

Beaconsoft Ltd - Scale Round to prime for Series A Globalisation Round *Campaign Intelligence for Digital Marketing* Raising £300k this round



The Problem: \$bn's Wasted in On-Line Marketing

Globally, companies spent \$238bn on digital marketing and advertising in 2018. But ROI is very difficult to measure and there is very little evidence of campaign effectiveness. **On average over 60% of digital budget is wasted;** with at least 30% being wasted on non-human clicks.

Organisations need evidenced-based decision making against business-critical campaign goals - not just being told to "spend more on Google and Facebook" when a different combination of digital campaigns, channels, messages and ad's may be more cost effective.

Marketing Data Quality, Transparency and Independence is required.

Our Solution: Beacon - Saves On-Line Budget, Improves ROI

Beacon is different from the competitive analytics tools currently available. With its own patent-applied IP, Beacon works at campaign, link and ad level across ALL digital outbound channels on validated non-biased data; removing 'non-human clicks' and giving direct independent attribution of emails, posts, ad's, etc to specific website actions and business goals; improving engagement and reducing costs.

Sitting in the martech stack and working independently or with the current tools, Beacon improves the true value of digital campaign marketing and the full online journey. ***It delivers the holy grail of accurate, validated ROI attribution to activities such as sales, bookings, downloads.***

"Beacon tells you what works and what doesn't, so you can do more of what works and less of what doesn't!"

Global Reach: to a Growing \$12bn Target Market

The target markets are marketing/digital agencies that manage digital marketing campaigns for their clients, organisations that have in-house marketing teams, and volume distributor channels / white label.

According to Statistics MRC*, the Web Analytics Tools Market is expected to reach \$12.2 billion by 2026, growing at a CAGR of 21%.

Customer Feedback: Beacon is a Transformational Tool

The product is now live and generating revenue. Pipeline and customer numbers are growing steadily month by month.

"We are early adopters of Beacon and having tested the market, nothing gives insight and returning benefits like Beacon. This is a transformational tool." (Buz Ross, MD, Whitwam, customer).

Revenue Model: Already Generating Revenue

Charges are monthly and annual SaaS-based subscriptions backed by professional services, aiming to exceed the targets below (based on Series A round in 2020 for global acceleration).

Financials: Series A Global Growth Model - Forecasts

	Year 1	Year 2	Year 3	Year 4	Year 5	Yr 2-5 Avg
Total Income	£1,315,952	£7,498,382	£16,799,265	£29,910,092	£48,570,197	
Gross Margin	(£502,652)	£3,646,256	£10,859,413	£21,667,700	£37,153,188	
GM % Rev	-38%	49%	65%	72%	76%	66%
Net Profit (EBITDA)	(£3,016,004)	(£932,591)	£4,183,441	£12,833,738	£25,609,067	
Y/E Clients	2,448	5,374	9,185	13,108	17,019	
LTV:CAC	0.82	2.61	3.95	5.22	6.32	Saas Target >3
CAC Payback	18.48	6.30	4.29	3.33	2.83	Saas Target <12

Note1: Figures based on full investment scenario of £300k then Series A. Profits and cash surplus likely to be redeployed into further sales and development efforts. **Note2:** The team believe that there will be significant additional value in the Beacon data lake plus further product developments (such as Veracity); but as this is very difficult to quantify that value has been omitted from the above figures. **Note4:** See disclaimer overleaf.

Senior Management

Stewart Boutcher - Specialist in digital and social media projects. Founder of digital agency CEO.

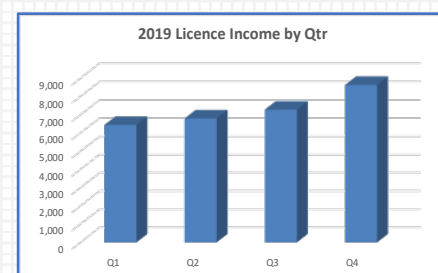
Nigel Bridges - experienced 'C' level software exec with Softiron, Endava, Logica, Whitespace, DTM. Focused at technology scale-up.

John Farthing - Qualified Chartered Accountant with extensive experience of start-ups and smaller companies, particularly in the software/technology sector.

Mike Townend - experienced 'C' level marketer with ESoft, Siemens, Logica, Sema; specialist in international tech marketing.

Key Achievements

- * 12 months of revenue and customer growth
- * Clear global product/market fit
- * Growing pipeline
- * Repeatable, scalable sales process achieved
- * Scale-Up preparation completed
- * InnovateUK grant awarded
- * USA sales operation opened in California



Funding & Exit

- * This round is for scale funding to accelerate to Series A for IP & global sales expansion.
- * Exit strategy: trade sale during years 3-4 or Series B.

EIS

This raise is approved under EIS.

General information

- * Based in London & Leeds.

Contact

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