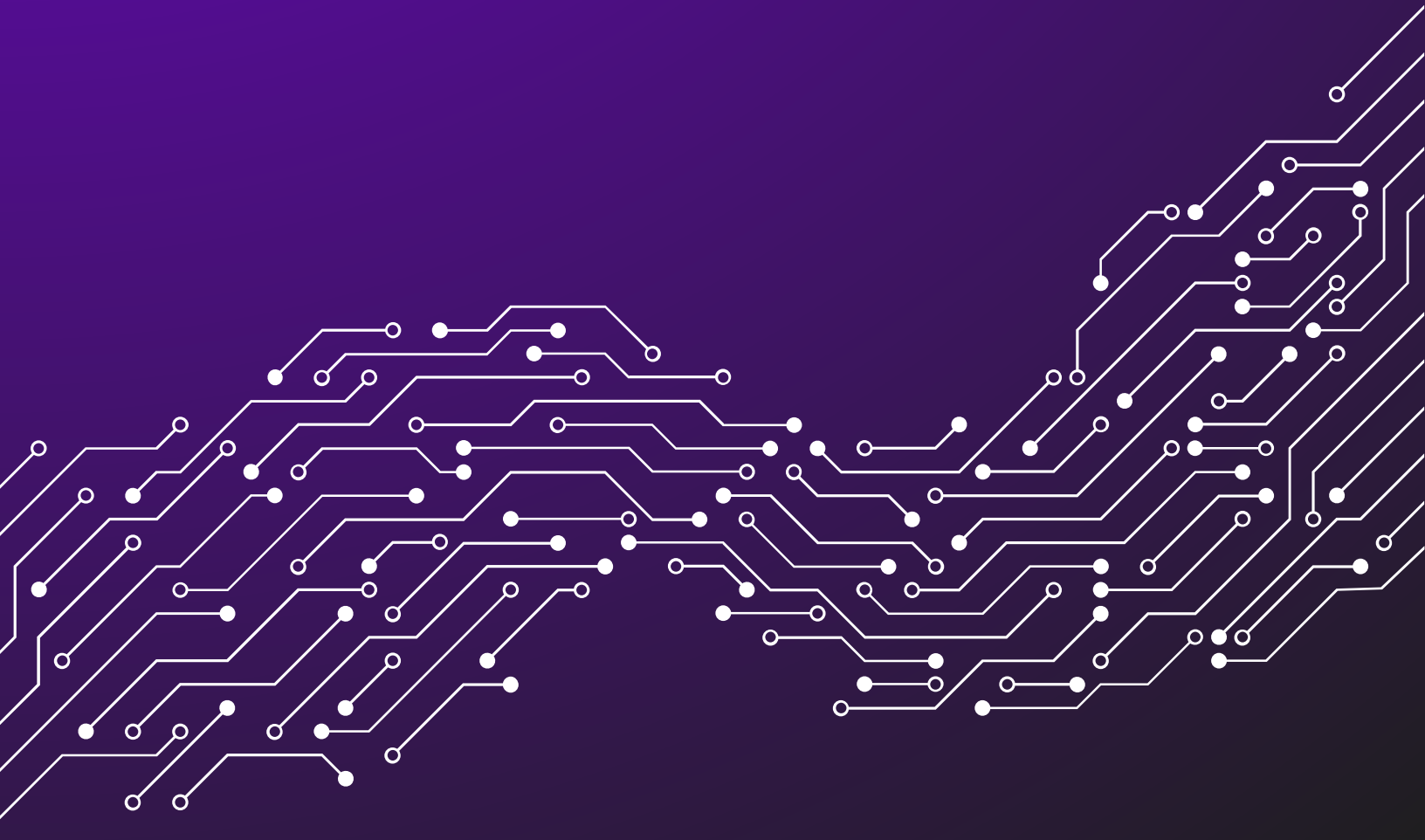


SIGHTX X QATALYS VENTURE STUDIO

Scaling an AI Analytics Startup from
Series A to Market Leadership



SERVICES OPTED



Due Diligence



Competition Analysis



Performance Marketing



Content Marketing

To support SightX's ambitious growth goals post-Series A, Qatalys Venture Studio provided a combination of strategic and executional services; starting with in-depth due diligence and competitive benchmarking, followed by full-scale performance and content marketing support.

This holistic engagement ensured SightX had the insights, positioning, and campaign infrastructure needed to thrive in a competitive U.S. analytics market.



ABOUT SIGHTX

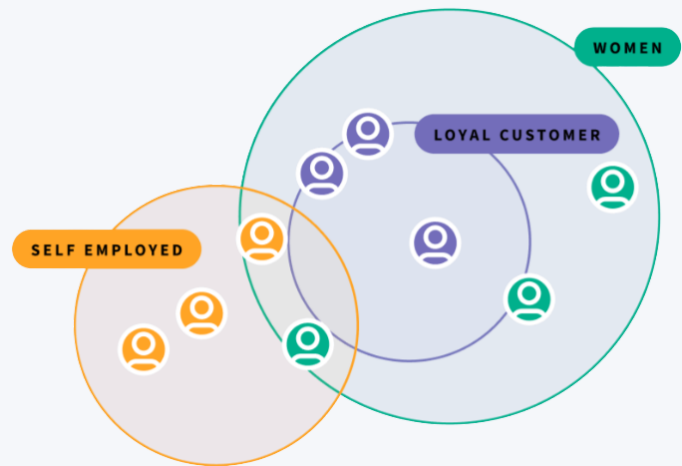
NAME : SightX

INDUSTRY : AI-Powered Analytics

STAGE AT
ENGAGEMENT : Post-Series A

SightX is a next-gen analytics platform using artificial intelligence to simplify decision-making for modern businesses.

With a powerful product and early traction, the team was now focused on accelerating U.S. market growth, building brand recognition, and laying the groundwork for their next funding round.

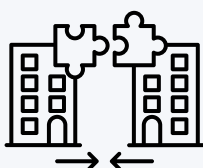




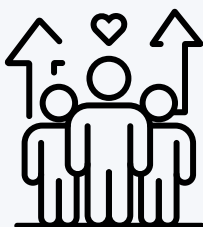
THE OPPORTUNITY



Enter and expand in
the U.S. market



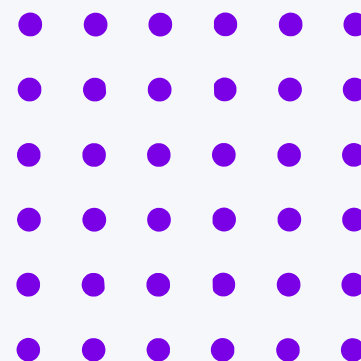
Build predictable
acquisition pipelines



Strengthen marketing
operations and brand
visibility



Set the foundation for
investor confidence in
upcoming rounds



THE QVS PARTNERSHIP



Qatalys Venture Studio joined SightX as an embedded growth partner - providing execution support, strategy, and infrastructure to help them move rapidly from product traction to market leadership.



GTM & MARKET EXPANSION

Crafted and launched a U.S.-focused go-to-market strategy aligned with buyer needs and segment opportunities.



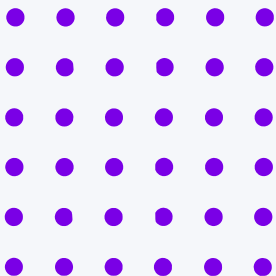
STRATEGIC CAPITAL

Provided execution-linked capital to activate key marketing initiatives and expand GTM capabilities.



EXECUTION CENTER

Acted as an offshore extension of their team - leading performance marketing, SEO, and campaign execution with a monthly media spend of \$8,000 – \$10,000.



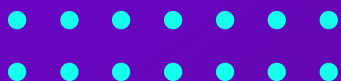
WHAT WE BUILT



FOCUS AREA	INITIATIVES DELIVERED
GTM Strategy	U.S. market playbook, acquisition plan, positioning, and use case expansion
Performance Marketing	Multi-channel campaigns, full-funnel targeting, A/B testing
SEO & Content	Technical SEO + content-led acquisition
Brand Infrastructure	Scalable campaign tracking and performance systems
Investor Enablement	Metrics and growth assets for next-round readiness



IMPACT DELIVERED



Accelerated U.S. market penetration with growing MQL and SQL pipeline



Strengthened investor confidence through measurable traction



Built a repeatable growth engine powered by scalable marketing infrastructure



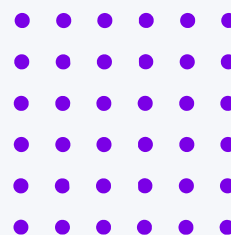


WHY THIS MODEL WORKS



Qatalys Venture Studio doesn't stop at capital. We co-build with startups to fast-track their market success - blending strategic inputs, executional muscle, and operational depth.

READY TO SCALE WITH US?



If your business is ready to grow but needs the bandwidth, execution support, or capital to unlock it - Qatalys Venture Studio is your ideal growth partner.

TALK TO OUR TEAM

