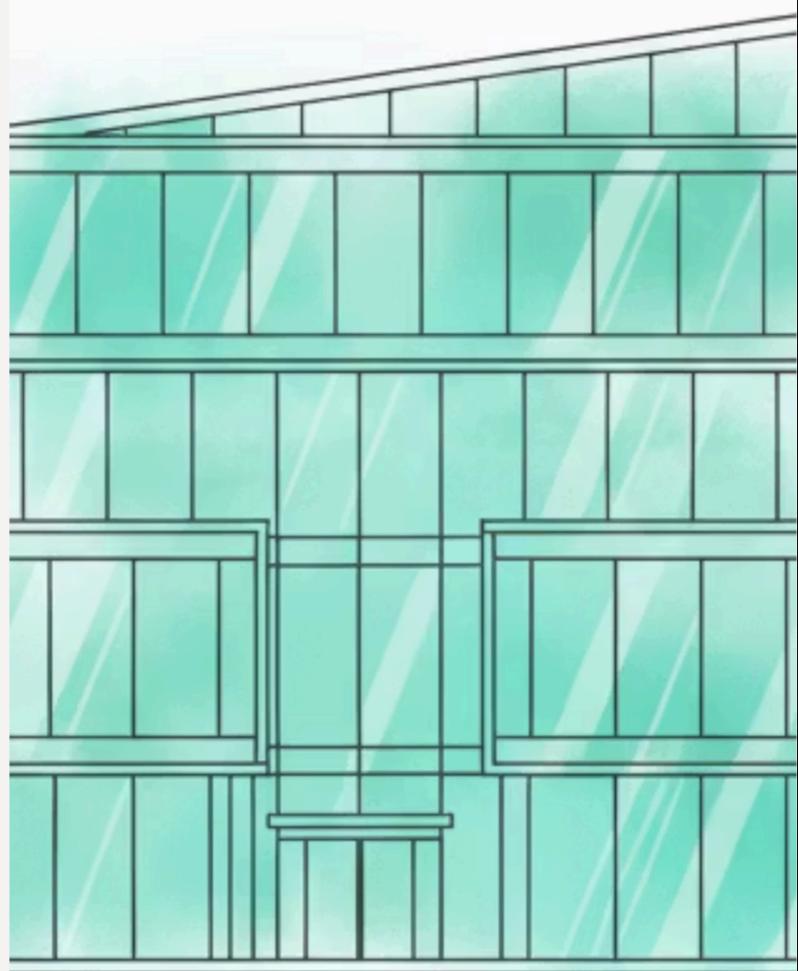




By
FUSE CAPITAL GROUP

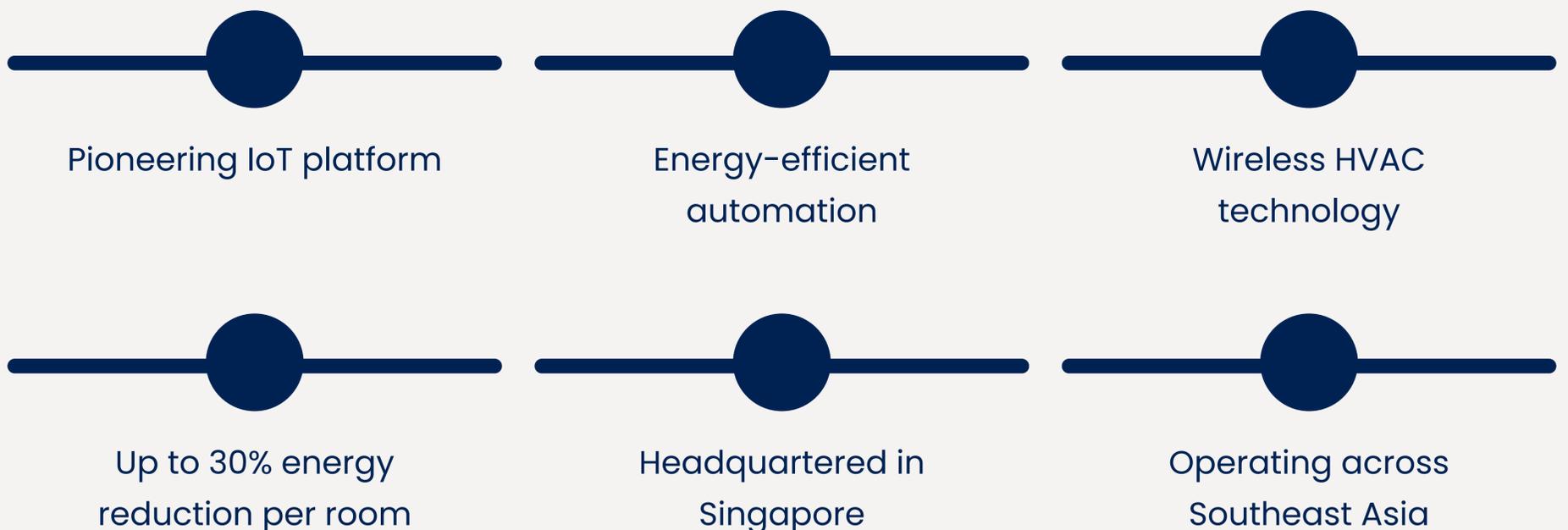
Case Study: SensorFlow



Meet SensorFlow

SensorFlow is a pioneering IoT platform providing advanced, energy-efficient automation solutions for the hospitality industry. Their wireless HVAC and room maintenance technology helps hotels reduce energy consumption by up to 30% per room, driving cost savings and sustainability. Headquartered in Singapore, their solutions are installed across Southeast Asia, including Singapore, the Philippines, Vietnam, and Thailand.

Key Company Highlights:



The Challenge

SensorFlow had a strong order book and a rapidly growing installation base, but capital constraints were limiting their ability to fulfil demand. Their SaaS-based IoT model required significant upfront Capex, with a 16-month breakeven period—making short-term funding solutions unsuitable.

The Search for the Right Funding

Traditional financing was not an option due to loss-making financials and the absence of a concurrent equity round. Additionally, COVID-related delays had pushed back their initial rollout plans, making an equity raise unviable as it would have resulted in excessive dilution. To scale efficiently, SensorFlow needed a funding partner that could support long-term growth without compromising financial stability.

1

Strong order book but capital constraints limiting fulfillment

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SaaS-based IoT model requiring significant upfront Capex

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16-month breakeven period

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Loss-making financials blocking traditional financing

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COVID-related delays affecting rollout plans

6

Equity raise would cause excessive dilution

Fuse Capital Steps In

Introduced by one of their investors, SensorFlow chose Fuse Capital for our global lender network and proven track record in securing flexible, structured private debt solutions. We structured a funding package that:



Aligned with their growth model and cash flow needs



Offered flexible drawdowns, minimising interest costs by drawing capital only when required



Provided a long-term funding partner, enabling SensorFlow to scale without equity dilution

To secure the best possible deal, we reached out to 22 lenders globally, ensuring SensorFlow had multiple options.

The Deal & Use of Funds

After receiving two competitive offers, SensorFlow selected a three-year venture debt facility, as it provided greater stability compared to a one-year option—which would have left them exposed to refinancing risk.

Key Deal Terms:

Funding

Initial capital made available upfront, with the flexibility to expand as the business scales

Repayment Term

36 months with a trailer fee

Security

Secured only against the contracts it funded, allowing drawdowns based on signed POs

Interest Optimisation

Capital drawn only as required, reducing costs

Our Commitment

- Engaged 22 lenders worldwide to identify the right funding partner
- Structured a tailored debt solution aligned with SensorFlow's financial needs
- Ensured a seamless process from initial engagement to securing funds

At Fuse Capital, we go beyond transactions—we create strategic funding solutions that drive long-term business growth.

Results & Impact:

With this funding, SensorFlow has:



Cleared its order book backlog and continued fulfilling signed contracts



Expanded installation capacity, accelerating growth across APAC



Scaled its business model, securing both upfront purchases and long-term Device-as-a-Service contracts

With the \$2.5M facility, SensorFlow can install 35,700 rooms, reach breakeven, and recycle capital for continued expansion. This structured debt solution ensures sustainable growth while preserving equity.

What's Next?

With a long-term funding partner in place, SensorFlow is now positioned to expand its market reach, secure new contracts, and drive long-term profitability.

Planning your next phase of growth?

Fuse Capital helps close the right deal at the right time, with the right partner.

Let's shape what's next.



For more information or to discuss your funding needs, please contact us at:



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