

Customer Success Story

DrivenIQ, a data technology startup, faced rapid growth challenges that demanded efficient financial management to secure funding and sustain their expansion.



[Our expert] was able to really help us not just solve for our monthly recurring revenue, but how much were we really collecting in terms of revenue? And then, how could we build those workflows and those processes to ensure that we were actually putting our arms around that money?"

ALBERT THOMPSON

Founder | DrivenIQ



CHALLENGE

Explosive growth, financial strain

With a surge in clients and the goal of securing Series A funding, DrivenIQ needed to streamline day-to-day financial tasks and build a robust financial foundation while remaining lean.

SOLUTION

Strategic leadership team

Paro provided a fractional controller and CFO team who streamlined billing processes, reduced costs and developed a financial roadmap and fundraising strategy.

IMPACT

\$15M Series A secured, **\$45K** saved

With accounting tasks reallocated to the fractional experts, DrivenIQ freed up resources and boosted the lean team's morale. DrivenIQ also successfully raised \$15M in Series A funding and saved over \$45K in a single quarter, positioning themselves for continued growth.

Let's discuss your financial management and fundraising needs.

SCALE YOUR STARTUP

PARO