



[www.africasignal.com](http://www.africasignal.com)

# What I Wish I Knew at Series A

---

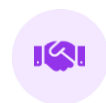
The hard truths about scaling your startup



Metrics



Strategy



Execution



Long Game

Report Date: 2025-08

# It's All About The Metrics



Series A investors demand concrete evidence of progress and market validation.

## LTV/CAC Ratio

Customer lifetime value compared to acquisition cost.

Target:  **$\geq 3:1$**



## MRR Growth

Monthly Recurring Revenue growth rates.

MoM: **12-20%**

YoY: **3x**

## Customer Churn Rate

Percentage of customers who stop using your service.

Target:  **$< 3\%$**

*"Hope isn't a strategy." — VCs*

# Strategy & Execution



## Scalable Customer Acquisition

- ✓ Develop a repeatable strategy for acquiring customers at scale
- ✓ Avoid relying on "outlier customers" that suggest lack of repeatability
- ✓ Evolve your acquisition strategy as you scale from 10th to 1,000th customer



## The Right Valuation

- ✓ Secure a fair, data-backed valuation justified by metrics
- ✓ Founders typically retain 50%+ ownership at Series A

### Avoid Down Rounds



# The Long Game



## Deal Terms Matter



### Liquidation Preferences

1x nonparticipating preference



### Anti-Dilution Protection

Protection if new shares issued at lower price



### Protective Provisions

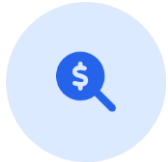
Veto rights for major decisions



## Choose Strategic Investors

Select investors who align with your vision.

Provide expertise and connections



## 18-24 Month Runway

Raise capital for:

Key milestones, team & market expansion



*"Securing Series A is a milestone, not the end goal."*