



*“True helped us accomplish more than we ever believed possible—adding a fractional executive to our leadership team gave us instant access to relevant experience, and helped us work through issues we would have missed.”*

-APANA CEO Matt Rose

Chris led strategy as well as process for a new website. This turned the web into a conversion asset for supporting the company’s sales force, which had tripled in size literally overnight.

Next, True worked with the CEO to create the first strategic channel agreement. This document addressed critical details like resell rights, intellectual property, pricing, and localization among others.

Involvement in the Series A raise meant using a pipeline process to manage prospective investors, having a plan with built-on options to facilitate close, and evaluating letters of intent and term sheets.

## Results

APANA successfully raised \$3.5 MM in Series A financing. The deal was led by strategic investor Kurita Water Industries with participation from new and existing investors.

The startup’s public-facing web presence became a strategic prospect engagement asset boosting new user traffic, page views, and average session length expanded by more than 2x.

The company concluded its first major channel agreement, which now serves as a model adding new reseller partners.

## Conclusion

Working with a fractional executive like True’s Chris Preston means you don’t need to recruit another co-founder, or embark on a time consuming, costly, and risky endeavor to find a full-time operating executive. You get exactly the right expertise when you need it.

Results speak for themselves: The company is funded for the next 18 months, and heads into the next phase of growth with accelerated momentum.

## Contact

Innovative revenue services for emerging market leaders in clean tech and sustainability. Want to learn more? Visit [True](#). Learn [Why](#).

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## Executive Summary

APANA is an emerging market leader applying business intelligence to water management. The fast-growing company helps customers like Costco reduce water waste, improve efficiency, and mitigate risk.

CEO Matt Rose engaged True as a fractional executive for help with channel, marketing, and capital formation. The result was the company’s first international channel distribution agreement, more top-of-funnel market momentum, and a successful Series A \$3.5 MM raise.

## Problem Description

After raising early stage capital from angel investors for technical development, the company set out to complete a Series A raise to finance sales growth.

In addition to this objective, two other obstacles required attention.

First, APANA needed a new go-to-market message and a public web presence that would effectively and efficiently convert browsers into qualified leads.

Second, the company needed a channel strategy that would serve as a model for entering new markets fast.

## Solution

Matt engaged True’s Chris Preston as a fractional executive. A resource like this gives leaders like Matt a peer with relevant experience to help tackle key challenges, and address issues that would have been missed.

The first step focused on creating a narrative for APANA’s story. The process was built around two messaging workshops guided by a few strategic questions. Output was both value proposition and external messaging.

