

Dragonfly Operating Partners
We Help VCs Increase IRR

WE HELP VC FUNDS
SUPPORT STARTUPS

We provide VCs and their high potential portfolio companies portfolio value

How?

How much?

Venture Capital

Investor Partnership Overview

Who we are

We are the operational SWAT team for B2B SaaS. We don't write memos or advise from the sidelines. We embed with your founders, fix broken GTM mechanics, and engineer enterprise value swings. We specialize in early stage ventures, particularly those at pivotal moments requiring a strategic reset or growth acceleration.

Our approach is hands-on and collaborative, ensuring that we are not just consultants but integral members of your team, focused on execution and traction. We want, and expect, to get our hands dirty.

We work primarily with startups that want more than advice, they need horsepower. We are a team of experienced founders, operators, and growth strategists. Every one of our Operating Partners has been in the trenches; building companies, leading sales teams, managing product development, launching GTM strategies, and optimizing operations to accelerate shareholder value.



A handwritten signature in black ink, appearing to read "JBarnish".

Jim Barnish, Jr.
Managing Partner



A handwritten signature in black ink, appearing to read "James W. Burnes".

James W. Burnes
Managing Partner

What do we look for in an Investor Partnership?

- A strong, consistent commitment to serving the needs of founders and their companies through mentorship, collaborative governance, and a human-first approach.
- A track record of honesty, fairness, and ethical behavior in all business dealings that believe great partnerships result in wins for all: the founder, the investor, and the growth partner.
- Emphasis on open, regular, and clear communication with portfolio companies and operating partners to achieve outcomes without surprises.
- No hidden agendas, just aligned incentives and shared goals.

Overcoming Hurdles: DragonflyOP Operating Partners Are Here to Help You Move the Needle

Dragonfly Operating Partners teams up with VC funds to give portfolio founders experienced talent when you need it most. Whether you're struggling to hit performance goals or crack your next go-to-market breakthrough, DragonflyOP's team of exited founders and scale-up executives embeds directly with your leadership to identify bottlenecks, build actionable growth plans, and execute side-by-side. Whether it be for a short-turn engagement to tackle a specific issue or a longer-term engagement driving growth as a hands-on team member with a co-founder attitude, we turn potential into performance - accelerating the path to scale, funding, or exit.

What kinds of challenges does Dragonfly helped VC portfolio companies solve?



I'm not getting enough qualified leads for my marketing budget."



We're closing deals, but our sales cycle takes too long."



I don't know if we've really nailed product-market fit."



My sales team is busy, but they're not hitting quota."



Marketing and sales don't seem to be on the same page."



We have happy customers, but struggling to expand revenue."



We're getting traffic, but it's not turning into pipeline."



We're building features faster than we're growing revenue."



We're growing, but it feels chaotic and reactive."

Our Value Creation Blueprint™ methodology makes every engagement outcome-focused from day one.



AI Driven
Lead Gen



ICP
Refinement



Sales Process
Optimization



Messaging
Alignment



Product
Market Fit
Analysis



Embedded
Sales
Professionals



Unified GTM
Strategy



Customer
Success
Playbook



Conversion /
Pipeline
Evaluation



Product
Roadmaps



Pricing and
Packaging
Analysis



OKR and
Scorecard
Installation

How Our Engagements Work.

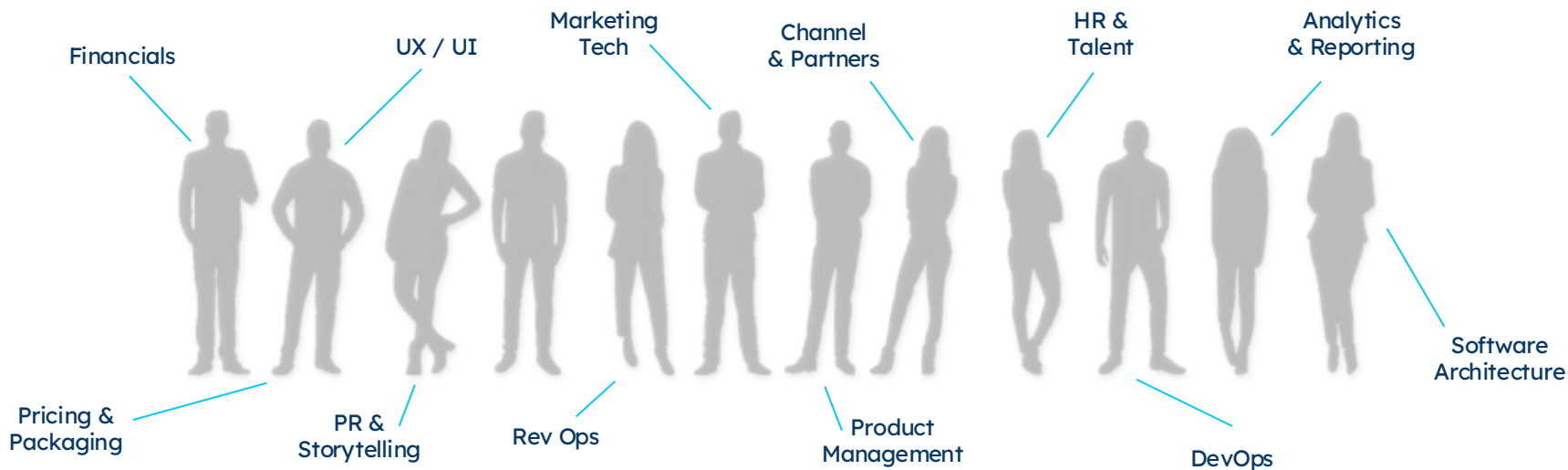
- ✓ No long term contracts
- ✓ Fixed fee pricing
- ✓ Buy outcomes not activity
- ✓ Access to performance-driven professionals
- ✓ Executives aligned with your objectives
- ✓ A singular focus on building shareholder value



**Our *Value Creation Blueprint*[™]
methodology makes every
engagement outcome-focused
from day one.**

Our Team of Operating Partners

DragonflyOP is supported by other experts as required, along with a network of trusted, long-term vendor relationships and investors. Together, we deliver exceptional quality and hands-on execution to accelerate growth.

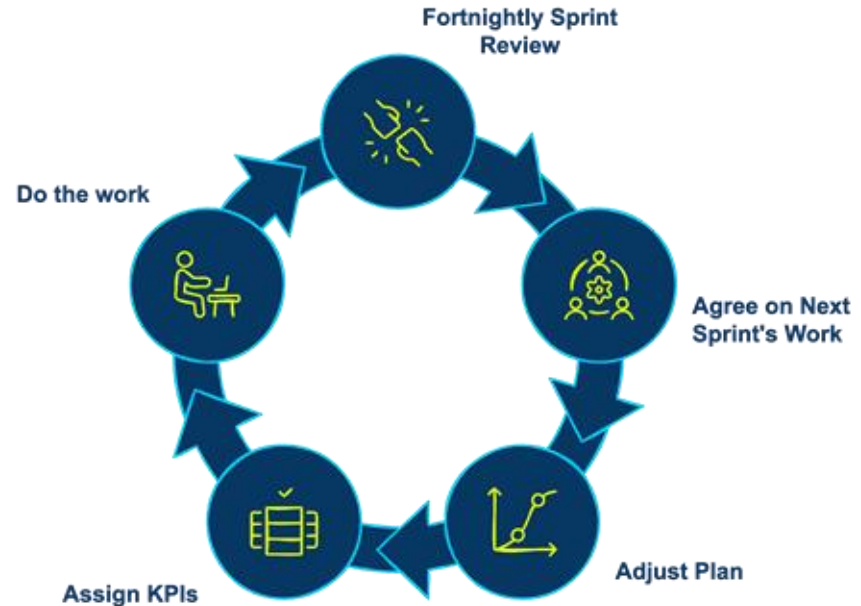


How do we ensure projects stay on time, on budget, and in scope?

We work in a two-week 'Sprint' process to drive fast, focused execution with clarity & impact. Each Sprint is structured around a clear set of deliverables.

Every Sprint begins and ends with a review meeting to evaluate completed work, agree on upcoming priorities, and adjust future forecasts. This cadence keeps the team aligned, progress visible, and budgets predictable - ensuring consistent forward motion without surprises.

No long term contracts. No ambiguity. We work diligently to deliver results that move you forward.



It Starts With Our Six Week (3 Sprints)

Value Creation Blueprint

How We Think	What we do
How can we breakdown the primary business problem into its contributing factors and identify key questions we must answer?	Interviews with all critical team members, along with interviews with customers (and failed prospects or lost customers) provide a 360 view.
What data and quantitative resources can we access that help pinpoint what we are seeing and hearing in our conversations?	Evaluate data from dashboards, CRM, customer success systems and other available resources to identify contributing factors.
<i>As recommendations can be implemented, they are put into action with the team. There is no big crescendo of work at the end of the 6 weeks, we start working with the team to action a plan ASAP.</i>	

The Dragonfly Effect

COMPANY	BEFORE	AFTER DRAGONFLY
HealthTech Platform Health Tech	< \$3M ARR	> ~3x Revenue Revenue & Valuation Growth ~4x Valuation
Fintech Platform Fintech	No PMF · Stalled Growth	> +\$2M EV/mo High 8-Figure Acquisition 8-Fig Exit
HR Tech SaaS HR Tech	Misaligned GTM · Weak Pipeline	> ~8x ARR Sale Strategic Sale 350% Pipeline
Marketing SaaS MarTech	No PMF · Flat Revenue	> 375%+ ARR PMF & Hypergrowth 5x Valuation
Content Platform Media	Monetization Gap · No Path to B	> Series B Major Fundraise & Recap Recap Done
AI SaaS AI / ML	Operational Chaos · No Partners	> \$10M+ Raised Op Overhaul & Investment Partner Channel
Healthcare AI Healthcare AI	Stalled Sales · Wrong CRO	> +55% Sales Strategic Exit < 90-Day Exit
Cloud Migration SaaS Cloud	Broken GTM · Pricing Misaligned	> Channel Built Turnaround & Acquisition Acquired
Channel Enablement SaaS	Ops & GTM Gaps	> Repositioned Strategic Acquisition Acquired



Examples of Impact in VC-backed Startups

Donny White, CEO and Co-Founder, Satisfi Labs



“Dragonfly’s approach to running engagements and focusing on consistent execution is a game changer for us. We’ve adopted it across the organization to run our startup.”

Startup Scales Market Share and Launches New Revenue Streams with DragonflyOP

THE PROBLEM

A SaaS company specializing in social media marketing for brands, faced stagnating growth and misalignment between their product and go-to-market (GTM) strategy. Despite a valuable product, sales processes were inefficient and revenue streams were not scaling.

THE ENGAGEMENT



DragonflyOP conducted a Value Creation Blueprint, identified inefficiencies in sales and marketing, and realigned the team to better serve mid-market clients.



We introduced new revenue streams and restructured the sales strategy with a focus on speed and scalability, helping the company grow and maximize shareholder value.

THE SOLUTION

Architected
value creation roadmap
to increase EV from
\$10M to ~\$60M in < 2 yrs

500%
EV Growth

As part of
this roadmap, we
grew revenue from
\$2.4M to \$9M+ in < 2 yrs

375%
Rev Growth

Reduced
sales cycle by

40%

with a streamlined
sales pipeline and
comp plan

How A Rebuilt GTM Model Took A Startup From Stalled Growth to Strategic Exit

THE PROBLEM

A fintech startup offering payment automation tools had reached a growth plateau due to an outdated GTM strategy, lack of recurring revenue and internal misalignment. Their founder was too involved in sales, and the company lacked a scalable sales approach.

THE ENGAGEMENT



DragonflyOP conducted a thorough Value Creation Blueprint, identifying gaps in sales processes, customer segmentation, and messaging.



Our team implemented a new sales framework and refined the company's value proposition to target high-conversion verticals and recurring revenue. We restructured pricing and repositioned the product to clearly articulate its ROI and accelerate deal velocity.

THE SOLUTION

Reduced Customer
Acquisition Cost
(CAC) by

30%

by refocusing on ideal
customer profiles.

Increased
average deal
velocity by

45%

through improved
qualification and sales
processes.

Architected
value creation roadmap
to increase EV from \$23mm
to \$36mm in 7 months

~\$2M EV/mo.

Increase

leading to
an exit.

Jim Schimpf, CEO and Co-Founder, Chattr



“Dragonfly’s operators don’t just advise; they partnered with us on our go-to-market overhaul, from ICP validation to demand generation to ARR. As a result, we increased pipeline by 350%+, slashed our CAC and are now accelerating revenue”

Startup Adopts New Operational Framework and Secures \$10M+ Equity LOC

THE PROBLEM

A “Conversational Experience Platform” for building and managing conversations across multiple customer engagement channels, faced lack of product market fit, long sales cycles, low close rates, and poor product management, including pricing, packaging, and customer retention.

THE ENGAGEMENT



Stood up a new channel program to generate revenue and focus a new operational framework for their channel market, and we supported that team on the rollout of the initial enterprise-level channel partnership.



Assessed sales and account management teams were merged and affecting operational performance. Separated the account management and customer success teams from the business development under a new reporting structure

THE SOLUTION

Responsibility for
profitability of clients
shifted to a

Sales Ops

model to increase
decision-making and
accountability.

Implemented a
new operations
framework model, ie

Agile

sprint methodology for all
project teams and
operations.

Stabilized the
P&L by securing a

\$10M+

equity LOC investment to
fund the next round of
their growth.

Founder-Led SaaS Platform Achieves Series B Exit After Successful Reset

THE PROBLEM

TSO Life is a resident insight and experience platform providing real-time data to senior living operators, had not achieved product market fit. After 10 years in business, development costs were still 60% of SG&A and the company was burning cash. The Board requested an audit of operations and strategy.

THE ENGAGEMENT



DragonflyOP conducted a full audit of marketing, sales, customer success, operations, technology development, and the culture of the company.



We interviewed dozens of current and former employees as well as current and former customers. We analyzed the value proposition, the customer journey, and how customer feedback was integrated into the product development process.

THE SOLUTION

We partnered with

Board & CEO

to push towards a meaningful transformation and transaction.

Growth equity firm invested \$43M in a Series B funding round

\$43M Series B

Peakspan Capital

TSO now has the capital and an aggressive plan to deliver

Data Driven AI-Powered

operational improvements in AL/IL

Startup Grows Sales 55% and Achieves Sale to Strategic Buyer with DragonflyOP

THE PROBLEM

A Voice AI-powered automation platform that supports deskless workers, faced stagnating growth and misalignment between their product and go-to-market (GTM) strategy. Despite a valuable product, sales processes were inefficient, and revenue streams were not scaling.

THE ENGAGEMENT



DragonflyOP conducted a full assessment of the GTM strategy, including positioning statement, competitive analysis, event strategy and the customer journey including onboarding and product utilization.



Replaced failing CRO and advised the CEO to move the company in an entirely new direction across sales, marketing, operations, finance, strategy, and product market fit.

THE SOLUTION

Grew company by

55%

in a period of just 3 months from the start of engagement.

Navigated the loss of the largest customer.

Advised

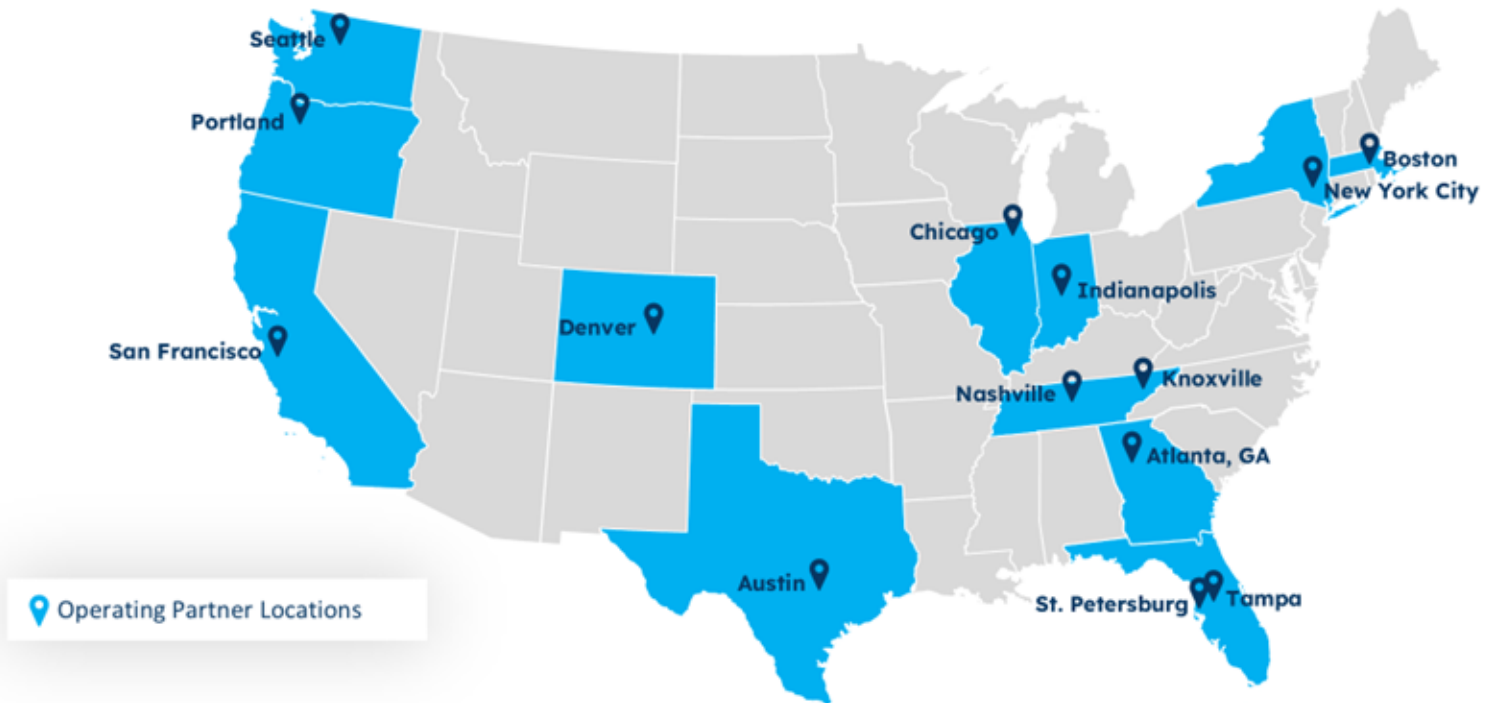
the CEO on how to conduct an orderly and strategic sales process.

Identified and vetted a selection of strategic buyers.

Sold

The company for the full value of its intellectual property.

Our Partner Location





Let's get started.

The next step is to determine what one or two primary business goals you need helping achieving in the Value Creation Blueprint.

We are excited to partner with you and turn this opportunity into significant shareholder value.



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