



CONFIDENTIAL

SEED ROUND - \$2M

Trillions in M&A still run on siloed inboxes and disconnected tool sets, with *no clear way to capture what actually happened during the dance.* We built the infrastructure to change that.

Every M&A task has a tool. The deal itself has none. dealhead serves the transaction: all parties, one structured environment, from NDA through close. The result is the only complete execution record in the market: structured data captured in real time across every participant, from both sides of the table. That record is the foundation for a deal intelligence layer and the first performance benchmark for transactional law firms – and it gets more valuable with every deal closed.

THE PLATFORM

Transaction Product

Automated checklists, negotiation tracking, document execution and signature capture across all parties, and closing binders. No subscription required to transact, fee-bearing from deal one. Priced at \$5K–\$15K per transaction, with multi-year licensing discounts available for serial acquirers.

dhinsight Intelligence Layer

An LLM-agnostic AI assistant embedded in the deal workflow. Contextual Q&A, automated issues list integration, precedent surfacing from a firm's full deal portfolio, and institutional knowledge preservation, without switching tools or changing how teams already work.

Firmatrix | Data Product

The first performance benchmark for transactional law firms. Real deal execution data becomes defensible, market-facing proof. Early adopters gain a compounding advantage as the benchmark scales, driven by competitive pressure rather than top-down sales.

Enterprise-grade security and compliance trust.dealhead.com →

TRACTION

100+

Active transactions on platform

\$500K

Enterprise MSA signed

Following a Q4 2025 beta period, dealhead launched commercially in Q1 2026, and is actively building a pipeline of serial acquirers executing high-volume acquisition programs across multiple industries. An **AMLAW 30 law firm** has signed an MSA and is currently onboarding. **Motor City Dental Partners (MCDP)**, a dental services organization acquiring and integrating practices across multiple states, reports a 10–25% reduction in legal costs per transaction.

[MCDP case study](#)

[Read the press release →](#)

REVENUE MODEL

Transaction fee	\$5K–\$15K per deal
Platform fees	Up to \$9.5K / month
Firmatrix Charter Program	\$25K–\$75K / month

[See the ROI for serial acquirers](#)

[Deal Value Calculator →](#)

TEAM & BACKING

Anthony Bruno, CEO & Founder, is a serial entrepreneur with Silicon Valley roots who built SportsSignup to 3,500 clients processing \$800M+ in fees before its sale to Sports Illustrated/Time Inc.

dealhead is backed by practicing transactional attorneys and equity partners from leading global law firms with thousands of completed transactions collectively, AI and data platform architects with deep enterprise experience in regulated markets, and serial founders with successful exits in data-driven software.

WHY DEALHEAD WINS

Final documents record what was agreed. The concessions, timing, and reasoning behind them disappear at close. dealhead captures that record from both sides, in real time, because both parties trusted the venue. Most incumbents are disqualified from being that venue by their own business model: if the platform is owned by, built by, or embedded in one party's stack, the other won't negotiate there. Over time, dealhead becomes the system of record for how deals actually get done.

THE ASK

Raising **\$2M seed** across three priorities: building out the dhInsight Intelligence Layer and Firmatrix data product around a proprietary decision validation system (patent filed), scaling sales, marketing, and enterprise infrastructure, and expanding the core team. Currently in active discussions with a select group of investors.