Project Lighthouse

SEIS-qualifying seed round, £250k

Founder name · Company name · Date

The problem

Customers spend [N hours / £X / Y% of revenue] on [pain]. Today's tools force them to [workaround] which costs them [consequence]. UK market size: [N firms x £Y average].

The solution

[Product name] replaces [workaround] with [one-sentence what it is].
Customers save [time/money]. Demo URL: [link].

Market

Bottom-up TAM: [N UK firms] x [£X annual spend] = [£Y]. Top-down comparable: [analyst report]. Beachhead: [specific segment first].

Traction

Today: [N customers] · £[X] MRR/ARR · [Y]% MoM growth · [Z] active users. Logos: [3-5 names]. Pipeline: [Q].

Business model

Pricing: £[X]/month per [unit]. Gross margin: [Y]%. Average contract: £[Z]. Payback: [N months].

Why now

Three shifts: [1. macro/regulatory] · [2. tech enabler] · [3. behaviour change]. We could not have built this 18 months ago.

Team

Founder 1 - [unfair advantage]. Founder 2 - [unfair advantage].
Advisors: [credible names]. Why us: [domain credibility].

SEIS qualifying trade

Company age: [N years]. Gross assets: £[X]. Full-time employees: [Y]. Qualifying trade: [activity description]. SEIS advance assurance: [obtained / applied].

Use of funds

Hires (£): [X eng · Y sales]. Marketing (£): [X]. Runway: [N months].
Milestones to Series A: [£Y ARR · Z customers · W product launches].

The ask

Raising £[X] at £[Y] post on SEIS-eligible ordinary shares. £[Z] committed. Lead in progress. Closing [date].

Thank you

[Founder name] · [email] · [LinkedIn] · [calendar link]