

Turn early-stage relationships into long-term business

Built relationships that last past the first engagement, with a clearer view of every client, and a commercial case built on retention. Powered by Phronel, private intelligence for the early-stage ecosystem.

[Talk to Sales](#)

[Request a Demo](#)

[Support Founders →](#)

[Track Readiness →](#)

[Retain Clients →](#)

[Spot Next Matters →](#)

Intelligence that makes the invisible visible

A blueprint for better decisions across the early-stage ecosystem. More time spent on human behavior.

OUR MISSION

To change how early-stage company decisions are made, by giving humans better evidence, greater consistency and more time to build relationships with the companies shaping the future.

WHAT WE BELIEVE

Structure over fragmentation.

Clarity over scattered information.

Speed over manual workflows.

Shared over disconnected.



OUR MISSION · WHY WE'RE BUILDING CAPLIA · 1:49

More time with the strongest companies.

Made possible through frontier intelligence for the early-stage ecosystem.

[Watch the film →](#)

■ THE CHALLENGE

Startups are your future practice. Most leave after the first engagement.

A firm wins the incorporation or the first round, then goes quiet until the next crisis. By the time the company is worth advising, it has often found someone else.

01

One matter, then silence

The first engagement ends and the relationship goes quiet. Nothing keeps the firm close between matters.

02

Blind between matters

No view of readiness, traction or what is coming next: the round, the hires, the IP, the restructure.

03

Advice that arrives late

Firms hear about the round when the term sheet lands, after the founder has already chosen who to call.

04

Value that's hard to prove

Support given to founders rarely shows up as measurable value, so it's easy to switch firms on price.

CAPLIA KEEPS YOU CLOSE: STRUCTURED COMPANY DATA, THE CRI™, P15 AND PHRONEL, FOR EVERY FOUNDER YOU ADVISE

Give every founder a platform. Stay on their team, every round.

■ YOUR FIRM GETS

A platform to support every founder.

- 01 **Founder onboarding**
Every early-stage client set up in one structured system.
- 02 **Client book view**
Readiness, traction and progress across every company, live.
- 03 **Matter signals**
See who is raising, hiring or restructuring before they call.
- 04 **Impact reporting**
Evidence of the value your firm delivers, client by client.

■ YOUR FOUNDERS GET

A platform to grow and raise.

- 01 **Caplia Passport**
One decision-ready profile to share with investors.
- 02 **CRI™ score**
Their readiness score, and exactly what to improve.
- 03 **Data room and cap table**
Every document and their cap table in one secure place.
- 04 **Phronel**
Private intelligence to strengthen their raise.

Two products, one layer of intelligence.

Understand, support and keep every early-stage client on Caplia's intelligent platform, or put Phronel, the private AI agent behind it, to work in your own tools in seconds.



LIVE IN 24 HOURS

Caplia Platform

Your complete workspace for founder onboarding, client readiness and relationships.



PROGRAMMABLE

API & MCP

Bring Phronel intelligence into your own software and infrastructure through programmable access.



EXPANDING

Your everyday tools

Phronel in the tools teams already use, including Slack, Teams and Chrome.



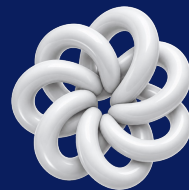
PHRONEL · THE INTELLIGENCE LAYER

One private intelligence beneath every surface.

The same reasoning and decision logic, wherever your team works. Ready instantly.



Private AI to read early-stage companies the way you do, but with an edge.



General-purpose AI wasn't built to understand your criteria, protect sensitive company data or deliver consistent, evidence-backed decisions. Phronel is: four parts, one intelligence.



01 · FRAMEWORK

CRI™

The Caplia Readiness Index. 28 signals, five areas: how ready is a company, and what should you ask?



02 · TOOL

P15

15 traction signals tracked for every company, flagged and explained the moment one spikes.



03 · MODEL

Reasoning layer

Fine-tuned for early-stage and applied to your own criteria. Every finding traces back to its source.



04 · INFRASTRUCTURE

Private

Hosted on our own hardware, or on your servers. Never used for training. Your edge stays yours.

The closest thing early-stage capital has to a credit score.

Lenders read one credit score. Investors read a hundred different decks. The CRI™ ends that: one score from 0 to 1,000, 28 evidenced signals across five areas, scored the same way every time.

CRI™ · 0 TO 1,000

812

EMPIRICALLY BACKED

300

600+

700

3.9× more likely to raise within 12 months than below 300

Caplia Verified

6

SIGNALS

Team

6

SIGNALS

Product & Competition

5

SIGNALS

Market

6

SIGNALS

Traction

5

SIGNALS

Foundational Readiness

THE CAPLIA READINESS INDEX (CRI) IS TRADEMARKED AND THE INTELLECTUAL PROPERTY OF CAPLIA

First-of-its-kind research. The evidence behind the standard.

In research collaboration with Oxford Saïd Business School, led by Professor Thomas Hellmann, combining systematic readiness assessments with real-world funding outcomes.

7.5×

larger than the World Bank's landmark investment-readiness experiment, one of the most cited studies in the field

2,600

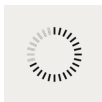
companies in the initial dataset, built on permissioned data collected and assessed against the CRI.

728,000

scored data points, cleared through independent data due diligence.

3.9×

more likely to raise within 12 months: CRI™ 600+ vs. below 300*



Prof. Thomas Hellmann

LEADS OXFORD CAPLIA INVESTMENT READINESS STUDY

Leading researcher in entrepreneurial finance and venture capital. Oversees empirical research in collaboration with Saïd Business School.

Spot who's ready. And what they'll need next.

Every client scored on one scale. See which companies are close to a round, which need help getting ready and which matters are coming, then reach out before the founder has to ask.

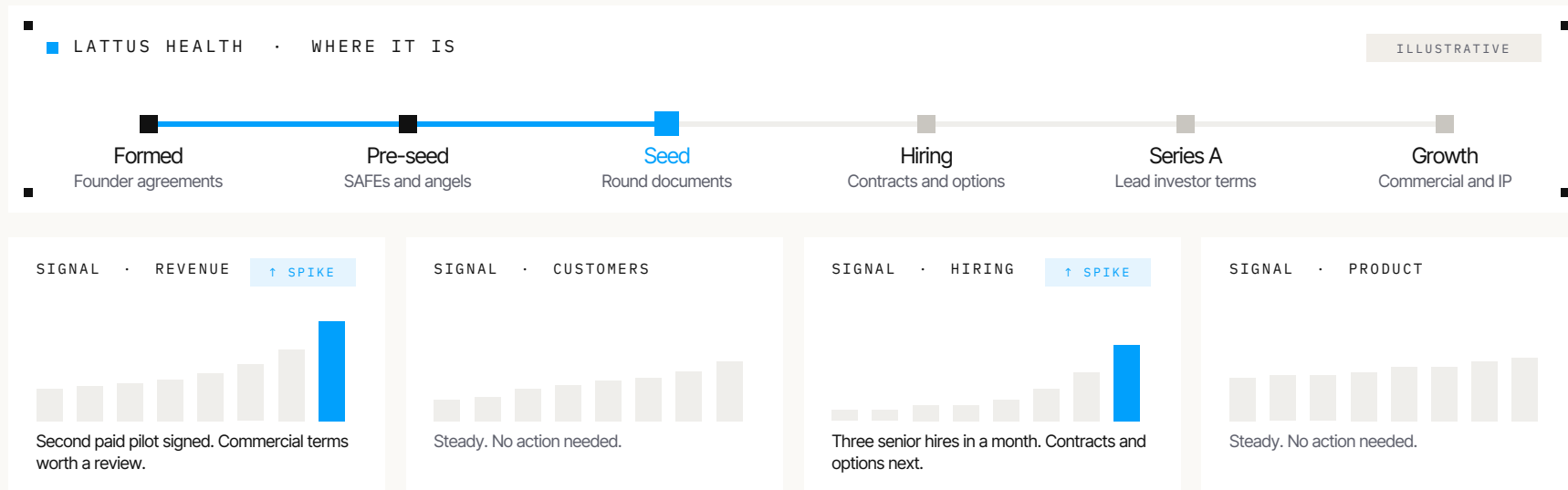
- ✓ Readiness across every company you advise
- ✓ Rounds and matters seen before they land
- ✓ An evidenced view partners can act on
- ✓ Proactive advice, not reactive scoping

[Book a Meeting](#)

■ CLIENT BOOK · RANKED BY CRI™		ILLUSTRATIVE	
COMPANY	CRI™	TIER	NEXT MATTER
K Kelvra Climate	812 	VERIFIED	Series A documents
L Lattus Health Health	744 	VERIFIED	Seed round, due now
Q Quorvia AI AI	702 	VERIFIED	Option scheme
P Pellmora Consumer	655 	600+	Cap table clean-up
T Torvane Systems Deep tech	588 	BUILDING	IP assignment
A Ardely Pay Fintech	512 	BUILDING	Founder agreements

Know every company. And exactly where it is.

P15 tracks 15 traction signals for every company you advise, and flags the moment one spikes, explained in plain language. You always know what has changed, and what it means for the advice they need.



See further. Offer better services.

Phronel gives every partner and associate a deeper understanding of each client: how ready it is, what has changed and the advice it is likely to need next. Better service, spotted earlier.

01 · SERVICE IDENTIFICATION

Option scheme due

Three hires planned, no scheme in place

IP assignment gap

Contractor-built code, no assignment

Round preparation

CRI™ 744, data room refreshed

The next service, spotted.

Phronel reads every company and flags the advice it is likely to need, before the founder asks.

02 · MATTER SIGNALS

Kelvra

Raising

CRI™ 812

Lattus Health

Hiring

P15 SPIKE

Quorvia AI

Raising

CRI™ 702

Know who's moving next.

Readiness, traction and activity combined, so you see which clients are about to raise, hire or restructure.

03 · CLIENT BRIEFS

STAGE

Seed, raising within the quarter

RISKS

Founder vesting not yet in place

RAISE

Option scheme, IP, round documents

Every call, prepared.

A Phronel brief on any client in seconds: stage, strengths, risks and the matters worth raising.

FOUNDER SUPPORT AND RELATIONSHIPS

Show founders you're on their team.

Share the advice you spot on the platform, and give every founder quantified value along their journey. Expertise and attention they can't find anywhere else.

ADVICE YOU SPOTTED, SHARED

Before your Seed round

FROM YOUR FIRM

Your founder shares have no vesting yet. Investors will ask: worth setting up now.

Ahead of three new hires

FROM YOUR FIRM

An option scheme keeps equity simple for your first team. Here's how it works.

Your Passport

FROM YOUR FIRM

Add the IP assignment to your data room. It's the first thing diligence checks.

VALUE DELIVERED

LATTUS HEALTH

ILLUSTRATIVE

540 → 744

CRI™ since joining your firm

11

readiness gaps closed

3

pieces of advice acted on

100%

of diligence documents in place

Prove the value your firm delivers.

Every Phronel assessment is evidenced, versioned and on one consistent scale, so your firm can report the impact it has on the founders it advises: for partners, for marketing and in every pitch.

EARLY-STAGE PRACTICE · IMPACT REPORT

ILLUSTRATIVE

+142

average CRI™ uplift across your clients

38

clients now Caplia Verified (700+)

91%

of clients retained past the first engagement

27

rounds closed across your book

Evidenced

Every finding traces back to its source

Versioned

Every score dated and traceable

Shareable

Ready for partners, clients and pitches

Their cap table, always in a safe place.

Founders keep their cap table and data room on Caplia, with a strong, direct way for their counsel to access it. Founders always know who can see what.

- ✓ Direct, permissioned access for your firm
- ✓ Access logged, always visible to the founder
- ✓ NDA-gated sharing with investors
- ✓ Founders control who sees what

Book a Meeting

CAP TABLE · LATTUS HEALTH

SHARED WITH YOUR FIRM



Founders	62%
Option pool	10%
Seed investors	18%
Angels	10%

RECENT CHANGES

ILLUSTRATIVE

Option pool increased to 10%	VIEWED BY YOUR FIRM
Seed round shares issued	RECORDED
Founder vesting added	RECORDED

Keep the client past the first engagement. Grow the relationship every round.

ONE COMPANY, MANY MATTERS

Incorporation	Founder agreements	Seed round	Option scheme	Commercial and IP	Series A	Growth and exit
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Today: often the first matter only

With Caplia: the whole journey →

RETAIN Stay close between matters Founders use Caplia week to week, with your firm built in.	IDENTIFY Better service identification Phronel spots the next matter, so you offer it first.	DELIVER Quantified value Show founders the value you add along their journey.	PROVE Win the next client Impact you can evidence, in every pitch.
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YOUR COMMERCIAL CASE

Founder clients × retention past the first engagement × matters per journey Built with your numbers.

Book a commercial session →

The operating layer for early-stage legal.

Capture every founder client, their readiness and the matters coming, in one structured workspace, from the first engagement to the exit.

01

Founder onboarding

Every early-stage client in one structured system: company details, documents, cap table and founder information, from the first engagement.

02

Client book dashboards

Client readiness, progress, retention risk and upcoming matters, built around the metrics your partners track.

03

Automations that never miss

Flag clients approaching a raise, request updated documents, alert the right partner and route new matters to the right team.

Private. Not private-ish.

Public AI tools were never built for client data, matter context or internal notes. Phronel is private intelligence, built for client confidentiality from day one.

01

Hosted on our own hardware

Phronel runs on Caplia's own hardware, inside an environment we control and secure.

02

Or on your own servers

Deploy Phronel inside your own perimeter, so not even Caplia can see your data.

03

Never used for training

Your criteria, prompts and client information are never used to train or improve Phronel.

✓ AES-256 at rest · TLS 1.3 in transit

✓ Role-based, logged access

✓ No founder data shared, ever

✓ ISO 27001 certification in progress

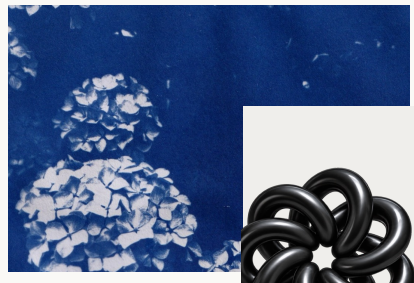
Every founder you advise gets a platform.

Provide value to every founder. Every company you advise gets the Caplia founder platform, the same tools founders use to raise across 20+ countries. A reason to stay with your firm, every round.



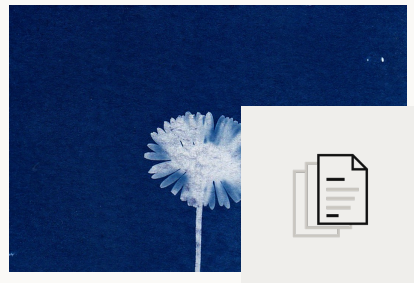
CRI™ to prepare

28 signals across five areas, in research collaboration with Oxford Saïd Business School. Founders know exactly what to strengthen, and where they have gaps.



Phronel, built around them

Phronel knows their company, their raise and what investors look for, and helps them close the gaps.



Documents, in one place

Deck, data room and cap table consolidated in one secure place, ready for their raise.



Passport, ready to share

The Caplia Passport: one structured profile, shared securely, instead of scattered links and attachments.

Live in 24 hours. Configured in three days.

Your platform is live within 24 hours. We configure it to your practice in three days, then onboard your founder clients the following week.

01

Talk

We map your early-stage practice, partners and the matters you advise on.

02

Set up

Client book, criteria, forms and dashboards configured to your practice.

03

Onboard clients

Every founder gets a Passport and cap table, with readiness tracked from day one.

04

Go live

Partners see readiness, traction and matter signals across the book.

INCLUDED: SETUP AND TRAINING, UNLIMITED TEAM SEATS, CLIENT ONBOARDING, CRI™ READINESS AND REPORTING DASHBOARDS

COMPARE

Others manage matters. Caplia keeps the client.

Most tools stop at matters, documents or the cap table.
Caplia gives every founder their own platform, and your firm a live view of every client.

WHAT YOU GET	Caplia	Practice management	Data room tools	Cap table tools	Sheets + AI
CRI™ Leading empirically backed readiness scoring ONLY ON CAPLIA · BUILT WITH OXFORD SAÏD	■	—	—	—	—
Founders get their own platform	■	—	—	■	—
Structured founder onboarding	■	■	—	—	—
Live client readiness view	■	—	—	—	■
Matter and traction signals (P15)	■	—	—	—	—
Cap table connected to their counsel	■	—	—	■	—
Impact reporting on client value	■	—	—	—	■
Private AI, no training on your data	■	—	—	—	—

■ Built in ■ Partial — Not offered or not stated publicly

Typical capability for each category of tool, based on public product information, October 2026.

Be on their team from the first round.

Advise early-stage companies on structured company data,
powered by Phronel.

Talk to Us

Book a Demo