Know the numbers. Know the *story.*

Everything here is defensible. Say the numbers the way they're written — they tie to each other and to the deck. If an investor asks something not on this sheet, say *"Let me come back to you with the detail"* — never guess.

30s

"BRCKS is the *brain for the building site.* We listen on every channel a UK residential team already uses — WhatsApp, email, site chat — and turn messy chatter into a structured project memory: posts, diary, tasks, deliveries, photos. Builders save an hour a day. We're raising *£250k under SEIS* — Year 1 builds the funnel to 120 paying seats; Year 2 harvests it via referral and bolt-on attach to *£219.5k ARR at a 0.47× burn multiple.*"

§ 01 The story — five beats

1. The problem. UK residential construction runs on WhatsApp, texts and memory. Nothing is searchable. Nothing is accountable. Knowledge walks off site every time someone leaves.

2. The shift. Every other industry got consumer-grade software. Construction didn't. AI finally makes it possible to *listen* to the work instead of asking people to re-type it.

3. The product. BRCKS is the brain. Inputs come in from every channel; we extract the meaning and file it automatically into one permanent project record.

4. The moat. Models are commodity. BRCKS is *architected for* four compounding layers: data, distribution, behaviour, and the Nightly Auto-Tune — the loop that learns from yesterday's edge cases overnight and ships the fix. Pilots are seeding the dataset; depth and defensibility build with scale.

5. The signal. £750 on Google Ads over 13 weeks → 9.66k impressions → 349 clicks at 3.61% CTR (vs construction avg 2.2–6.4%). Plus 800+ cold emails. Three pilots running on weekly feedback loops; conversion conversations begin month 3. The middle of the funnel — demo video, book-a-demo, CS — is missing on purpose. That's what the raise builds.

6. The ask. £250k under SEIS. 24 months: 3 pilots → 120 seats (Y1) → 360 seats + 30% bolt-on attach · *£219.5k total ARR* (Y2) at 0.47× burn. Seed opens month 18 under EIS — *SEIS backers follow on with 30% income tax relief.*

Land each beat in one breath. Then stop and let them ask.

§ 02 Nine numbers to say without looking down

WE'RE RAISING
£250k
Under SEIS — UK tax scheme for very early-stage risk. Max a company can raise under SEIS.

PRICE PER SEAT
£40/mo
Per builder/PM seat. Guests free. Avg 5 paid seats/company = £200/mo each.

GROSS MARGIN
85%
£40 revenue − ~£6 cost (AI inference + hosting) = £34 profit per seat per month.

SEATS END OF Y1
120
= 24 companies × ~5 seats. Linear ramp from 0 → ~10 seats/month.

SEATS END OF Y2
360
3× Y1. Pilot conversions + referral compound + 1–2 multi-seat builder wins.

EXIT ARR Y2 (TOTAL)
£219.5k
£172.8k seats + £46.7k bolt-ons. Run-rate at end of Y2 — what Seed prices on.

BURN MULTIPLE Y2
0.47×
£0.47 burned per £1 new ARR. **Under 1.0 is the bar for capital-efficient vertical SaaS.** Bolt-on attach is the lever.

CLOSING CASH Y2
£58k
Tight by design. Bridged by Seed which opens at month 18.

BOLT-ON ATTACH Y2
30%
£15 blended avg/co/mo. Drives NRR >110% with no new logos.

§ 03 The 24-month P&L

	YEAR 1	YEAR 2	HOW IT'S BUILT
REVENUE			
Paying seats (exit)	120	360	Linear ramp each year
Exit ARR (run-rate)	£57,600	£172,800	seats × £40 × 12
Seat booked revenue	£28,800	£115,200	avg seats × £40 × 12
Bolt-on revenue (30% Y2 attach)	—	£24,300	half of £46.7k exit run-rate (linear Y2 ramp)
Gross profit (85%)	**£24,480**	**£118,580**	**total revenue × 0.85**
OPERATING EXPENSES			
Payroll	(£60,000)	(£90,000)	founder + fractional dev + CS hire
Sales & marketing	(£55,000)	(£70,000)	front-loaded Y1
Product tools & SaaS ops	(£25,000)	(£35,000)	inference, hosting, AI dev tools
Total opex	**(£140,000)**	**(£195,000)**	**sum of three lines**
Net operating result	**(£115,520)**	**(£76,420)**	**gross profit - opex**
SEIS investment (start Y1)	£250,000	—	this raise
Closing cash	£134,480	£58,060	prev cash + net result

ONE-SENTENCE SUMMARY We turn £250k into £219.5k of annual recurring revenue in 24 months at a 0.47× burn multiple, and walk

§ 04 Investor jargon, plain English

ARR	**Annual Recurring Revenue. Seat ARR + bolt-on ARR.** Y2 exit = £172.8k seats + £46.7k bolt-ons = **£219.5k total.**
MRR	**Monthly Recurring Revenue.** ARR ÷ 12. Y2 exit ≈ £18.3k/mo.
EXIT ARR	Run-rate at the end of a period — what we'd earn in the next year at that pace. **Seed prices on this.** Y2 exit = £219.5k.
BOOKED REVENUE	Cash actually collected *during* the year. Ramping from 0, Y1 booked = £28.8k.
GROSS MARGIN	Revenue after the *direct cost* of delivering the product (AI, hosting). Ours: 85%.
OPEX	**Operating expenses.** Everything else — payroll, marketing, tools, legal.
NET BURN	Cash out − cash in each month. Y2 = £76,420 ÷ 12 ≈ **£6.4k/mo.**
BURN MULTIPLE	**Net burn ÷ new ARR.** Capital needed per £1 of recurring revenue added. **< 1.0 is the bar. Ours: 0.47×** — bolt-ons are the lever.
BOLT-ONS	Modular add-ons (e.g. H&S, financials, photo libraries) priced per seat or per company on top of the £40 base. **30% Y2 attach, £15 blended avg/co/mo.** Same logo, more revenue.
CAC	**Customer Acquisition Cost.** S&M spend ÷ new customers.
CAC PAYBACK	Months of gross profit to earn back the CAC. Target: **< 12 months.**
LTV	**Lifetime Value.** Total gross profit from one customer before they leave. LTV/CAC > 3× is healthy.
CHURN	% of customers who cancel. Vertical SaaS for builders is **sticky** — leaving means losing the project memory.
NRR	**Net Revenue Retention.** Of £100 ARR a year ago, what's left after churn + upsells. Seed bar: **110%+.** Driven by bolt-on attach.
RUNWAY	Months of cash at current burn. Y2 exit ≈ 5 months. Bridge = Seed.
TAM/SAM/SOM	Total / Serviceable / Obtainable market. **UK construction = £130bn (9% of GDP).**
SEIS	**Seed Enterprise Investment Scheme.** UK tax relief for very early-stage angels: **50% income tax relief** on up to £200k/yr, CGT-free gains after 3 yrs. Makes the *downside soft.*
ADVANCE ASSURANCE	HMRC confirming SEIS eligibility before the raise. **Pending** for us — keep the deck language exact.
EIS	**Enterprise Investment Scheme.** The "bigger sibling" to SEIS — used at Seed stage. **30% income tax relief** on up to £1M/yr (£2M if partly in knowledge-intensive), CGT deferral, 100% loss relief. Our Seed will open under EIS so SEIS angels can follow on tax-efficiently. Advance Assurance to be filed ahead of the round.
VERTICAL SAAS	Software for *one industry*, not everyone. Narrower market, deeper lock-in, higher willingness to pay.
PROOF POINTS	Metrics that unlock Seed: **£250k+ ARR · NRR 110%+ · CAC payback < 12 mo.**

§ 05 The 8 questions they *will* ask

"Tell me about your funnel / how do visitors convert?"
Honestly, they don't — yet. £750 of Google Ads over 13 weeks drove 9.66k impressions and 349 clicks (3.61% CTR, above construction avg). Plus 800+ cold emails. But we've deliberately not built a demo video, book-a-demo flow, or CS function. Three pilots exist *despite* that gap. Building the middle is **what 50% of the £250k funds.**

"Why put in now vs wait for Seed?"
SEIS is only available at this stage — 50% income tax relief, CGT-free gains, loss relief. At Seed it's EIS (30%). Now gets the best terms *and* pro-rata at Seed under EIS.

"Why 3× seats in Year 2?"
Three stacked mechanisms: **(1)** Y1 pilot conversions → ~80 seats. **(2)** Referral compound from month 9 — trades and sister-builders pulled in. **(3)** 1–2 multi-seat builder wins (5–10 seats each). Not linear — compounding.

"What if you only hit 80 seats in Year 1?"
Modelled: ~£100k closing cash, delay CS hire 6 months, open Seed at month 20 on a tighter story. SEIS top-up also an option. Not a single-point bet.

"£58k closing cash feels tight. What's the bridge?"
(1) Seed opens month 18, not month 23 — 5 months of headroom. **(2)** At 0.47× burn and 85% GM we can slow S&M in Y2 H2 without killing growth. Capital efficiency is the point.

"Why £40 per seat?"
Anchored on value, not comparables. Pilots report 1 hour saved per user per day — £40/mo is paid back in the first morning. Procore/Fieldwire charge more and ship less for this persona. Win the land-grab at £40, compound retention, raise on expansion data.

"What stops Procore / Buildertrend doing this?"
(1) Distribution via WhatsApp — incumbents assume you learn their app; we meet builders where they are. **(2)** The Nightly Auto-Tune + construction-native dataset. They can bolt on AI features; they can't bolt on the *loop* without rewriting their data model. The pattern isn't proprietary — what compounds is the dataset feeding it.

"What's your churn assumption?"
Healthy retention consistent with vertical SaaS (mid-single-digit annual). Lock-in is high — leaving means losing the project record. At 2× our churn, Y2 exit drops to ~£140k ARR; still viable, still Seed-able.

"Why now?"
Three things changed: **(1)** Inference went from £2/call to fractions of a penny — ambient processing is viable. **(2)** WhatsApp Business APIs matured. **(3)** UK site workforce is ~100% WhatsApp-native. **(4)** MCP is the construction layer's opportunity — first to ship the construction-native dataset wins the surface. The wedge didn't exist 5 years ago.

§ 06 What to say · what *not* to say

✓ DO SAY

- "Brain for the building site." **Never say "communication platform."**
- "We listen on every channel builders already use." (Not "we integrate with WhatsApp.")
- "Burn multiple 0.47× — well under the bar for capital-efficient vertical SaaS." **Say it out loud.**
- "30% bolt-on attach, £15 avg — that's the NRR engine."
- "£40 base, bolt on more." **Frame the price as a floor, not a ceiling.**
- "SEIS advance assurance **pending.**" Exact wording.
- "Seed round will open **under EIS** — today's SEIS backers can follow on with 30% income tax relief."
- "Pilots report an hour saved per day."
- "Conversion layer missing **on purpose** — the raise builds the middle."
- "Proof points to earn Seed: **£250k ARR, NRR 110%+, CAC payback < 12mo.**"
- "Founder-led, fractional engineer, one CS hire. Becci is co-founder, part-time while consulting — transitioning as funding allows. Lean by design."

✗ DON'T SAY

- **"Disruptive."** Say *"first vertical-specific brain."*
- **"No competition."** Name Procore, Buildertrend, Trayd, then differentiate.
- **"Hockey stick."** Don't forecast past 24 months.
- **"TAM is £trillions."** £130bn UK is plenty.
- **"AI-powered."** Say *"ambient capture"* or *"Nightly Auto-Tune."*

§ 07 · Open every meeting

Close every meeting