

# Case Study: Thesis Fit Analysis

By Ravi Chalaka, Founder and CEO, Knoh.AI

A Silicon Valley growth VC firm was receiving an endless stream of inbound opportunities. Their CRM was fine, and their diligence process was good. But they were losing deals left and right. How?

Let me explain.

The firm had multiple funds. Partners and analysts managed deal flow across all of them.

They received opportunities through emails, warm introductions, pitch decks, intermediaries and existing networks. Volume had grown. Investment theses had become more specific to each fund. But their intake process had not changed.

Every opportunity:

- Arrived via email or web form.
- Required manual transfer to the CRM.
- Required data extraction and enrichment (industry/sector, contacts, funding details, etc.).

And the last step:

Every opportunity required analysis and judgment: Does this fit our firm and funds' thesis?

That last step was the killer.

Thesis fit is not a binary question. It requires context and an understanding of the company and its alignment with fund-specific investment criteria.

When you have 5-20 opportunities a week, performing that analysis 20 times takes time.

Most opportunities that partners spent time evaluating were never going to fit the thesis criteria for the active funds.

Meanwhile, the genuinely interesting opportunities sat in the queue awaiting review.

The firm was losing deals despite having a solid thesis.

Just because they could not tell which deals warranted diligence, they scheduled diligence.

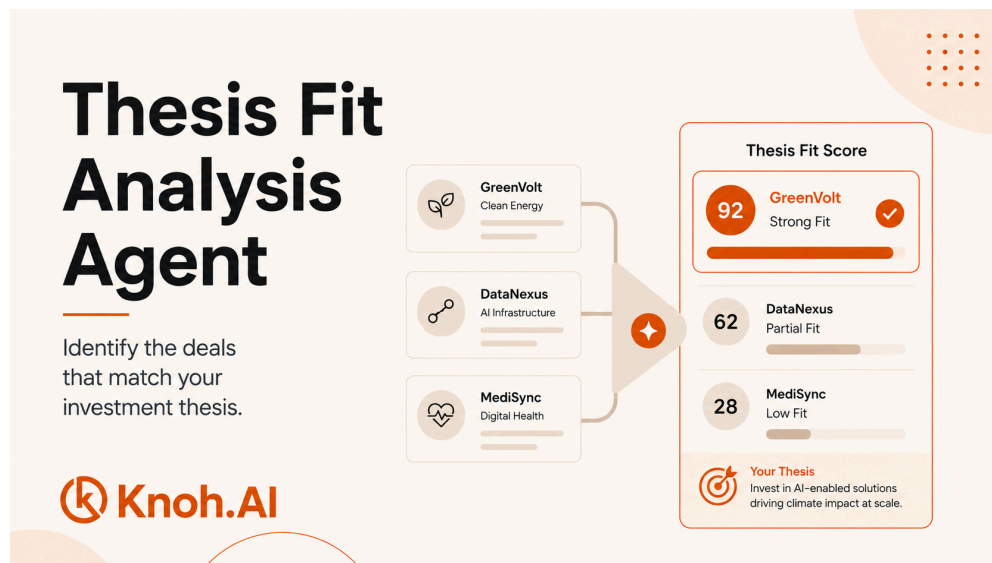
This firm was already using Knoh.AI (a platform that helps VCs with investment decisions) for deal due diligence. But could it help them decide which deals should enter due diligence in the first place?

So we built something. We called it the Thesis Fit Agent.

Here is what it does:

When an opportunity arrives, Knoh.AI automates the intake process. It extracts company information from documents and websites. It automatically enriches the profile. It assesses data completeness, showing what you have and what you do not. It then runs a structured analysis against fund-level investment theses. The analysis is based on weighted thesis criteria set by the VC team for each fund.

Then it scores the opportunity. It tells the team whether the opportunity is a strong, moderate, or weak fit and explains why.



All before partners see it.

No manual research. No back-and-forth within the team. No subjective debate over whether a company "kind of" fits.

The results were concrete.

The firm triaged deals, speeding up deal flow. Analysts spent less time on intake research. Thesis fit evaluation became consistent. IC teams review queues based on the thesis fit scores, not by arrival date.

Low-fit opportunities never entered formal diligence. The handoff from intake to diligence became efficient and clean.

Partners and analysts reclaimed time. They spent hours of diligence and IC meetings on deals that actually fit.

You cannot scale judgment through process, but you can scale signal detection.

That clears the path for real thinking.

One of the partners told us: "CRM helped us track opportunities, and Knoh.AI helped us identify which opportunities deserved our time."

It is the difference between having data about deals and knowing which deals matter.

If you're facing similar problems, drop me a DM. I'd love to sign you up for a demo.

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