

Meridian

Company profile · B2B SaaS — geospatial analytics for mid-market logistics

*Meridian is an **original fictional company** created by ABH Conclave for demonstration. It is not a real business, and no real company's information is used.*

Overview

Meridian is a European B2B SaaS company. It sells geospatial analytics to mid-market logistics operators — the route- and warehouse-siting intelligence that enterprise players buy through six-figure consultancies, delivered instead as fast, self-serve software to the operator who could never afford a McKinsey engagement.

Founded in 2021 by Dana Okonkwo, a former logistics analyst, Meridian made a deliberate early bet on focus: EU-only, Germany and Benelux first, self-serve rather than configurable. That discipline produced clean product-market fit in the mid-market and roughly €4M in ARR — but growth has been flat for two quarters, and the runway is about nine months.

Into that flat patch has come a large enterprise logistics group with an inbound offer: a deeply customized, deeply integrated deal that, by the head of engineering's estimate, would consume most of engineering for the better part of a year. The lead investor frames the flat growth as existential and is pushing hard for the enterprise logo.

That is the decision Dana brings to the board and to a one-to-one with the Strategist in this demo: chase the enterprise deal and reorganize around it, or double down on the self-serve business she built — and what is she missing?

What the advisors were given

Meridian's Living Dossier holds six documents. Every answer in this demo is reasoned from these — the full text is reproduced in the companion Dossier PDF, so you can see exactly what the system had to work with.

- Founder bio / origin
- Mission / values memo
- Board minutes (last two meetings)
- Org / key-people notes
- Financial summary
- Prior decisions log

Where this information came from

We invented Meridian ourselves — company, founder, numbers and all — precisely so that no real client's confidential material ever appears in a demonstration. That matters for a product whose core promise is that your Dossier is never backed up and its deletion is irreversible: the last thing that should sit in a public demo is a real business's private data.

So everything here is fabricated for the purpose, then loaded into a Living Dossier exactly the way a real client's information would be. What you are watching is the genuine system working on invented inputs — not a mockup, and not anyone's real company.

Recorded with Claude Opus 4.8 as the active model.