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**Investor Update December 2020**

**Summary**

**Highlights**

* Building of v2 complete
* Hired a new Customer Success Manager
* Hit May revenue target
* Customer feedback xxxx

**Lowlights**

* Lost x customer because of xxx
* Struggling to hire for 2 x developers

**Asks**

* Intros to any pubs with more than 15 sites
* Help with looking at our new financial model
* Help with SEO and Google Analytics Analysis

**P&L Update 2020**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Actual | Forecast | % |
| **Revenue** |  |  |  |
| Bookings |  |  |  |
| Collins Subscription |  |  |  |
| Collins Pay |  |  |  |
| Tonic |  |  |  |
| Advertising |  |  |  |
| Other |  |  |  |
| **Total Revenue**  |  |  |  |
|  |  |  |  |
| **Contribution** |  |  |  |
| Bookings |  |  |  |
| Collins Subscription |  |  |  |
| Collins Pay |  |  |  |
| Tonic |  |  |  |
| Advertising |  |  |  |
| Other |  |  |  |
| **Total Contribution** |  |  |  |
|  |  |  |  |
| Salaries & PAYE/NI |  |  |  |
| Marketing |  |  |  |
| Rent |  |  |  |
| Other costs |  |  |  |
| **Total Costs** |  |  |  |
|  |  |  |  |
| **Net Profit** |  |  |  |

**P&L October to December (Monthly View)**

 **ACTUALS**  **FORECAST**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   | **Oct-19** | **Nov-19** | **Dec-19** | *Total* | **Oct-19** | **Nov-19** | **Dec-19** | *Total* | **% Monthly Variance** | **% Forecast Variance** |
| **Gross Income** |   |   |   |   |   |   |   |   |   |   |
| Bookings |  |  |  |  |  |  |  |  | 25% | -2% |
| Advertising |  |  |  |  |  |  |  |  | 28% | -12% |
| Tonic |  |  |  |  |  |  |  |  | -53% | -2% |
| Collins Software Fee |  |  |  |  |  |  |  |  | 6% | 0% |
| Collins Pay |  |  |  |  |  |  |  |  | 37% | 30% |
| Other income |  |  |  |  |  |  |  |  | -3% |   |
| **Gross Income** |  |  |  |  |  |  |  |  | 6% | 0% |
| **Contribution** |  |  |  |  |  |  |  |  |   |   |
| Bookings |  |  |  |  |  |  |  |  |   |   |
| Advertising |  |  |  |  |  |  |  |  |   |   |
| Tonic |  |  |  |  |  |  |  |  |   |   |
| Collins Software Fee |  |  |  |  |  |  |  |  |   |   |
| Collins Pay |  |  |  |  |  |  |  |  |   |   |
| Other income |  |  |  |  |  |  |  |  |   |   |
| **Total Contribution** |  |  |  |  |  |  |  |  |   |   |
| **Costs** |  |  |  |  |  |  |  |  |   |   |
| Salaries & NI/PAYE |  |  |  |  |  |  |  |  |   |   |
|  - Founders |  |  |  |  |  |  |  |  |   |   |
|  - Collins |  |  |  |  |  |  |  |  |   |   |
|  - Tech |  |  |  |  |  |  |  |  |   |   |
|  - DMN |  |  |  |  |  |  |  |  |   |   |
|  - NI/PAYE |  |  |  |  |  |  |  |  |   |   |
|  - Commission |  |  |  |  |  |  |  |  |   |   |
| Total Salaries & NI/PAYE |  |  |  |  |  |  |  |  |   |   |
| Other Expense |  |  |  |  |  |  |  |  |   |   |
| **Total Costs** |  |  |  |  |  |  |  |  |   | -6% |
| **Net Profit** |  |  |  |  |  |  |  |  |   | -12% |

**Balance Sheet – As of Feb 2020**

|  |  |  |
| --- | --- | --- |
|  | **31 Dec 2019** | **31 Mar 2019** |
| **Assets** |  |  |
|  **Bank** |  |  |
|  Nationwide Savings |  |  |
|  Paypal |  |  |
|  Petty Cash |  |  |
|  Savings Interest Account |  |  |
|  Settlement Account |  |  |
|  |  |  |
|  |  |  |
|  **Total Bank** |  |  |
|  |  |  |
|  **Current Assets** |  |  |
|  Accounts Receivable |  |  |
|  Accrued Income |  |  |
|  Money Loaned |  |  |
|  Other debtors |  |  |
|  Prepayments |  |  |
|  Trade debtors suspense |  |  |
|  **Total Current Assets** |  |  |
|  **Fixed Assets** |  |  |
|  Computer Equipment |  |  |
|  Less Accumulated Depreciation on Computer Equipment |  |  |
|  Leasehold Improvements |  |  |
|  Office Equipment |  |  |
|  Less Accumulated Depreciation on Office Equipment |  |  |
|  **Total Fixed Assets** |  |  |
|  |  |  |
| **Total Assets** |  |  |
|  |  |  |
| **Liabilities** |  |  |
|  **Current Liabilities** |  |  |
|  Accounts Payable |  |  |
|  Accruals |  |  |
|  Collins Pay Holding Account |  |  |
|  Deferred Income |  |  |
|  Income in Advance |  |  |
|  Net wages payable |  |  |
|  Other Creditors |  |  |
|  PAYE Payable |  |  |
|  Pensions Payable |  |  |
|  Provision for Corporation Tax |  |  |
|  Rounding |  |  |
|  Sale of Tickets Control |  |  |
|  Suspense |  |  |
|  VAT |  |  |
|  **Total Current Liabilities** |  |  |
|  |  |  |
|  **Non-Current Liabilities** |  |  |
|  Inter-Company Transfer |  |  |
|  **Total Non-Current Liabilities** |  |  |
|  |  |  |
| **Total Liabilities** |  |  |
| **Net Assets** |  |  |
| **Equity** |  |  |
| Capital - x,xxx Ordinary Shares |  |  |
| Current Year Earnings |  |  |
| Retained Earnings |  |  |
| Share premium |  |  |
| **Total Equity** |  |  |

**Debt**

|  |  |  |
| --- | --- | --- |
| As of 23rd January 2020 |  | Comment |
| Total Debtors |  |  |

 **Current burn is £45,000 a month; runway until January 2021.**

|  |  |  |  |
| --- | --- | --- | --- |
| Debtor Analysis | 0-30 Days | 31-60 Days | 60 Days +1 |
| January 23rd  | £37,553 | £19,631 | £14,237 |
| December 4th | £51,607 | £10,927 | £9,099 |
| October 9th  | £32,003 | £7,797 | £5,528 |
| September 18th | £50,805 | £5,508 | £3,882 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Senior Management | Tech | Customer Success | Ops | Editorial | Admin | Sales | Finance | Marketing | Total |
| Actual | 2 | 8 | 5 | 12 | 5 | 1 | 4 | 1 | 2 | 40 |
| Forecast | 2 | 8 | 5 | 14 | 5 | 1 | 5 | 1 | 1 | 42 |

**Head Count June 2020**

**Key Metrics Dashboard**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | Forecast | Actual | % Change |  |  |
| Unique Visits (31 day avg) |  |  |  |  |  |
| Total Page Views |  |  |  |  |  |
| (Mobile) |  |  |  |  |  |
| (Tablet) |  |  |  |  |  |
| Return Visitors |  |  |  |  |  |
| Total Bookings Received |  |  |  |  |  |
| DMN Bookings Received |  |  |  |  |  |
| Collins Bookings Received |  |  |  |  |  |
| Trip Advisor Covers Received |  |  |  |  |  |
| App bookings |  |  |  |  |  |
| PH Bookings |  |  |  |  |  |
| DMN Completed Conversion |  |  |  |  |  |
| Collins Completed Conversion |  |  |  |  |  |
| Repeat Bookings % |  |  |  |  |  |
| Total Repeat Bookings |  |  |  |  |  |
| Concierge Requests |  |  |  |  |  |
| Total Ticket Transactions |  |  |  |  |  |
| Tickets Sold for current month |  |  |  |  |  |
| Booked with offer |  |  |  |  |  |
| Average profit per Ticket |  |  |  |  |  |
| Ticket Repeat Purchases |  |  |  |  |  |
| Total Subscribers |  |  |  |  |  |

**Sales Pipeline Analysis**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2016 | 2017 | 2018 | 2019 | July 19 | Aug 19 | Sep 19 | Oct 19 | Nov 19 | Dec 19 | Jan 20 |
| Venue Sign Ups |  |  |  |  |  |  |  |  |  |  |  |
| Churn |  |  |  |  |  |  |  |  |  |  |  |
| Cumulative |  |  |  |  |  |  |  |  |  |  |  |
| Forecast | *164* | *514* | *1,004* | *1,798* | *1,406* | *1,462* | *1,518* | *1,573* | *1,628* | *1,798* | *1,912* |

**Churn Rate**

|  |  |
| --- | --- |
|  | Churn Rate |
|  | General Loss | No Control Loss |
| December 2018 |  |  |
| January 2019 |  |  |
| February 2019 |  |  |
| March 2019 |  |  |
| April 2019 |  |  |
| May 2019 |  |  |
| June 2019 |  |  |
| July 2019 |  |  |
| August 2019 |  |  |
| September 2019 |  |  |
| October 2019 |  |  |
| November 2019 |  |  |
| December 2019 |  |  |
| January 2020 |  |  |

**Pipeline Analysis**

|  |  |  |
| --- | --- | --- |
|  | # Customers | Comment  |
| Targeting |  |  |
| Approached |  |  |
| Discussing |  |  |
| Agreed |  |  |

|  |  |
| --- | --- |
| **Large Customer Name** | **Status** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**Product Update**

**Team**

* Recruiting two (possibly three) new developers

**App**

* V1 released, new user search, ability to access users account

**Website**

* New design launched, aim to increase conversion by 1%