

# Turn your cloud into SOC 2 evidence. *Automatically.*

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Series Seed · April 2026

# Compliance eats engineering time.

6-8

engineer-weeks

lost per year at a 20-person B2B SaaS,  
just collecting SOC 2 evidence.

“  
*We paused two product sprints for our last audit. The auditor asked for the same screenshots we'd collected in year one.*  
”  
*Nobody is making this better.*

Maya R., CTO • Plumline (ARR \$4M)

# Three shifts made this possible.



## Cloud infra standardized

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AWS, GCP, Azure, Okta, GitHub — every control an auditor asks about now has a public API. The evidence is already there.



## AI parsing works

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Screenshots, IAM policies, log retention configs — parsing that required a human last year is tractable in minutes today.



## Buyers demand proof

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Enterprise SaaS buyers now require SOC 2 in the first call. Time-to-evidence has become a GTM blocker, not an afterthought.

# The gap everyone missed.

## WHAT EXISTS

### Compliance dashboards.

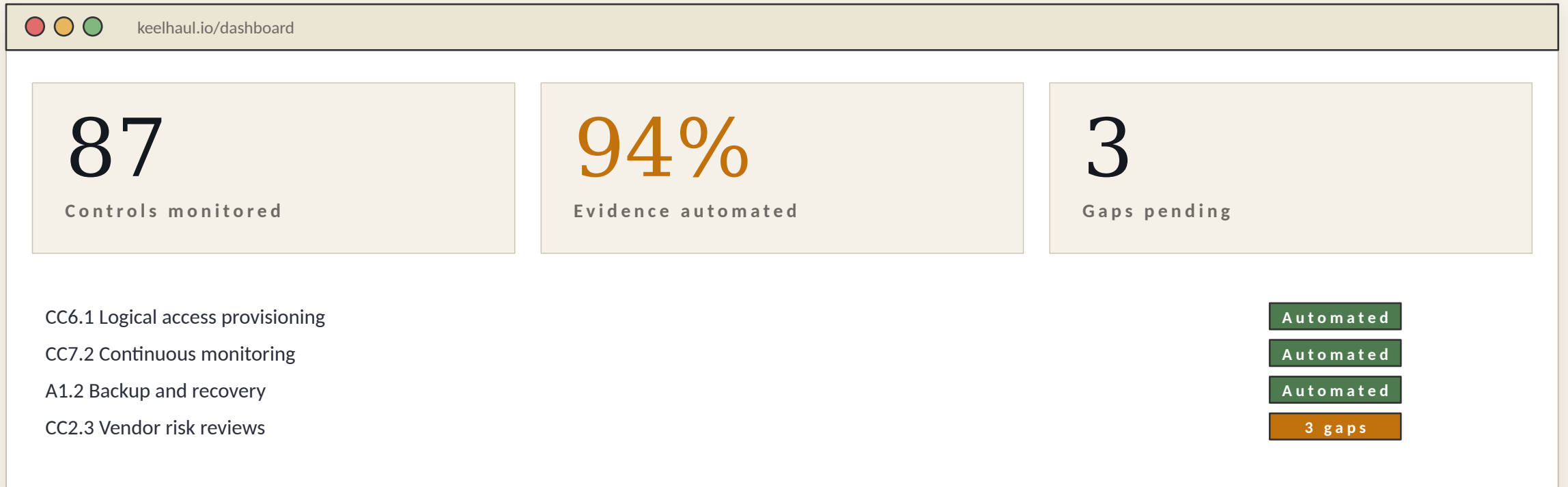
Vanta, Drata, Secureframe, Thoropass. They track which controls you claim to meet — the dashboard, the gap list, the auditor hand-off.

## WHAT DOESN'T

### The collection layer.

Every tool still relies on humans to upload screenshots, paste configs, and answer the same questions each year. That is the engineering week that disappears.

# A dashboard you rarely need to open.



Continuous evidence from your existing stack. Keelhaul collects, timestamps, and maps to controls while your team ships product.

# Three steps. Fifteen minutes.

01



## Connect

OAuth into AWS, GCP, Azure, GitHub, Okta, and 30+ more. One click per integration.

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*~15 min*

02



## Collect

Keelhaul continuously pulls configs, permissions, logs, and screenshots. Every artifact is timestamped and mapped to controls.

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*24/7*

03



## Export

At audit time, one-click generate an auditor-ready evidence packet. SOC 2, ISO 27001, HIPAA, and custom frameworks.

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*1 click*

# 14 paying customers in 9 months.

Plumline

Northward

Gridstep

Halloway

Beacon Loop

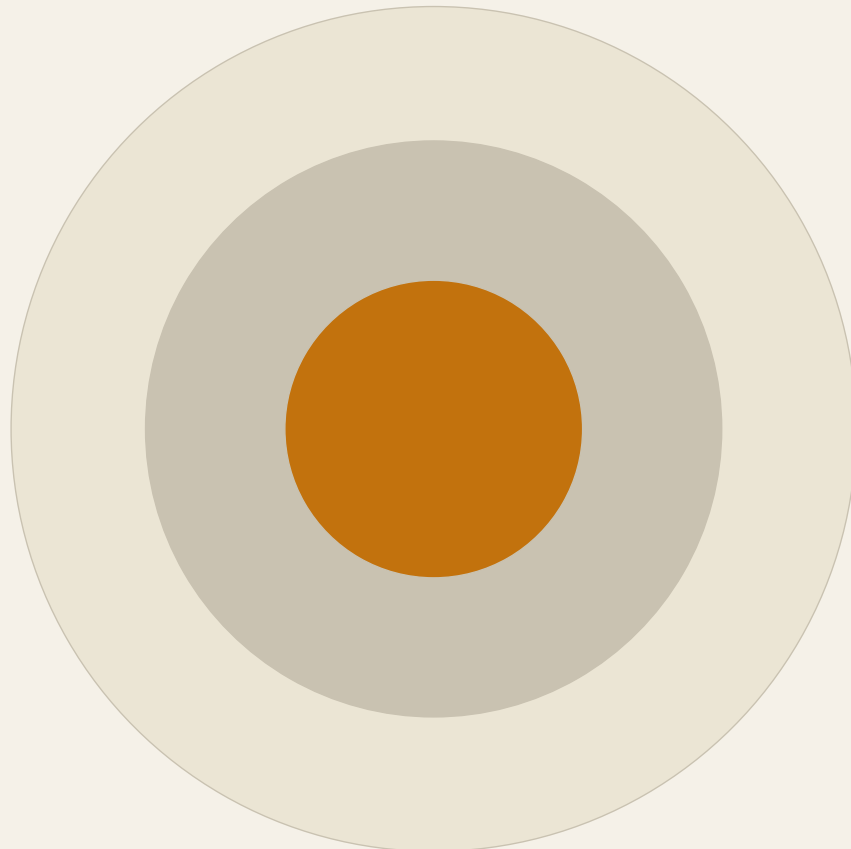
Cairn

*Representative of 14 active paying customers. Logos used with permission.*

*“Keelhaul turned our SOC 2 renewal from a four-week scramble into a two-hour review. Worth 20x what we paid.”*

Jordan K., Co-founder & CTO • Plumline

# A \$2B market, \$180M of it reachable now.



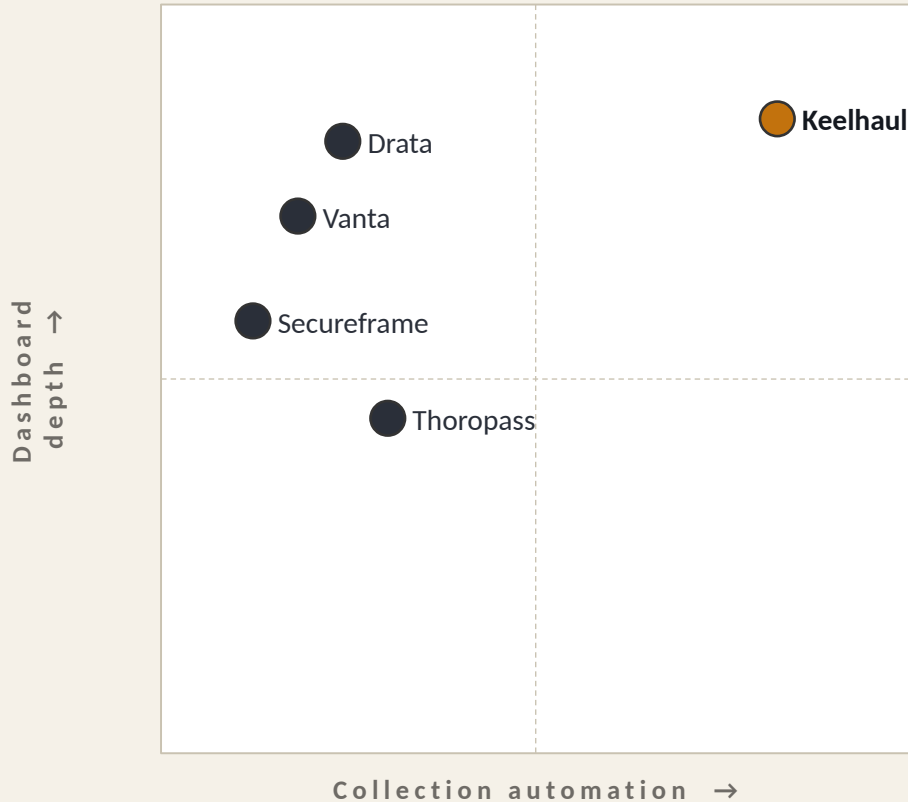
S O M  
**\$180M**  
English-speaking, reachable in 3 years

S A M  
**\$2.1B**  
B2B SaaS, 10-500 employees, SOC 2-bound

T A M  
**\$12B**  
Global cloud compliance & security spend

*SOM logic: ~42,000 US + UK B2B SaaS companies in target band × 36% SOC 2-bound × ~\$12K ACV.*

# The dashboard is commoditized. Collection isn't.



## Our wedge

Collection depth, not dashboard polish.

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Every incumbent added AI tools to the dashboard layer. None re-architected evidence collection from scratch. We did — which is why our customers report 94% automation vs. incumbents' 40-60%.

# Three wedges, in order.



# Usage-inspired SaaS pricing.

## STARTER

**\$499**/mo

- 1 framework
- 50 controls
- Email support

## GROWTH

**\$1,499**/mo

- Multi-framework
- Unlimited controls
- Slack support
- Quarterly review

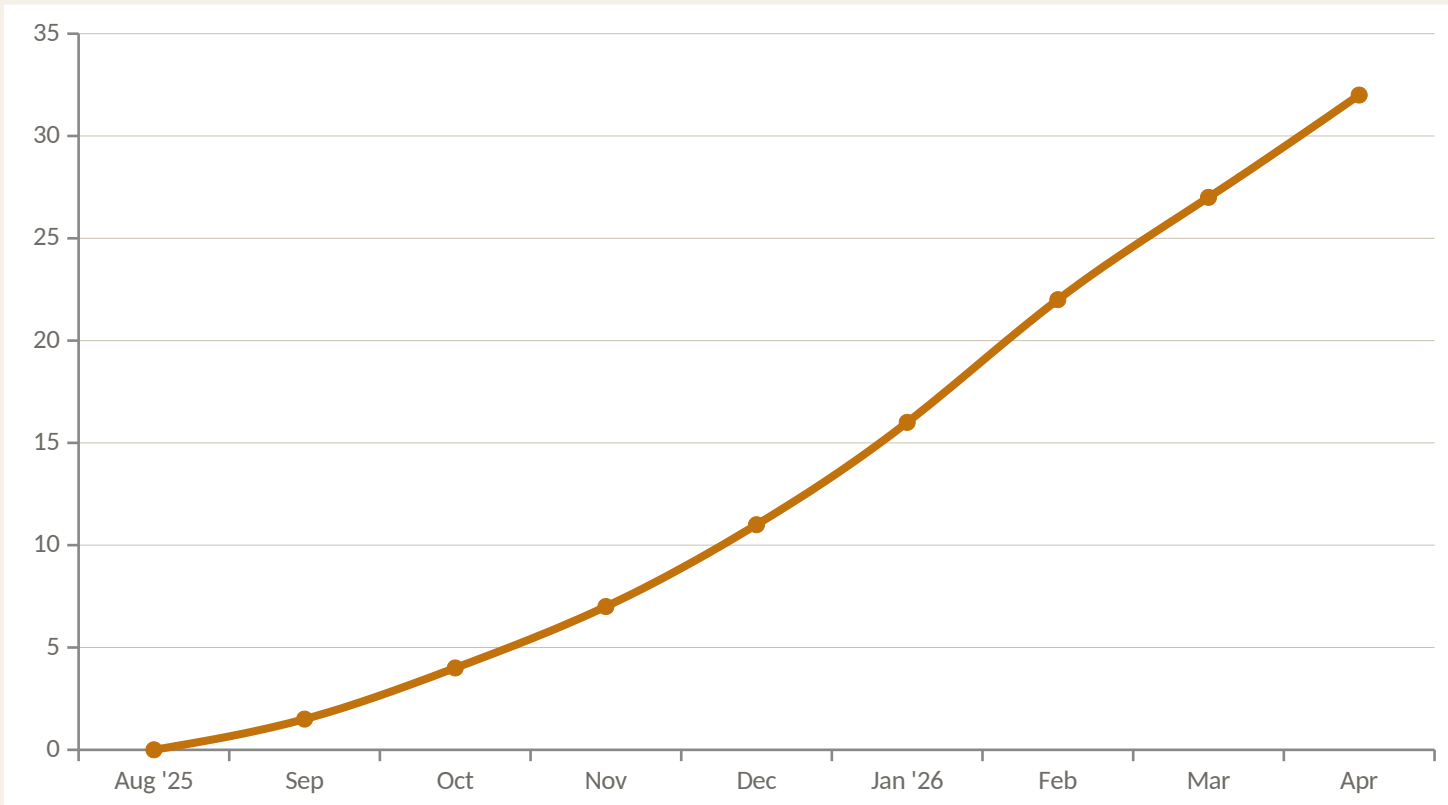
## ENTERPRISE

**Custom**

- SSO / SAML
- Custom frameworks
- Dedicated CSM
- Audit partner

*Blended ACV: \$14K. Gross margin: 84% at current scale. Payback: 8 months.*

# \$32K MRR, nine months in.



## PAYING CUSTOMERS

14

*net 11 added in Q1*

## NET RETENTION

118%

*expansion > churn*

## ACTIVE PIPELINE

\$180K

*ARR at stage-3+*

# Two founders. Ten years in this problem.



Sam Okafor

Co-founder & CEO

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Led SOC 2 program at Datascope (Series C). Security engineer at Plaid, 2017–2021. CS @ Georgia Tech.



Rio Tanaka

Co-founder & CTO

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Infra lead at Notable (Series B). Staff eng at Stripe, 2016–2020. Built Stripe's internal evidence-collection tooling.

## ADVISORS

Rachel Dunn (ex-Head of Trust, Notion) · David Marsh (Partner, Decibel Partners) · Priya Shah (CISO, Retool)

# \$3.5M Seed.

*18 months runway. Three milestones.*

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\$250K

MRR by month 18

100

paying customers

3

frameworks: SOC 2, ISO 27001, HIPAA

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Raising now. Target close within 6 weeks.

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