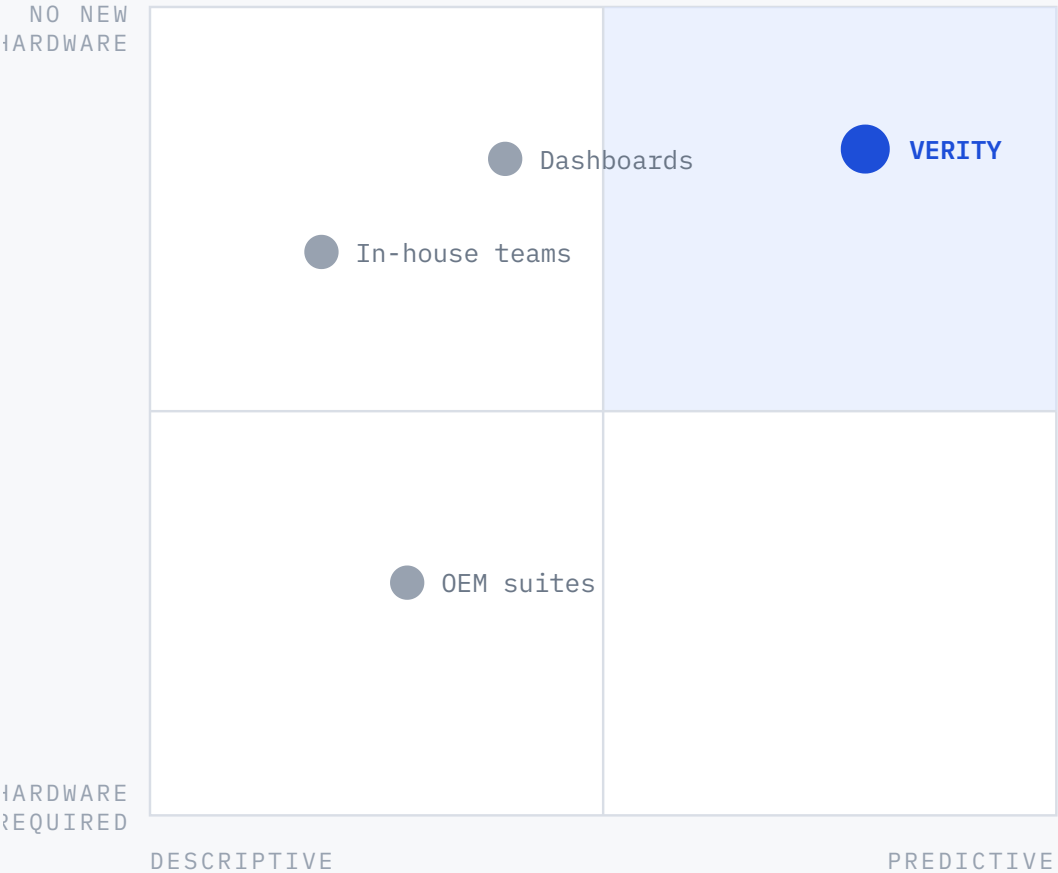
- Multi-year contracts. **Weighted average term: 3.2 years.**
- Annual prepay on 9 of 11 accounts — negative working capital cycle.
- Expansion priced per asset — no renegotiation, no new procurement.
- Gross margin scales with model reuse: 71% to 79% in four quarters.

LANDSCAPE

The incumbents sell hardware. The startups sell dashboards.

Verity is the only vendor that predicts on the utility's existing sensor base and delivers a ranked work order instead of a visualization.

APPROACH	NEW HARDWARE	PREDICTIVE
OEM monitoring suites	Required	No
Analytics dashboards	No	Partial
In-house data teams	No	Varies
Verity Grid	None	Yes



TEAM

Operators from inside the utility, engineers from outside it.

CO-FOUNDER & CEO

[Name]

14 years in distribution reliability at a top-5 IOU. Ran the asset program these customers still use.

CO-FOUNDER & CTO

[Name]

Time-series ML at scale. Built anomaly detection for a fleet of 40,000 industrial machines.

VP REVENUE

[Name]

Closed nine-figure enterprise software into regulated utilities. Knows the procurement calendar cold.

31

EMPLOYEES

18

ENGINEERING & DATA SCIENCE

7

EX-UTILITY OPERATORS ON STAFF

0

REGRETTED SENIOR HIRES

THE ASK

\$24M Series B to reach \$40M ARR by Q4 2028.

24 months of runway at plan, 34 months at base case. Two term sheets in hand; raising to close by Q3.

USE OF FUNDS

ALLOCATION

Field engineering & deployment	\$9.6M · 40%
R&D — new asset classes	\$6.0M · 25%
Go-to-market	\$5.3M · 22%
Compliance & security	\$3.1M · 13%
Total	\$24.0M

NEXT STEP

Two-hour technical diligence with our reliability lead and a live account. **Available this month.**

PORTFOLIO SPECIMEN

Verity Grid is not a real company.

This deck was built by **Bigger Dreams** to demonstrate corporate and data-heavy presentation design — market sizing, cohort analysis, unit economics, and use-of-funds narrative. Every figure is invented and labeled as illustrative. Twelve slides, built in HTML, exported to PDF and Google Slides.

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