



# HELPING OHIO'S FASTEST-GROWING STARTUP

Founded in 2012 by Michael Wohlschlaeger and Bob Gilbreath, Ahalogy makes it simple for brands to create content on Pinterest by testing licensed content, figuring out what works for them and, eventually, creating their own content. Since its inception, Ahalogy has secured \$12.8 million in venture funding and was named Ohio's fastest-growing startup by San Francisco-based research firm Mattermark.

Ahalogy was one of Cintrifuse's first members and, in the midst of all its success, we played important roles at different points in the company's history. Early on, as a connection to funding and later, as Ahalogy grew, a source for talent and customer connections.

## CONNECTIONS LEAD TO FUNDING

For early-stage companies, funding connections are paramount. Founders can spend years developing relationships and establishing themselves in the venture capital community. This can be particularly difficult in the Midwest, where the venture capital community may not be as active as in other cities like Boulder or San Francisco.

But, because the Cintrifuse Syndicate Fund built a national VC network, Ahalogy was able to take dozens of meetings with high-profile investors over the course of just a few months without ever leaving Cincinnati. Each meeting allowed Michael and Bob to receive valuable feedback and market insights. These insights helped the founders iterate, streamline their pitch and develop the appropriate asks.

Ahalogy secured a \$2 million investment co-lead by Hyde Park Ventures as a direct result of Cintrifuse's funding connection program.

## FINDING UNIQUE TALENT

It's difficult to find talent, especially specialized talent. Companies spend hours and thousands of dollars looking for someone with the right skill set and who fits with the company's culture.

With Cintrifuse's talent connection program, Ahalogy filled a business analyst position to serve as a cross between product success, client success and marketing. Because we sourced and vetted candidates for them, Ahalogy saved valuable time and resources. Time and resources they could allocate to the most important aspect of any startup business – growth.

## SECURING REVENUE

Procter & Gamble, one of the leading advertisers in the world, is one of Ahalogy's biggest clients, but their vendor payment terms (120 days) are not the most favorable for small companies. Startups live month-to-month and waiting four months for revenue puts a huge amount of stress on the company.

Because of Cintrifuse's relationship with P&G, Ahalogy secured preferred payment terms (15 days) allowing them to realize hundreds of thousands of dollars in revenue earlier than they would have otherwise. This was an enormous benefit as Ahalogy turned that four-month lag into a four-month head start on growth and expansion.



### FUNDING CONNECTION

Cintrifuse's national VC network introduced Ahalogy to high-level investors and helped them secure \$2 million in funding



### TALENT CONNECTION

Our talent placement service filled a unique position that Ahalogy had spent months trying to fill.



### CUSTOMER CONNECTION

Negotiated better payment terms with P&G to help Ahalogy quickly realize hundreds of thousands of dollars in revenue.

## THE CINTRIFUSE IMPACT

Cintrifuse played an integral role in Ahalogy's success. Early in the company's history, we acted as a connection to funding resources and, as the company grew, helped them find the right talent and negotiate favorable payment terms with P&G. Our networks and relationships catalyzed Ahalogy's growth and helped them become one of #StartupCincy's most promising startups.

*Overall, Cintrifuse is a big help being a hub for investors. We were able to set up meetings with Dave McClure and Mark Suster that helped us understand the dynamics of our market. Those meetings would not have been possible without Cintrifuse*

*Bob Gilbreath, President of Ahalogy*

*P&G is a big client and their payment terms for vendors are 90 to 120 days. Because of a Cintrifuse initiative, our terms were 15 days and we got hundreds of thousands of dollars quicker than we would have regularly*

*Bob Gilbreath, President of Ahalogy*

**AHALOGY SUCCESS STORY**