

Deadpoint

The Strategy Operating System for Hedge Funds

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"Humans Build → AI Classifies → System Learns

Seed · \$4.5M Raise · Post-Money SAFE · \$25M Cap · March 2026"

The Problem

The hedge fund industry manages \$5.15 trillion.¹ The big firms — Citadel, Millennium, DE Shaw — spend tens of millions a year on proprietary tech stacks. The other ~1,700 hedge fund businesses in the US² can't afford to build, and there's nothing institutional to buy.

And yet the most critical decision a fund makes — which strategies to deploy, when, and why — is made without a system of record, without regime awareness, and without an audit trail. The SEC's \$2B+ off-channel enforcement sweep (2021–2025) demonstrates that investment decisions routinely occur on unarchived platforms;⁴ the FCA found governance bodies "lacked detailed record-keeping of how decisions were reached" (2024).⁵ Barclays' 2026 Hedge Fund Outlook describes "a structural evolution, marked by the convergence of discretionary and quantitative investment approaches" — 55% of managers now integrate AI into their investment process, yet AIMA found that half of sub-\$1B managers have zero formal AI governance (AIMA, September 2025).⁶ Only 27% of alternative fund managers have fully integrated technology systems (EY, 2024).⁷

The Solution

Deadpoint is the Strategy Operating System for hedge funds managing \$50M–\$1B in AUM.

The platform covers the full trading strategy lifecycle across eight steps: Generate/Ingest → Backtest → Stress Test → Label/Metadata → Classify (Regime-Aware) → Route to Execution → Monitor → Feedback.

Four steps are Deadpoint's whitespace — based on review of public product documentation (March 2026), no platform has been identified that addresses them:

- **Label/Metadata** — standardized taxonomy makes every strategy comparable across tools and teams
- **Classify (regime-aware)** — a global regime classifier identifies current market conditions and scores each strategy's fit to the current regime
- **Monitor** — real-time dashboards with regime-aware alerting
- **Feedback** — outcomes feed back into regime models; the system learns from every deployment

Positioning: Deadpoint sits above Bloomberg, QuantConnect, and FlexTrade as the decisioning and governance layer — integration-first, not rip-and-replace. The platform is a tighter filter: it classifies market conditions and surfaces activation scores indicating when strategies are well-matched to the current regime and when they aren't — never adding exposure beyond what the strategy itself would generate. Manual approval is the default. Fund-configured automation is a future opt-in. The choice is always the fund manager's.

Market

Level	Size	Basis
ICP	~3,360–4,855 firms (three-tier: Starter \$50M–\$100M, Growth \$100M–\$1B, Enterprise \$1B+, Crypto Year 2–3)	Core beachhead: ~700–840 US+UK firms (Growth sub-band, \$100M–\$1B). Source: 06.18, SEC Form PF Q4 2024. ³
SAM	\$200–250M	Four-tier ICP × tiered ACVs (\$24K–\$250K), bottom-up with explicit discounts per tier
SOM	\$25–40M ARR (Year 5)	Base scenario: 250–350 customers × ~\$100K blended ACV. FM-anchored Years 1–2 (\$5.4M ARR at M36), Series A expansion Years 3–5. Bear: \$15–20M. Bull: \$50–65M.

~700–840 Growth tier funds in the US and UK (\$100M–\$1B), expanding to ~3,360–4,855 across three tiers. 95% of hedge fund managers now use generative AI tools (AIMA 2025 survey of 150 managers, avg. AUM ~\$5.3B — adoption at smaller ICP funds likely lower but directionally consistent).⁴ Multi-manager platform funds — Deadpoint's most natural buyer segment — growing AUM at 18.3% CAGR (2018–2024).⁵

Business Model

Five-tier annual SaaS. Entry point: **\$60K ACV** (Professional tier, funds \$150–500M AUM). Blended gross margin: **72.9–74.7%** (platform 72.9–74.2% + data products at 85% GM). Target net revenue retention: **103%**, with clear path to 113%+ as expansion levers activate.⁶

Expansion revenue: strategy packs, execution connectors, custom regime models. Each module is standalone-capable — future optionality to spin out individual products.

Traction & Milestones

Milestone	Month
Team assembled	M1
CSO/CRO joins, pipeline development begins	M4
First Release launch	M11
First paying customer (\$60K ACV)	M12
70 customers / \$5.4M ARR	M36
Cash-flow positive	M30

Pre-raise: financial model complete (12-tab, bottom-up, 36-month monthly granularity), architecture designed (multi-tenant, GCP, Cloudflare edge-first), GTM research complete (ICP mapped, buyer persona validated, conference calendar set), customer discovery in progress (3 external conversations completed, ICP independently validated by hedge fund managing partner). 3 design partners confirmed — founder's fund (dogfooding from Day 1) plus 2 external hedge fund/fintech partners providing active feedback.

Team

Munjal Subodh — CEO & Co-Founder · 25 years enterprise tech. 8 years at Pegasystems (Senior System Architect → Senior Sales Engineer). Presales consulting at Software AG, Princeton Blue, CA Technologies/Broadcom, VANTIQ, OutSystems. Founded and exited BVC Solutions (enterprise technology consulting; details available upon request). Runs EdgeCraft, his personal hedge fund, and has managed his family office for 20+ years. CS degree, Stony Brook University; also studied Mathematics and Physics. He builds enterprise technology and runs a hedge fund — both sides of the table.

Steve — CTO & Co-Founder · Data and systems engineering tech lead at Boeing — grew team from 3 to 20+, three trade secret awards, built operational data observability for the 787 production line and NASA's Space Launch System Core Stage (as Boeing contractor). Most recently architecting production AI pipelines for enterprise clients, including a PE firm intelligence system processing 400K+ articles/month at ~\$300 total cost using self-trained BERT models and LLMs. Core stack: Python, BigQuery, BERT, LLM orchestration. Based in Lisbon, Portugal.

CSO/CRO — Actively Recruiting · Target profile: hedge fund industry veteran with C-suite relationships at ICP funds. Co-founder-equivalent role — no VP Sales hire needed in the 36-month plan. New York.

HQ: Lisbon, Portugal · Sales: New York · London

Financials (36-Month Summary)

Metric	Value	Benchmark
M36 ARR	\$5.4M	—
M36 Customers	70	—
Total OpEx	~\$6.8M (all-in)	—
Breakeven	Month 30	—
M36 cash balance	~\$1.8M	—
LTV:CAC	13.4× (Year 1, founder-led; normalizes 10–14×)	VC threshold: 3×
CAC Payback	9.0 months	KeyBanc 2024 median: 20 months ⁷
Peak Headcount	14 FTEs	—

The Raise

Parameter	Value
Instrument	Post-Money SAFE
Valuation Cap	\$25,000,000
Raise Amount	\$4,500,000
Investor Dilution	18.0%
Runway	36 months to cash-flow positive

****Use of funds:**** Engineering (28%) (\$1.26M) · Sales & CS (20%) (\$0.93M) · Ops & Leadership (29%) (\$1.30M) · Infrastructure (13%) (\$0.58M) · GTM, Marketing & Compliance (10%) (\$0.43M) · Buffer <1% (\$1K)

Footnotes

^A SEC Press Releases 2024-44 (April 2024, \$6.5M penalty) and 2025-6 (January 2025, \$63.1M, 12 firms). Cumulative 2021–2025 penalties exceed \$2 billion. [sec.gov](https://www.sec.gov)

^B FCA Private Markets Valuations Review, 2024.

^D Barclays Investment Bank, "Hedge Fund Outlook 2026." AIMA, *Charting the Course*, September 2025 (150 managers, est. \$788B AUM — adoption at smaller ICP funds likely lower). Harvey et al. (*JPM*, 2017) measured 74% discretionary from 1996–2014 HFR data; the binary is collapsing per Barclays, Goldman Sachs, and BNP Paribas 2026 outlooks.

^E EY Global Alternative Fund Survey, December 2024 (224 alternative fund managers). [ey.com](https://www.ey.com)

¹ HFR Global Hedge Fund Industry Report, Q4 2025.

² SEC Private Fund Statistics Q4 2024, *Hedge Funds in the US*, 2025.

³ No Tier 1 source for hedge fund software market dollar figure. Market presented bottom-up from SEC Form PF Q4 2024. Deadpoint Market Sizing v1.4.

⁴ AIMA, *Charting the Course: Lessons from AI Leaders in Alternative Investments*, 2025. Survey of 150 fund managers globally, est. \$788B AUM.

⁵ Goldman Sachs Asset Management, citing GS Prime Services data.

⁶ Enfusion 10-K FY2024, SEC EDGAR. Acquired by Clearwater Analytics, 2025.

⁷ KeyBanc Capital Markets 2024 SaaS Survey.

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