YOUR LOGO

Board Pack

Date

Agenda

1. CEO Update

2. Successes & Challenges

3. Performance & Key Metrics

4. Financials

5. Talent & Team

6. Product & Tech

7. Formal Decisions, AOB

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CEO Update

CEO Update

Business Performance

1. Reached 258 paying customers by end of Q1.
2. £21,429 MRR in July (+4.7% since Q1)
3. CAC 8.9% since Q1

Product

1. Launched new website design in July.
2. Updated mobile platform integrations.

Market changes

Star Corp. has entered Tier 2 market and taken 2.7% market share in last 6 months.

Operations

1. Hired CTO.
2. Marketing lead departed.
3. Transitioned to remote working permanently.

Financials

1. Current Cash burn is £12,411 per month.
2. Current runway is 13 months.

Current Priorities

1. Implement new pricing strategy.
2. 10% increase in customers opting for annual subscription.
3. Raise £500K to increase runway by 12 months.
4. Hire a full stack engineer.

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Successes & Challenges

Successes

✓

We reached audiences in 7 different countries

1. New customers in UAE and Turkey due to partnership with x company.
2. Additional validation for x proposal.

✓

Press release in major UK broadsheet

1. Double spread interview with founder in x newspaper with readership.
2. Builds credibility before upcoming release.

✓

Increased focus on channel x for acquisition resulting 12% reduced CAC.

1. Reduced reliance on Facebook.
2. Better spread channel reliance....

✓

Saved £x/month by shifting to permanent remote working

Allowed us to delay fundraising by x months to channel resources into website launch.

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Challenges

⚠️

Talks with x big player about strategic partnership fell through in final stage.

1. Talks with x were in final stages.
2. Looking at how to refine closing technique etc.

⚠️

Struggling to make tech hires with sufficient knowledge and experience.

1. Despite use of recruitment agencies.
2. Considering outsourcing to x as stop-gap.

⚠️

Preponderance of one-time fee rather than annual subscription model reduced runway by 1 month.

1. x% of customers opt for one-time fee with average LTV of £x
2. Compared to annual subscription at £x, average LTV of £x
3. Change to pricing strategy did not alter this.

⚠️

Distinguishing our product from competitor X in X market.

1. Competitor X has entered French market.
2. Sales in France fell x%
3. Brand marketing activities have failed to mitigate effects.

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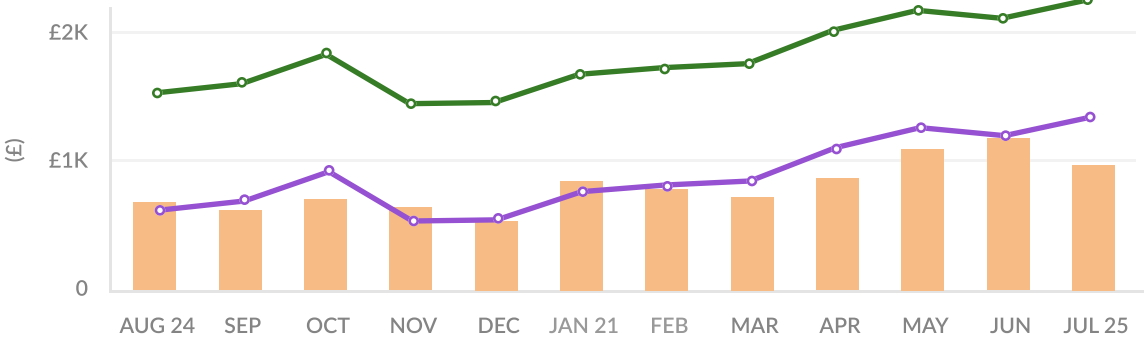# Performance & Metrics

Revenue

- ● Revenue: Hardware actuals
- ● Revenue: Software actuals
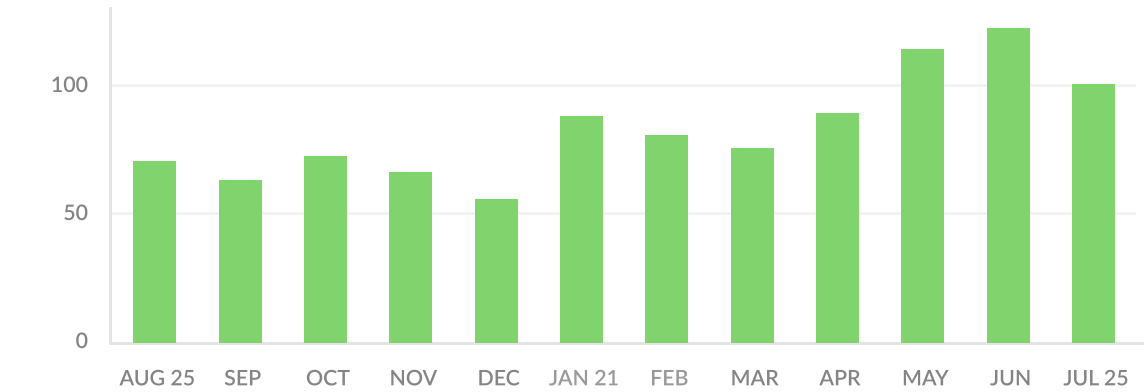- ● Revenue: Funded development actuals
- ● Revenue: Licenses actuals

Revenue (£) bar chart — AUG 24 through JUL 25, y-axis 0 to £2K
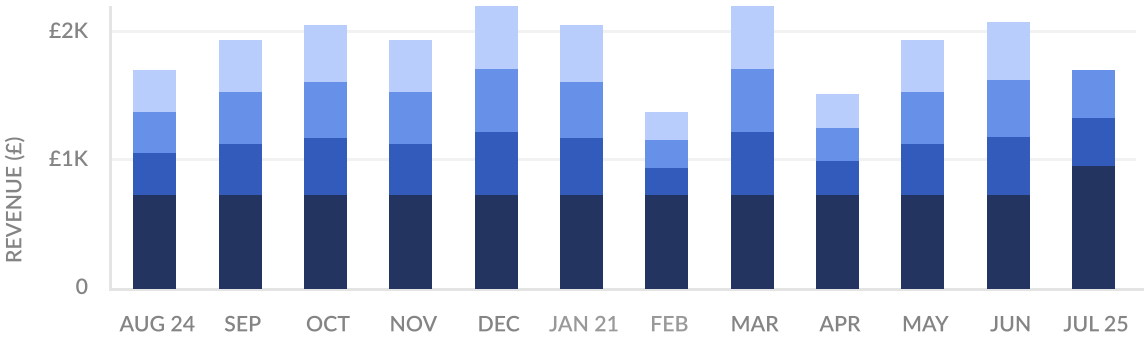
Customer Aquisition Cost vs Lifetime Value

- ● CAC: Actual, 3 month avg.
- ● LTV: Revenue only
- ● LTV: Fully Loaded

£ chart — AUG 24 through JUL 25, y-axis 0 to £2K

New Customers acquired

- ● New Customers invoiced

New Customers invoiced bar chart — AUG 25 through JUL 25, y-axis 0 to 100

Comments about top KPIs

- Your insights here

Sales

Comments about Sales

- Quick comment here

| Customer name	Contract Value	Date contract signed	Contract length
Labdrill	£ 60,000	4 July 2021	24 months
Donquadtech	£ 52,000	12 July 2021	24 months
Xx-zobam	£ 37,000	14 July 2021	12 months
Sumace	£ 35,000	7 July 2021	12 months
Doncon	£ 35,000	8 July 2021	12 months
Zencorporation	£ 30,000	8 July 2021	12 months
J-Texon	£ 30,000	12 July 2021	12 months
Dalttechnology	£ 30,000	15 July 2021	12 months
Zoomit	£ 12,000	4 July 2021	3 months
Scottech	£ 12,000	17 July 2021	3 months
Plusstrip	£ 6,000	12 July 2021	1 month
Ontomedia	£ 6,000	26 July 2021	1 month

Sales vs target
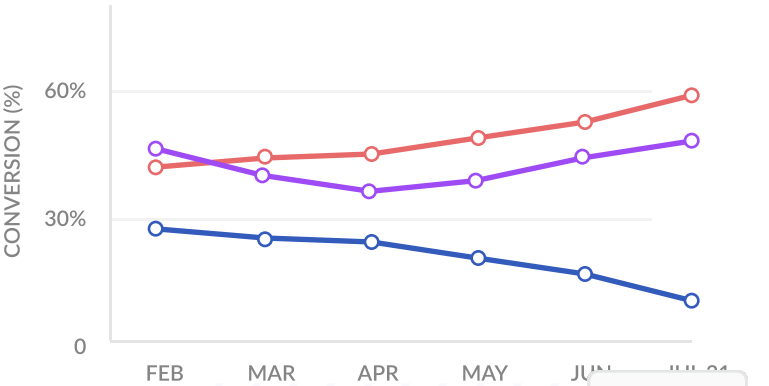
- MRR Actual
- Secured Revenue
- Target
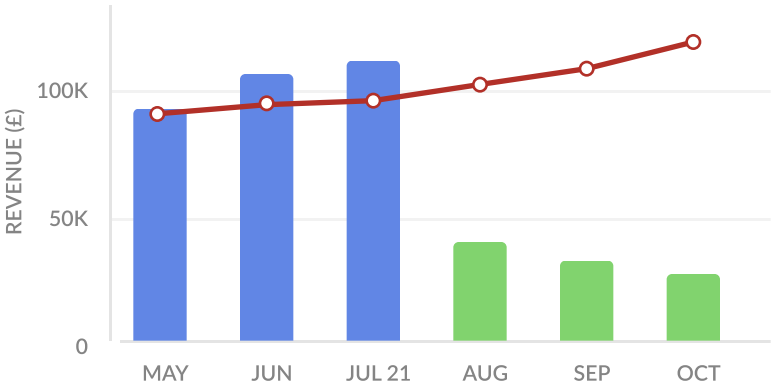
Sales Pipeline: Number of deals

- Early Stage
- Mid Stage
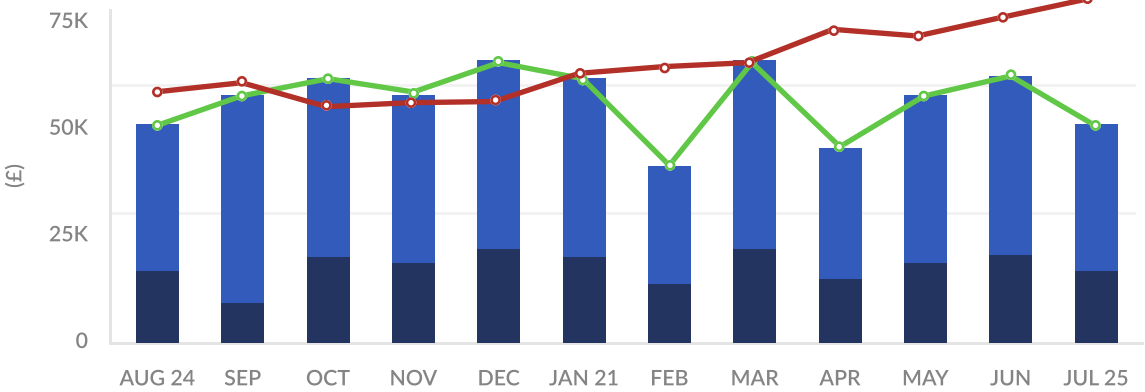- Late Stage
- # Deals closed
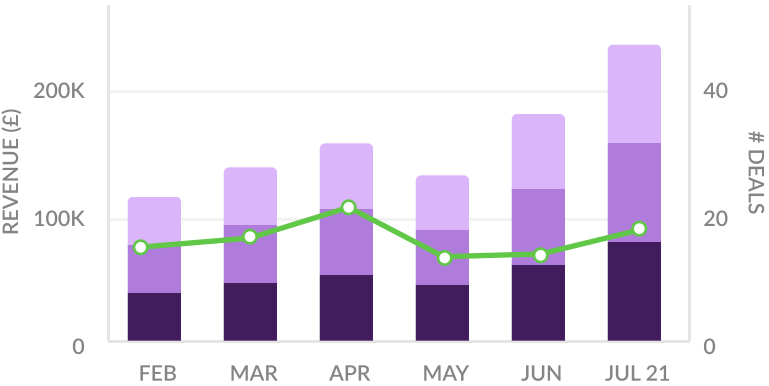
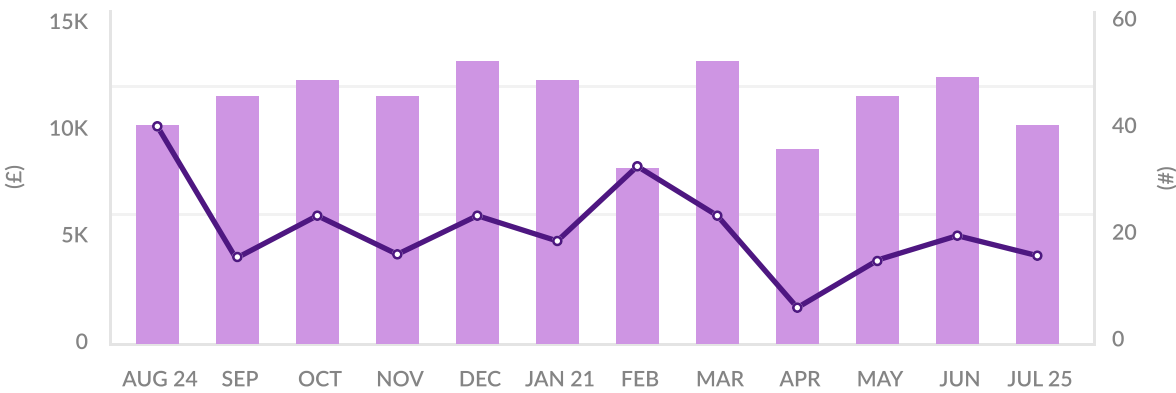## Sales Pipeline: Conversion

- Early stage
- Mid stage
- Late stage

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Marketing

CAC Components

● Commission Actuals ● Marketing Cost Actuals ● CAC: Current month ● Target
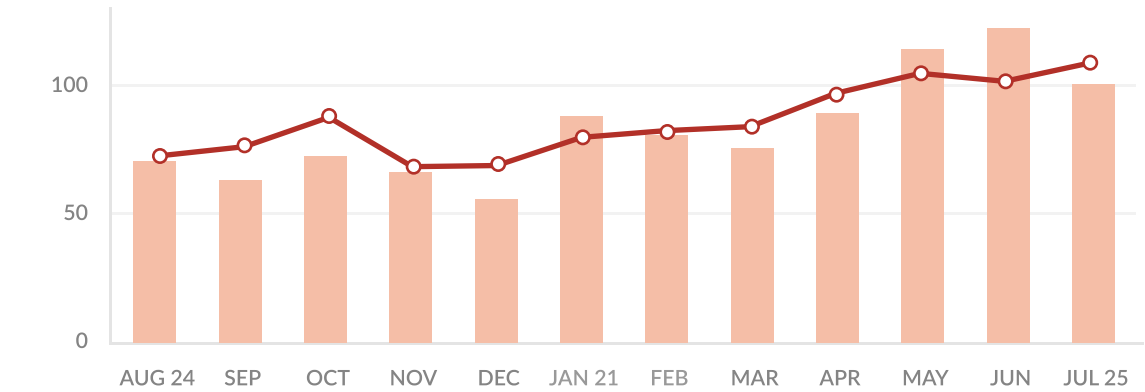

MQLs

● MQL ● Target

Churn: Revenue and Customers lost

● Revenue lost ● Customers lost

Comments about Marketing

- Quick comment here

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Financials

Profit and Loss

	Actual May '25	Budget May '25	Prior year May '24	Variance to Budget	Variance to Prior Yr.	Actual YTD	Budget YTD	Prior Year YTD	Variance to Budget	Variance to Prior Yr.	Forecast 2025	Budget 2025	Prior Year 2024	Variance to Budget	Variance to Prior Yr.
Revenue	103	92	22	111.7%	466.6%	471	373	61	126.4%	777.9%	1,574	1,627	413	96.7%	381.4%
Cost of Sales	(45)	(41)	(14)	108.6%	329.1%	(224)	(178)	(44)	126.1%	514.2%	(720)	(680)	(232)	106.0%	310.6%
Platform Margin	**58**	**51**	**8**	**114.3%**	**691.3%**	**247**	**195**	**17**	126.6%	**1456.1%**	**853**	**948**	**181**	**90.0%**	**472.4%**
Client Success	(12)	(16)	-	74.2%	0.0%	(95)	(73)	-	130.1%	0.0%	(284)	(258)	(75)	110.0%	376.5%
Gross Profit Margin	**46**	**35**	**8**	**132.7%**	**549.6%**	**152**	**122**	**17**	**124.5%**	**896.0%**	**569**	**690**	**105**	**82.6%**	**541.2%**
Wages and Salaries	(220)	(277)	(101)	79.5%	218.4%	(809)	(1,093)	(492)	74.0%	164.3%	(3,104)	(3,286)	(1,146)	94.5%	270.9%
Overheads	(41)	(63)	(27)	64.9%	149.0%	(343)	(442)	(134)	77.7%	256.7%	(956)	(1,067)	(340)	89.6%	281.2%
Total Overheads	(261)	(340)	(128)	76.8%	203.6%	(1,152)	(1,535)	(626)	75.1%	184.1%	(4,060)	(4,353)	(1,486)	93.3%	273.2%
EBIDTA	**(215)**	**(305)**	**(120)**	**70.5%**	**179.4%**	**(1,000)**	**(1,413)**	**(609)**	**70.8%**	**164.2%**	**(3,491)**	**(3,663)**	**(1,381)**	**95.3%**	**252.8%**

Gross Profit Margin

- Actual
- Budget
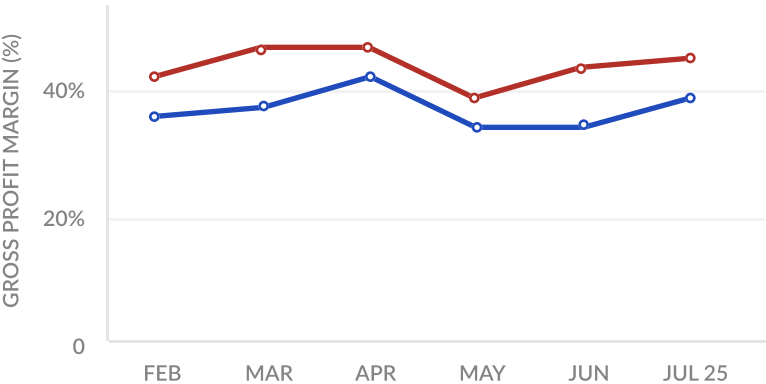
Wages and Salaries

- G&A
- CS
- R&D
- S&M
- CJ
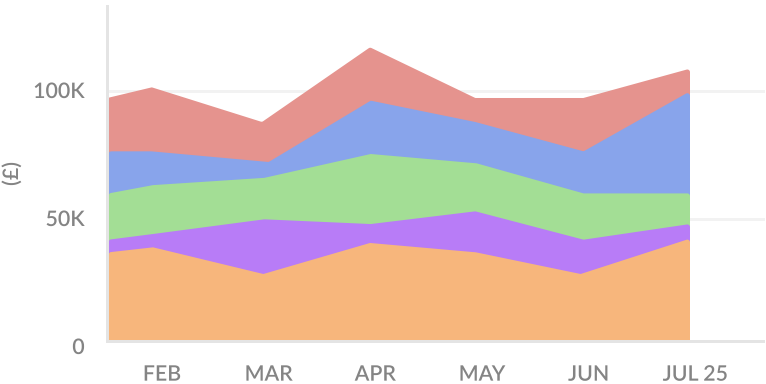
Overheads

- G&A
- CS
- R&D
- S&M
- CJ

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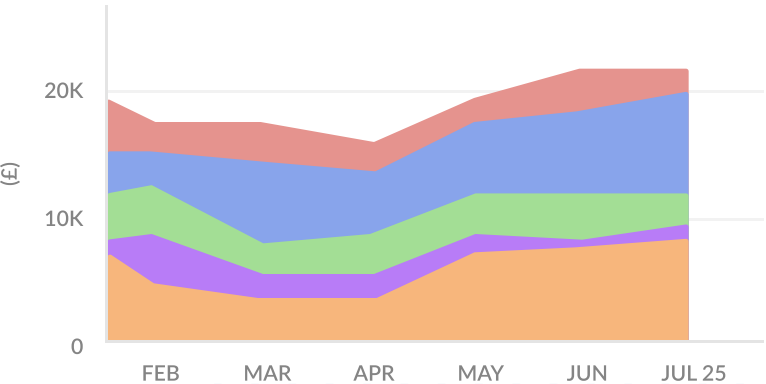
Balance Sheet

## Net Assets

- Key trends...

Working Capital

- Notable numbers...

|	Actuals Aug '25	Budget Aug '25	Prior year Aug '24	Variance to Budget	Variance to Prior Yr.	Forecast 2025	Budget 2025	Prior Year 2025	Variance to Budget	Variance to Prior Yr.
Cash at Bank	5,196	4,751	1,152	109.4%	451.1%	3,130	2,818	965	111.1%	324.2%
Trade Debtors	165	-	45	0.0%	364.0%	367	-	126	0.0%	291.4%
Other Assets	106	-	52	0.0%	205.9%	158	-	50	0.0%	312.4%
Total Assets	**5,476**	**4,751**	**1,249**	**115.1%**	**437.8%**	**3,655**	**2,818**	**1,142**	**129.7%**	**320.0%**
Trade Creditors	(69)	-	(24)	0.0%	288.7%	(109)	-	(60)	0.0%	180.7%
PAYE and NI	(81)	-	(31)	0.0%	259.0%	(154)	-	(35)	0.0%	445.9%
VAT	(67)	-	(20)	0.0%	337.0%	(59)	-	(77)	0.0%	77.6%
Intercompany	(376)	-	150	0.0%	-251.2%	(376)	-	(186)	0.0%	202.6%
Other Liabilities	(75)	-	(77)	0.0%	96.7%	(93)	-	(39)	0.0%	241.5%
Total Liabilities	**(668)**	**-**	**(3)**	**0.0%**	**264.8%**	**(792)**	**-**	**(396)**	**0.0%**	**200.1%**
Net Assets	**4,798**	**4,751**	**1,246**	**101.1%**	**385.1%**	**2,863**	**2,818**	**1,246**	**101.6%**	**383.6%**

Trade Debtors and DSO

- Trade Debtors
- DSO
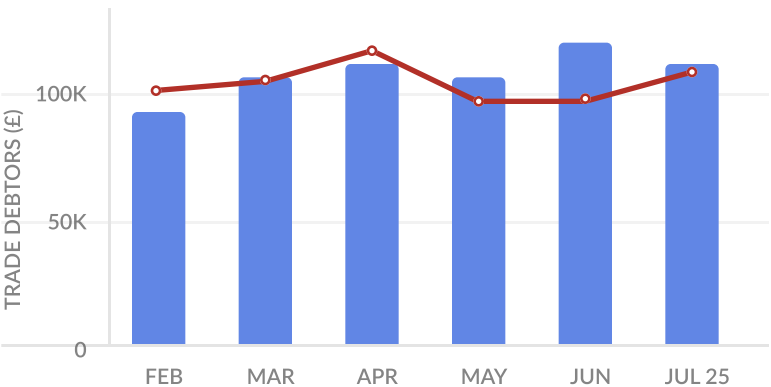
Trade Creditors and DPO

- Trade Creditors
- DPO
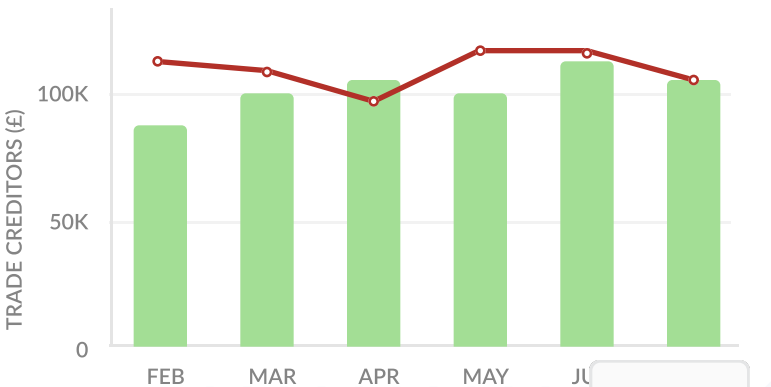
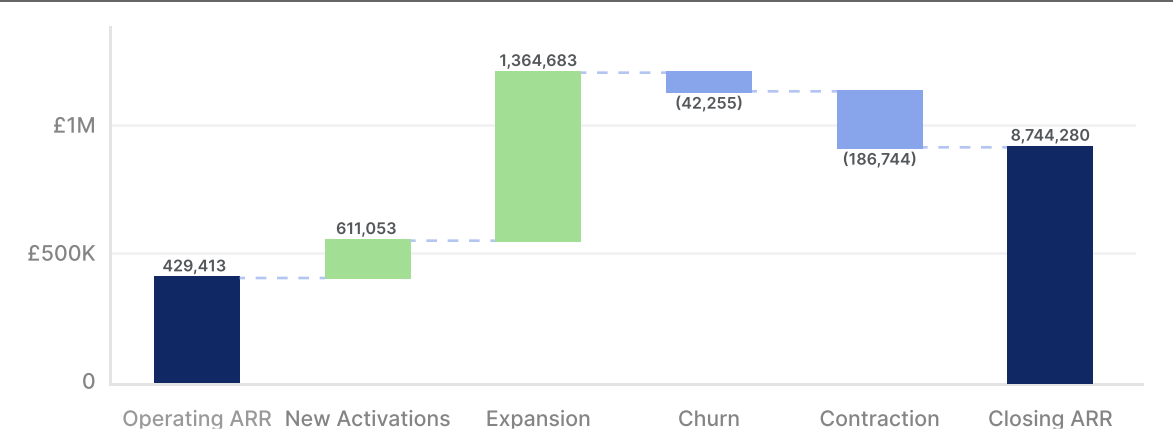YOUR LOGO

Full Year Forecast

Revenue and ARR

Quick comments

EBIDTA

Comments here....

Cash and Runway

Your insights here....

Forecast ARR Waterfall

Operating ARR	New Activations	Expansion	Churn	Contraction	Closing ARR
429,413	611,053	1,364,683	(42,255)	(186,744)	8,744,280

Runway

- ● Budget
- ● Forecast
- ● Actual + New sales at 50% of budget
- ● Actual + New sales at 0%
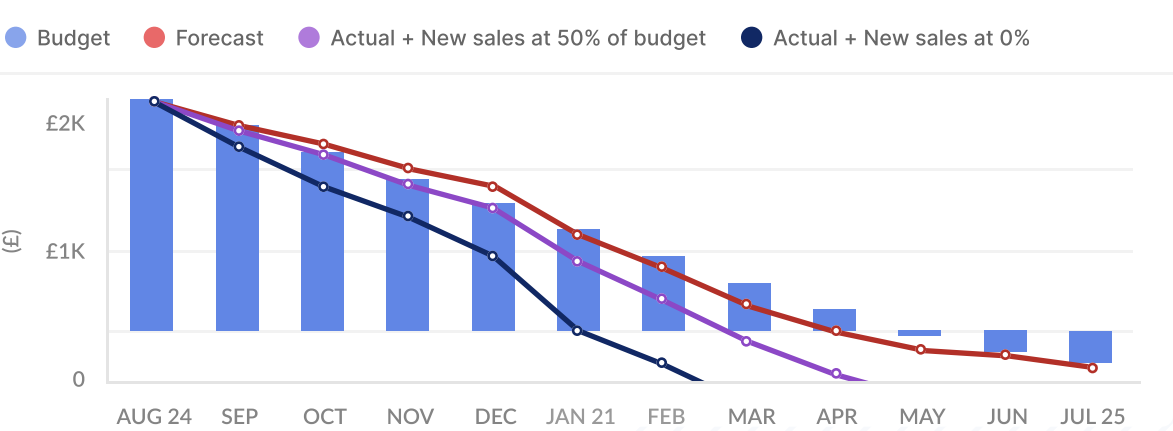
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Talent & Team

Talent & Team

New hires

Guy Hawkins

Tech Lead | Exp: 8+ years

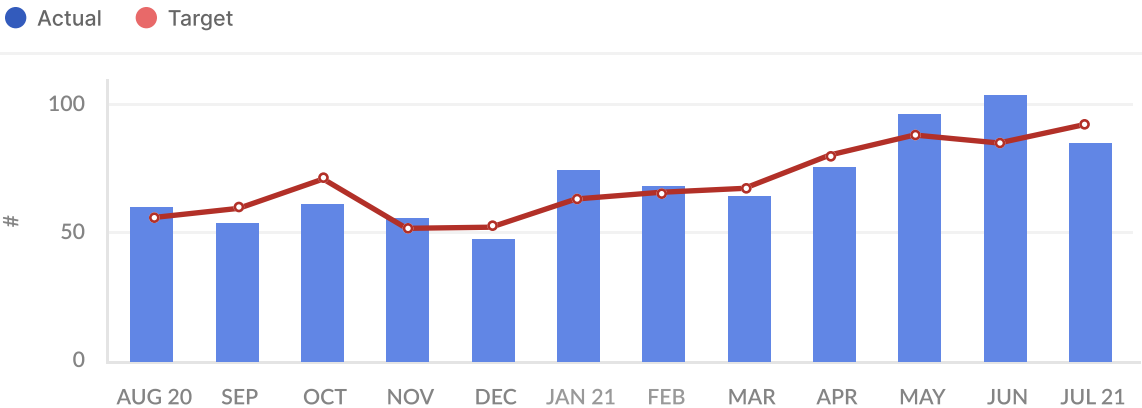LinkedIn

Kristin Watson

Growth | Exp: 6+ years

LinkedIn

Bessie Cooper

Marketing | Exp: 5+ years

LinkedIn

Number of Employees

● Actual   ● Target

AUG 20	SEP	OCT	NOV	DEC	JAN 21	FEB	MAR	APR	MAY	JUN	JUL 21

Comments about the talent and team

- Planned hires...
- Departures...

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Product & Tech

Key Product Update

Why

Reason why feature added
e.g. to combat high drop-off rate at onboarding point in customer journey
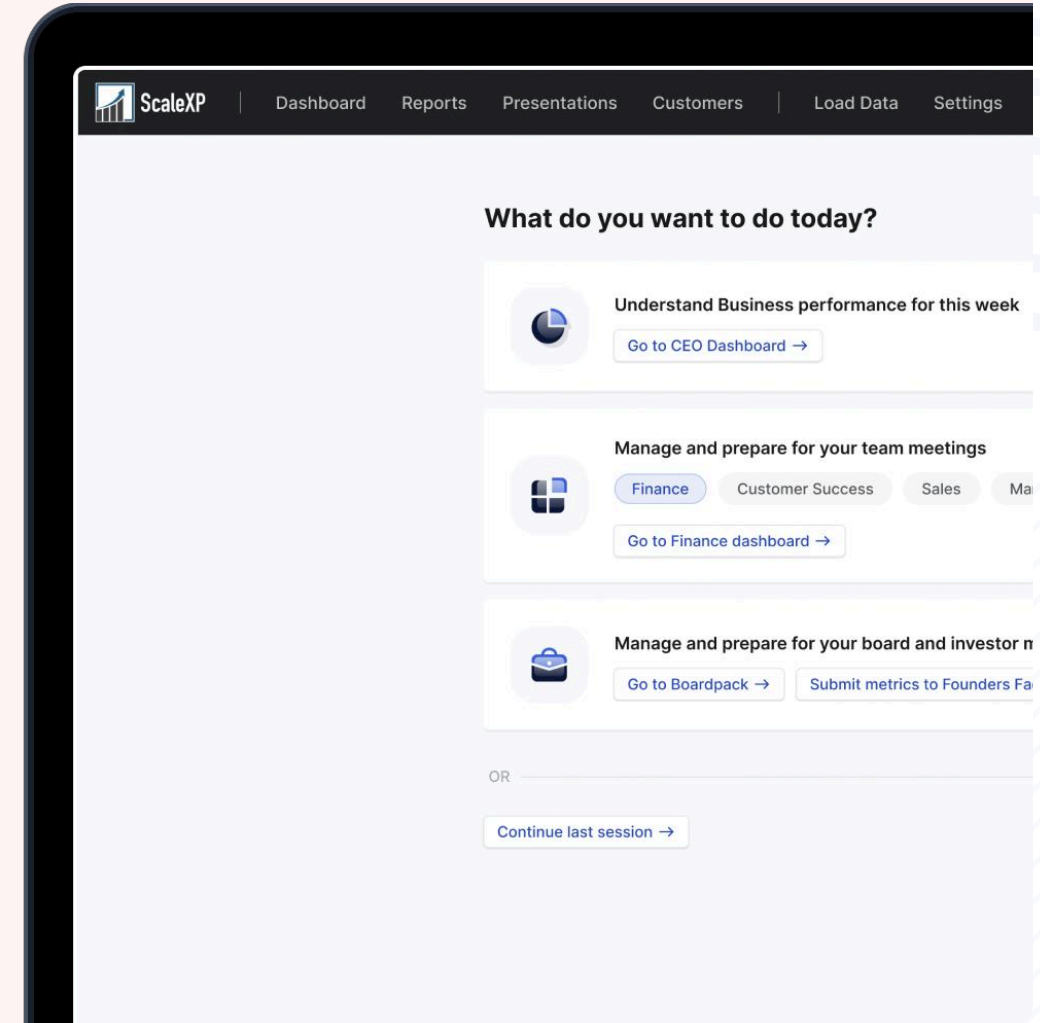
Benefits

Benefits of new feature
e.g. How the feature makes the product stickier, how it aids data capture, how it complies with regulation.

Challenges

Challenges associated with new feature
e.g. relies on x software, liable to x bug.

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Product Roadmap

July '25

1. New onboarding flow
2. Google and Trello integration
3. Database improvements

January '26

1. Filters
2. Two factor authentication
3. Optimise server serialisation

October '25

1. Zendesk and Slack Integration
2. Undo and reply action
3. Steady state cost reduction

March '26

1. New onboarding flow
2. Google and Trello integration
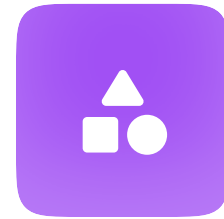3. Database improvements

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Formal Decisions, AOB

Formal Decisions, AOB

Feedback

Formalities

Stock option grant

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