

FUSE —
CAPITAL

CASE STUDY

SENSOR
FLOW

2025

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.



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.

Fuse Capital Steps In

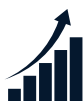
Introduced by one of their investors, SensorFlow chose Fuse Capital for our global lender network and proven track record in securing flexible, structured private debt solutions. We structured a funding package that:



Aligned with their growth model and cash flow needs.

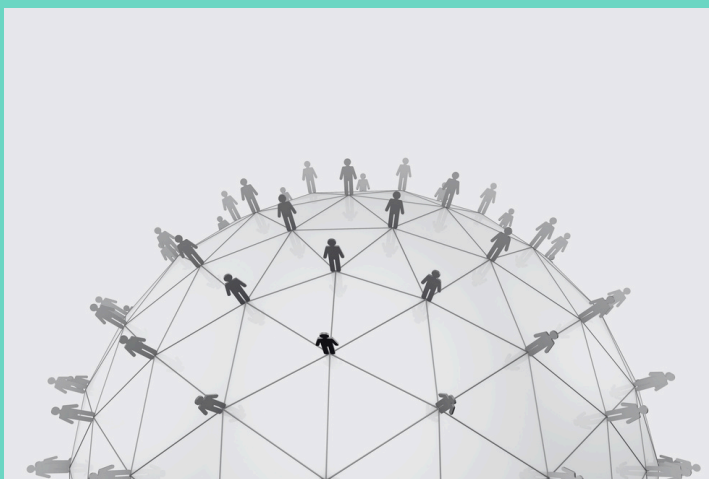


Offered flexible drawdowns, minimising interest costs by drawing capital only when required



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:** Up to \$1M available on Day 1, expandable to \$2.5M
- **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



The Fuse Capital Team Behind the Deal

At Fuse Capital, every deal is driven by a dedicated team that ensures the best possible funding outcomes. For SensorFlow, our team worked relentlessly to secure a financing solution tailored to their business model.

Key Team Members:



**Dylan
Chauhan**



Led deal structuring
and lender
negotiations



**Kushal
Maheshwari**



Managed financial
analysis and
execution



**Sai Kumar
Dasa**



Managed early-
stage deal
coordination and IC
preparation

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.

Ready for tailored funding to power your next move?

Let's talk!



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



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