



# VeritIQ

UNLOCK INSIGHTS, ELEVATE DECISIONS

# VeritiQ - Your AI DD Assistant

We are **VeritiQ**

Early-stage, data-led, tech-enabled commercial advisors

We help Private Equity, VCs and Lending Partners make data-backed decisions in the earliest stages of the investment life cycle, across multiple sectors and geographies.

Our market-leading roster of datasets, tech-enabled modelling and Consultant-trained LLM feeds in to an integrated dashboard solution for use by investors and analysts. Saving time and money whilst retaining robustness

**Triage assets faster, more accurately and with high data confidence**

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# The Market

# 01

# A growing market requires faster trades

**UK businesses  
investments reached  
~1500 in 2023**

With total private capital investment in the UK reaching £20.1bn. 90% of UK companies receiving private investment were small or medium [BVCA].

**PE and VC  
transactions growing  
10% CAGR**

Overall trajectory and volumes remain strong and increasing – with new fund raises adding pressure to close [Statista, 2023]

**Smaller fund with  
less resource  
100 hours**

Approximately are spent on early- stage DD for straightforward deals, increasing to ~400 hours for larger or more complex deals [McKinsey and Company].

**Fundraising remains  
buoyant  
£59.5bn**

Was raised in 2023 by UK managed funds alone [BVCA, 2024]. 2023 shifts to lending for larger cap deals are seeing VC and lower mid market investments grow [Pitchbook, Q1 2024]

In a market of **30 million** pre-transacted companies ...

There is an **Ocean of data** ...

Growth investors, private equity, VC, hedge funds, and corporate development teams **compete to assess the viability of these targets** ...

They spend thousands of hours **gathering, organising and analysing** this data ...

Sounds like a job for **machines**

# Company and mission

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## *VeritiQ exists to reimagine commercial due diligence (CDD) in the AI era*

We want to take the alchemy out of investment decisions

Founders has extensive experience in PE, Due Diligence and AI: [Fleur Hicks](#)

### **Our mission is to rapidly accelerate the time it takes to reach an investment decision**

Helping time poor, budget poor investors by bringing together historical third party data, the information memorandum and, in time, client data to give the client contextualised and explainable recommendations on a potential investment at the touch of a button.

Emerging Generative AI techniques mean that this a problem that can be brought to market and optimised much more rapidly



- Operating with VC Funds, PE firms, Investment Banks, large consultancies and investor-backed businesses
- Digital, Commercial and AI Specialists train the model
- Global Data
- Cutting edge data, LLM and Gen AI technology
- As live triage of commercial questions and actionable recommendations

# Business Benefits of Rapid Deal Triage



## Profound Market Shift

By 2025, AI and data analytics will inform more than 75% of VC and early-stage investor executive reviews [Gartner].



## Data-Driven Investing

Leveraging data to find 'alpha' is established strategy for hedge funds. Meanwhile, PE and growth equity/VC funds are realizing the untapped potential of their data.



## Exponential AI

The promise of generative AI is obvious - however, there are technological challenges. As a result, 16% of investors are deploying AI today [which Bain & Company expects to reach 80% in 3 years].



## Immature Market

Competition not yet established – Dili AI raised \$3.5m in 2024 & Wokelo AI raised \$1.5m in 2023 [Crunchbase].



## Due Diligence is Crucial for Returns

Analysing 4k angel investments, those investors who spent less than 20 hours on DD activities had 1.1x IRR return multiple in 3.4 years, while those spending more than 40 hours saw a return of 7.1x over the same period [4Degrees].



## Broad Potential of Generative AI

47% of worker tasks could be accelerated using generative AI-based software and tools



# DD Landscape

Competition in the space is creating the need for faster yet more data-driven DD.



**360 Market Updates Survey** 2024, estimate that the Due Diligence Services market was worth US\$ 812 million in 2022 and would increase to US\$ 1510.6 million by 2031 with a CAGR of 9.3% during 2024 to 2031.



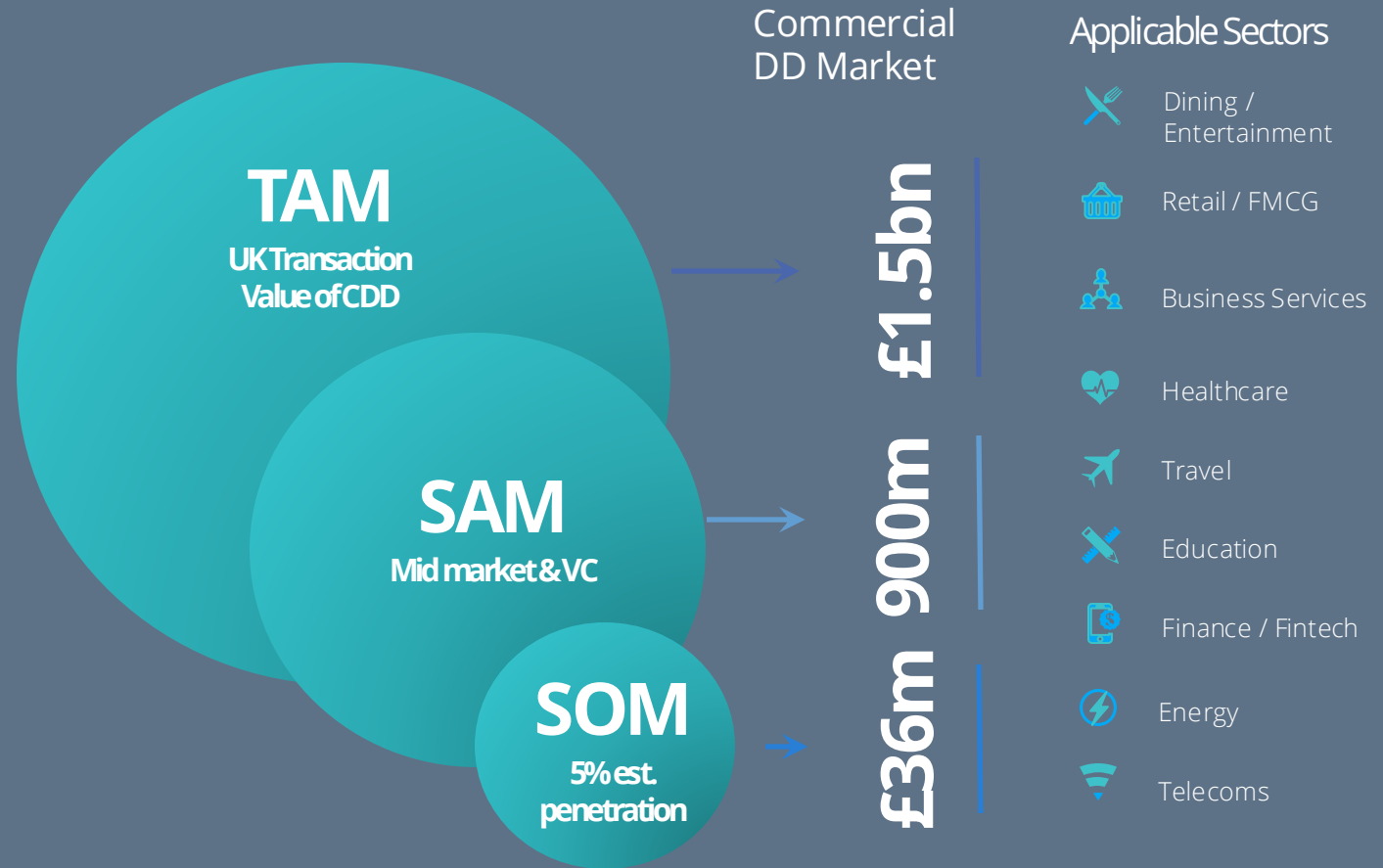
With **24 VC funds formed in Europe in Q1 2024** and more family offices and mid market funds, the competitive market bid is growing and early mover advantage (at a lower cost) will become essential

PE transactions in the UK alone has been growing by 10% CAGR since 2018~ *Statista*



# Opportunity

To become the standard for early stage asset assessment



Assumptions: 1% of transaction value spent on CDD

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# The Problem

02

### Due Diligence is Time-Consuming for PE

**14.5 months**

Median time to close deals increased to 14.5 months by Q3 2023 due to comprehensive due diligence requirements [Ontra].

### Deal Failure Rates

**50%**

Approximately 50% of deals that pass initial screening fail during the due diligence phase, often due to overlooked risks and inefficiencies in the review process [McKinsey & Company].

Of 3,000 tenders coming in to VC markets, 200 (6.7%) are looked at seriously and just 20 (0.7%) are funded. [CFI. 2024].

There are an estimated 5,000 companies in the UK looking for funding in 2024. [Crunchbase, 2024] This makes for a very time-consuming filtering process

### Fundraising Challenges

**30.9% drop**

Fundraising - a 30.9% drop in H1 2023 year-over-year. This downturn is compounded by prolonged closing times and increased investor scrutiny [Ontra].

### Dry Powder

**\$2.59 trillion**

Global private equity dry powder reached \$2.59 trillion in 2023, indicating a large amount of capital waiting to be deployed. Efficient and accurate due diligence processes are crucial for timely and effective investment [EisnerAmper].

# Problem

**In a PE and VC market with increasing pressures, rapid investment without compromising on accuracy is required**

## Complex and Time-Consuming

The extensive scope of due diligence, covering financial health, operational efficiencies, and market positioning, requires detailed scrutiny and consumes significant resources [Edda Blog] [EY US].

## Need for Competitive Edge

With the competitive nature of the PE and VC sectors, having a comprehensive and integrated approach to due diligence that includes technology, operations, and market insights can provide a significant competitive edge [EY US].

## Cost Increases

Due diligence costs have been rising due to the need for more sophisticated analysis and longer review periods. These costs can significantly impact smaller firms and startups seeking investment [EisnerAmper].

## Missed Opportunities

Time sensitive investments, increasing competition, rapidly dynamic landscapes and a wider range of metrics to be considered can leave investors in the back foot or, worse, making ill-informed hasty decisions.

## Misuse of AI

AI is transforming the PE and VC landscape, with firms increasingly turning to AI as a shortcut to diligence – but can you trust the data? Or the security? [Ontra] [EY US].

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# The Solution



Your AI DD  
Assistant

# 03

# One platform. All your Early Stage CDD needs

Dynamic and customizable dashboards that allow the analysis, manipulation and extraction of data for internal originations, diligence or value creation projects.



## Efficiency, accuracy, and output in 3-simple steps:

- Step 1 - Upload IM or search params and adjust weightings on questions
- Step 2 - data extraction using APIs and NLP
- Step 3 - Expert-programmed ML reviews, analyses and forecasts, delivering red flag viability check

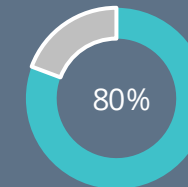
# VeritiQ - Your AI DD Assistant

## AI Powered CDD Triage software

- ✓ Simplified, fixed-priced DD Triage reporting process, faster and easier
- ✓ Standardised globally-recognized DD framework
- ✓ Human-led, AI-assisted, tailored reporting and scoring
- ✓ Fully-managed end-to-end process
- ✓ Data-led market mapping, assessment of viability, potential benefits and future ROI
- ✓ Cutting edge tech of Artificial Intelligence (AI) and Machine Learning (ML), Natural Language Processing (NLP), Big Data Analytics
- ✓ Secure enclosed environment - you learn from global data but protect confidentialities



Report Generated



Less Resource



Managed Process

# Customer Journey: Work-flow disruption and augmentation using trusted data and technology

## DD Process Today – ≈3 weeks



## DD Process with VeritiQ – 1-2 days



**Disruption of the workflow** – The current DD process consists of series (dependent) and parallel work flows. Generative AI and AI Agents will profoundly disrupt this sequencing – doing the heavy lifting to accelerate human decision making.

**AI Integration** - By integrating AI, this process is streamlined, saving research time: Locating competitors and complementary products, and determining the ICP (ideal customer profile).

**AI Agents** – can radically reduce time which saves significant FTE hours (unnecessarily proceeding) and competitive advantage (faster decisions = win more deals).

**Generative AI allows for customisation and natural language** - data such as investors' investment preferences, their perceptions of the team, and the dynamics among founders, can enhance the overall decision.

# Challenges

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- 1 AI democratization (i.e. GPT-4) means that we are innovating in a market that will be a playground for the customer for a good few years. These customers will be working with their own analysts to build solutions and stitch off-the-shelf tools into their workflow.
  - 2 They will also be being pitched to by all manner of software vendors and consultancies proposing the latest and greatest AI solutions.
  - 3 The crux of the challenge is to introduce a data/AI driven tool/solution that without too much friction to the customer. That means integrating with existing datasets/tools and can be customised around the existing diligence workflow.
  - 4 AI breakthroughs will come and go. The ability to distil information into trusted and explainable analysis and predictions will be a challenge that will persist. This is what we should be focused on.
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# Defensive Moat

**Immediate term** – investors are lost in a sea of choice and we provide a neat solution that sits in their comfort zone because it can be tailored to their nuanced preferences

- 1 **We bring data to the party** based on 8 years' data-led commercial diligence consulting that we know to be valid, supported by regression modelling
  - 2 **We extract value and meaning from your historic data**, whilst protecting its confidentiality
  - 3 **We can customise our solution to what matters most to you** so that your firm's principles and values are always at the core of the decision making solution
  - 4 **We can save you time and money** by speeding up the initial triage and early stage DD process, adding value through defensible data and modelling to boot.
- Longer term** - we will invest in the emerging AI techniques that will profoundly disrupt all industries such as:
- 5 **AI Agents** allow you to outsource the grunt work and retain your skillset for strategic and creative thinking
  - 6 **Multimodal AI** helps to extract meaning and information (e.g. from charts, pictures) to significantly speed up the diligence process.
  - 7 **Proprietary data** is created for each client and makes the tool more accurate with every use.

# What questions an AI Assisted tool can deliver at an early stage in DD/Triage?

Phase 1 MVP



## Market Size, Share and Growth

- What is the size and growth rate of the addressable market, and how has it evolved?
- How fragmented is market and how has the company's share (across multiple metrics) changed over time?
- Are there trends in the market which represent threats or opportunities?



## Headroom and Performance

- What is the available headroom for growth per channel, and what is the level of challenge / investment required to achieve it?
- How has an asset's growth indexed against the sector and competitors?
- Does commercial performance in each Geography reflect equivalent strength?



## Pricing and Range

- How does pricing compare within the competitor set?
- Do competitors have equivalent breadth / depth to their products and services?



## Sales and Marketing

- Is the strategy clearly outlined?
- How does the company perform vs. competitors / benchmarks on key channels and metrics?
- How efficient (e.g. ROAS, CAC) is the company's activity over time?
- How is performance measured?



## Customer Cohorts & Loyalty

- What does the consideration / comparison process look like?
- How has loyalty and lifetime value changed as the business has grown?
- What are the key buying considerations in the space?



## Financial Projections

- What are the key revenue and profitability projections?
- Are the Assumptions defensible?
- Is burn rate and runway appropriate?
- How will you use your funds?
- What is the ask and % equity at stake?

Development Phase 2



## Product

- What is the products and what problem does it solve?
- Key features and benefits
- What are technical roadmap and key milestones?
- How scalable is the product and how adaptable is it?
- Is there any IP?



## ESG

- How do the company's current ESG practices and performance compare objectively against average and best in class?
- What are the key areas for improvement?



## Platform Engagement

- What does observed engagement indicate about e.g. conversion rates vs. competitors?
- Which content is informing decisions in this sector?
- What is the importance of apps in this space, and how does the asset perform?



## Team & reputation

- Who is delivering on this plan?
- How is the company considered vs. peers, and are there key areas (price, service) of advantage?
- What is the perception and reputation of management?
- What is staff retention like?



## Ai, Tech and IT

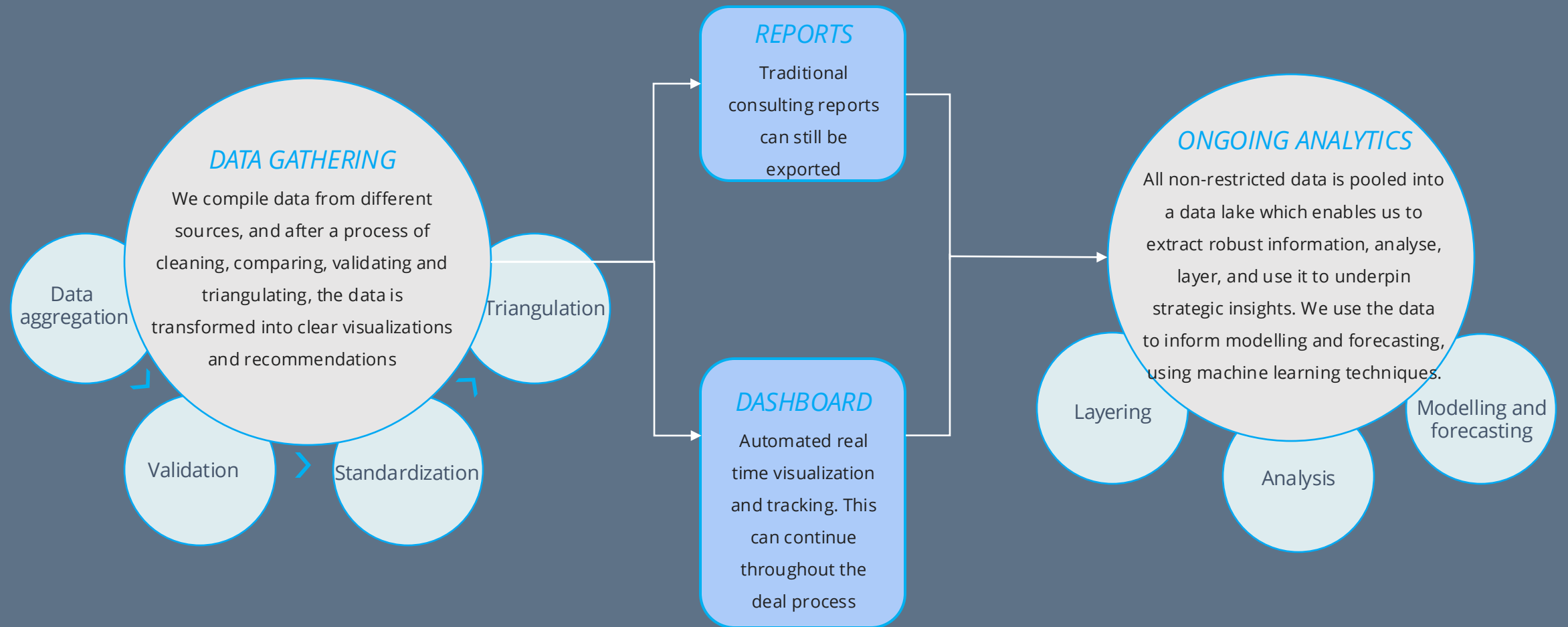
- How well does the digital and AI agenda translate through the organization?
- Are the software, team and structure aligned with the digital ambitions of the company?
- Are there any compliance or cybersecurity risks?



## Additional

- Are there any compliance/regulatory risks?
- What is the next stage exit strategy?

# DD Process with VeritiQ - Solution Detail

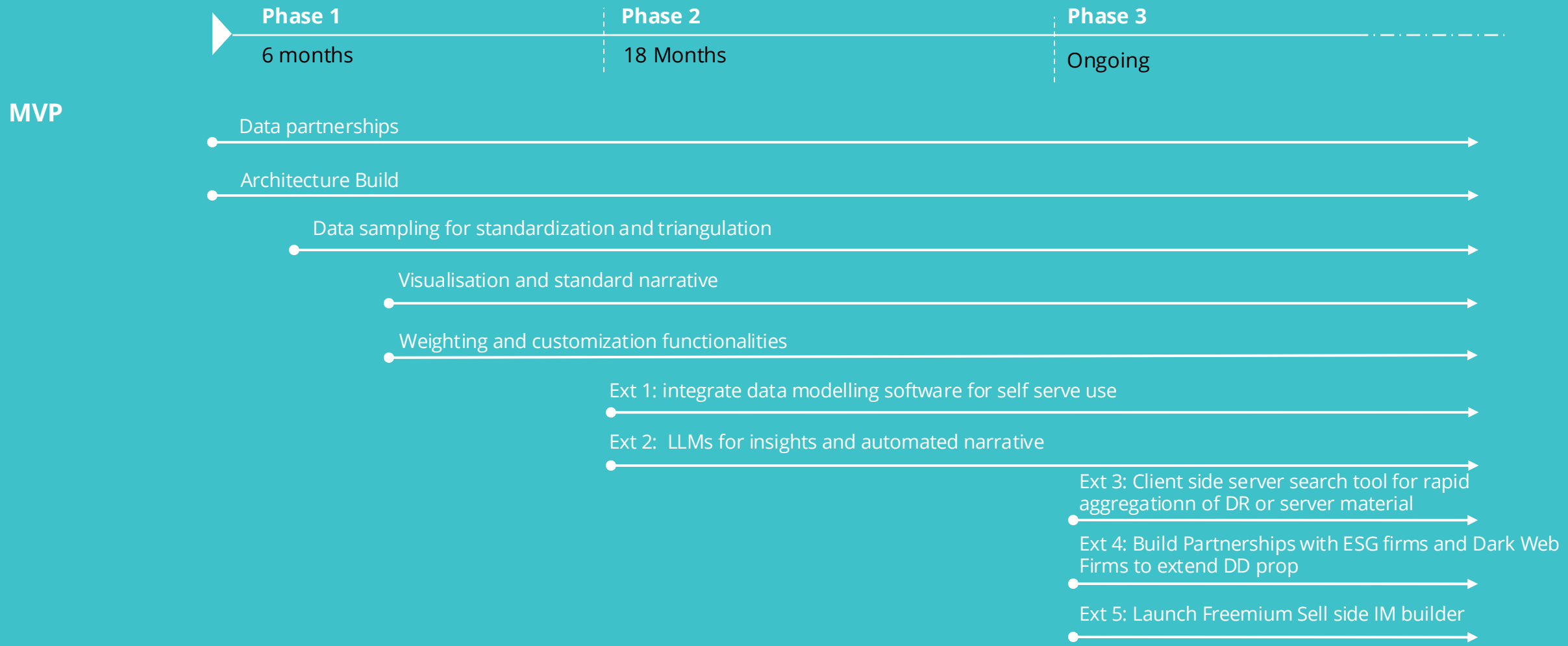


The dashboard becomes an interface which is continuously updated with third and first party data, allowing investors to track assets throughout the diligence and hold periods, and, in time, for origination and portfolio management

# DD Process with VeritiQ - Delivering against the problem statement

Phase	Step	Problem	Solution
<b>1. SCRUTINISE DATA ROOM</b>	1A – Upload IM – extract structured and unstructured data	Help me save time	Generative AI for extraction. AI Agent driven workflows. Natural language and computer vision. <u>Large Multimodal model</u> . Possibly a visual 'quick win' step here to show the customer.
	1B – Analysis of IM – spot gaps, areas to go deeper, inconsistencies	Help me quickly identify the things that matter	
<b>1. CUSTOMISE</b>	1C – Custom Weighting options: - Either client enters pre-determined structured answers or natural language	Let me tell you what I already think and know about this investment	Logically this would be a natural language interface and/or a guided quant questionnaire
<b>2. ASSESS INTERNAL DATA</b>	2A – Ingest fund relevant information	Help me contextualise this investment to my fund and the decisions we have made in the past	Areas of major opportunity but needs to be stripped down for MVP. Transcription of an audio discussion and commercial information.
	2B – VeritiQ - data collection – ingest paid and partner data sources	Help me objectively understand this deal in the context of the market and competition	Need to make it as quant-data driven and probabilistic as possible (custom ML)
<b>3. GO DEEPER – ON THE MARKET &amp; PREVAILING TRENDS</b>	3 – VeritiQ – external research	Help me objectively understand this deal in the context of the market and competition	Need to make it as quant-data driven and probabilistic as possible (custom ML). Competition have made Generative ML a hygiene factor for research.
<b>4. GO DEEPER – ON TARGET</b>	4 – Structured data modelling	Make all of the quant data easy to understand	Custom ML/analysis vs Generative AI debate.
	4B - Data triangulation to bring a 'level of confidence' in each area of the DD	Show me the magic – help me differentiate, out-think the competition and deep dive on the DD	Initially manual analysis with a clear vision to automate in low-opex way.
<b>5. ANALYSE &amp; PRESENT FINDINGS</b>	5A – Bring together quant and qual into an <b>explainable dashboard</b>	Help me bring it all together to make a decision that I can easily explain	No room for hallucinations. Increment in a methodical and explainable manner.
	5B – Produce visual output as a web link	Help me see insight, not information	Combination of visual and commentary

# Topline Deliverability Work Flow



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The Value  
Prop &  
Commercial  
Growth

04

# Business Model



P

**VALUE PROPOSITION**

- **Customer:** any investor looking to assess the viability of an investment through the analysis of the IM. OR asset/business owner looking to put their IM through our tool to check for red flags.
- **Value:** we are offering with this proposition is the ability to rapidly assess the investment in a customised way (the ability to add a human perspective on the investment). We are combining off-the-shelf convenience (speed/accuracy) with a customised proposition (relevance) to demonstrate clear value in the sense that the customer can deliver a differentiated/proprietary answer without having to invest millions in their own data and AI capability.



D

**VALUE DELIVERY**

Capitalise on technology, first and 3<sup>rd</sup> party data, experience-based model training and marketing knowledge to deliver a trusted, standardized early stage DD tool for use across all markets.



C

**VALUE CAPTURE**

**Investor** - Monthly subscription to the software (e.g. £5k) & bolt-ons

**Owner** - PAYG consumption model for one-off reports (e.g. £500)

**ASSET VALUE**

**ARR**

Revenue generative with low operating costs

**Data**

Over time we build a data repository that can model forward by sector and sub-sector more accurately than ever before.

We can understand market dynamics by fund size and geo

# Business Model

## COMPANY RESEARCH

Diligence on Private & Public co.'s:

- CIM synthesis
- Due Diligence
- Competitive benchmarking
- Company strategy
- M&A strategy
- Risks and opportunities

## INDUSTRY RESEARCH

Industry/sector analysis across:

- Market size
- Value chain
- Top players
- Market segments
- Innovation & start-ups
- Trends and news

## COMPETITIVE ANALYSIS

Compare multiple co.'s across:

- Product portfolio
- Value proposition
- Financials & funding
- Market maps
- Growth metrics
- Business model

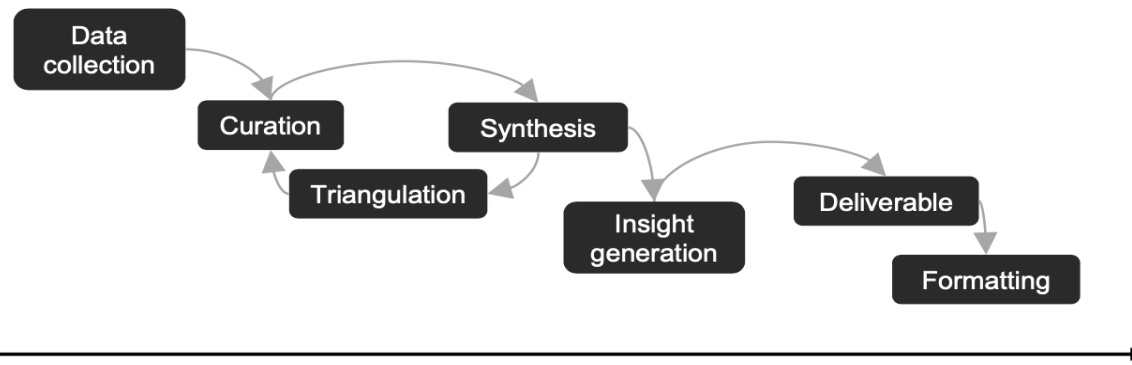
## MARKET Q&A

Bespoke analysis on any market

- Context based search
- Facts and figures
- Q&A on focus topics
- Knowledge repository
- Reading list
- Brainstorming

- We take the view in 5-10 years that Proprietary data is crucial for VeritiQ
- We believe that Generative AI, whilst revolutionary, can become somewhat commoditised
- We believe the combination of proprietary data, custom analysis and machine learning and generative AI will truly differentiate world-class AI disruptors
- It is the proprietary data that enables the building of the custom models, which can diffuse knowledge and understanding to the larger pre-trained models, whilst also the fine-tuning of the pre-trained models themselves. Investing in this strategy is also a strategic hedge for how this technology market develops.
- It is the collection, anonymisation and benchmarking of fund-specific information (e.g. previous IM's, decisions taken against the IM's) that differentiates and provides the moat. This data, once we have onboarded a critical mass of clients, becomes our flywheel accelerator and moat, providing significant value to clients and ROI for our investors.

## AI agents for end-to-end workflows



# The Competitive Landscape is not quite on parity

Below companies included in the analysis but not considered core competitors.

**Conclusion – this is Hard Fact Problem.** A pain point universally accepted as a hard fact of life and see that it's merely a hard problem that your product solves for the customer. Your customers have resigned themselves to just living with the problem. They're not urgently engaged with trying to solve it.

- PitchBook
- CB Insights
- DealCloud
- Cyndx
- 4Degrees
- Alphasense
- Kira Systems
- SourceScrub
- Allvue Systems
- Diligent
- Ansarada

	VeritiQ	Wokelo.ai	dili
First party data analysis	✓	✓	✗
Third party competitor analysis and data aggregation	✓	✓	✓
Proprietary Models	✓	✓	✓
Executive Ready Presentations	✓	✓	✓
Expert-customized Research Parameters	✓	✗	✗
Red Flag Issues	✓	✗	✓
Customised Diligence (AI)	✓	✗	✗
Benchmarking	✓	✗	✓
Customisable Weighting	✓	✗	✗
Scenario Modelling	✓	✗	✗
Buy and Sell Side	✓	✗	✗

## Time-critical investment opportunity

1. Wokelo AI (est. 2022 raising \$1.5m) and Dili AI (est. 2024 raising \$1.5m) are the only current live competitors but Prism and Finster.ai are raising capital
2. This is a newly established proposition made possible by falling costs of Generative AI combined with data availability
3. Neither has yet established ICP/PMF
4. Both immature – no data or customer based competitive moat established

## VeritiQ differentiation

1. **Customise workflow and solution around client using Generative AI**
2. **Marketplace value of buy and sell-side data**
3. **Specialising in FPDD only – nobody else doing this**

# Traction

## (C) Copilot



### Copilot Capital

Dave Sun - Partner

“This is something that would be very helpful to us as we consider assets in early stages or with lower investment value”

## tower

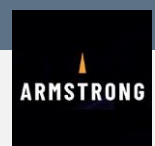


### Tower Leasing

Kerry Howells - CEO

“This is a great idea - it would certainly help us as lending partners to do a quick check on applications.”

ALANTRA



To grow at scale, Enterprise Relationships will be important. There is a clear opportunity to partner with Consulting Firms and Corporate Finance Firms as well, whom will all seek to be creating un-challengeable diligence on the sell side

### Early adopters

We have interest from the likes of PE, VC and Corporate Finance Firms, as well as Consulting firms, whom might use it in varying ways, but ultimately to the end of quick early stage assessments and consistency in approach.

### Amazing feedback

Our market research has shown very high enthusiasm for the tool, having spoken to PE Firms, VCs and CF houses alike

### Framework mapped ready for build

Many days and hours have already been spent mapping questions to the data throughout my previous consulting experience and developing the software, which can be recreated faster with the emergence of AI

### Proof of concept

Is something we'd like to prototype right away.

# Commercial model

Our market approach is to make the diligence and market monitoring process easy. It is as simple as that. We collect and validate data so you don't have to. We'll do the modelling and even consider your own preferences in analysing. Saving weeks' of time, thousands in cost, and is 100% accurate.



## SaaS Sales

The model is built to be fully manageable via the web. No consultancy is required for firms after onboarding and self-serve add on purchases would be available.



## Data

Proprietary Data is the key exit route for us. In creating our own data along the way we can monetise the data with industry reports and then, in 5 years' time, the data play will be a large valuation component for exit to trade or banks



## PE/VC

As a subscription service to the mid-market and larger VCs, this online platform (which can eventually be embedded into servers) can be used to triage deals in the early stage and support confirmatory DD, IC pitches and even light touch DD for smaller deals in known sectors



## Consulting Firms

Alleviating time and improving efficiencies in data sourcing, analysis and formatting, this tool can allow advisors to work on more projects within a month and a white label solution can be offered for ongoing monitoring and reselling on a rev share basis.



## Corporate Finance & Firms

In time, the model can be extended to serve businesses looking for backing within the industry and perhaps directly

# Pricing Sheet

Customer Packages	Single Use Gated	Annual	Annual	Annual
	Freemium	Professional	Team	Enterprise
		£3,000 pcm	£6,000 pcm	Bespoke
		For smaller teams looking to run checks on markets or assets locally	For larger teams running more projects and investments	For large firms who need multi-user and multi-stream diligences
<b>IM Uploads/Searches</b>	1	3	10	Unlimited
<b>Users</b>	1	1	5	Bespoke
<b>Consultation /Annum</b>	No	1 hour	5 hours	2 days
<b>Email support - 48-hour SLA</b>	No	Yes	Yes	Yes
<b>Historical Data</b>	No	2 years	3 years	All Time
<b>Territories</b>	UK	UK	UK&US	All

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# Financials

# 05

# Financial Projections

ARR by Y5

**~£40M**

This amount is achievable after additional series A

Subscribed Users

**~7K**

By Year 5 - which is bolstered by partnerships agreements

Y5 EBITDA

**£27m**

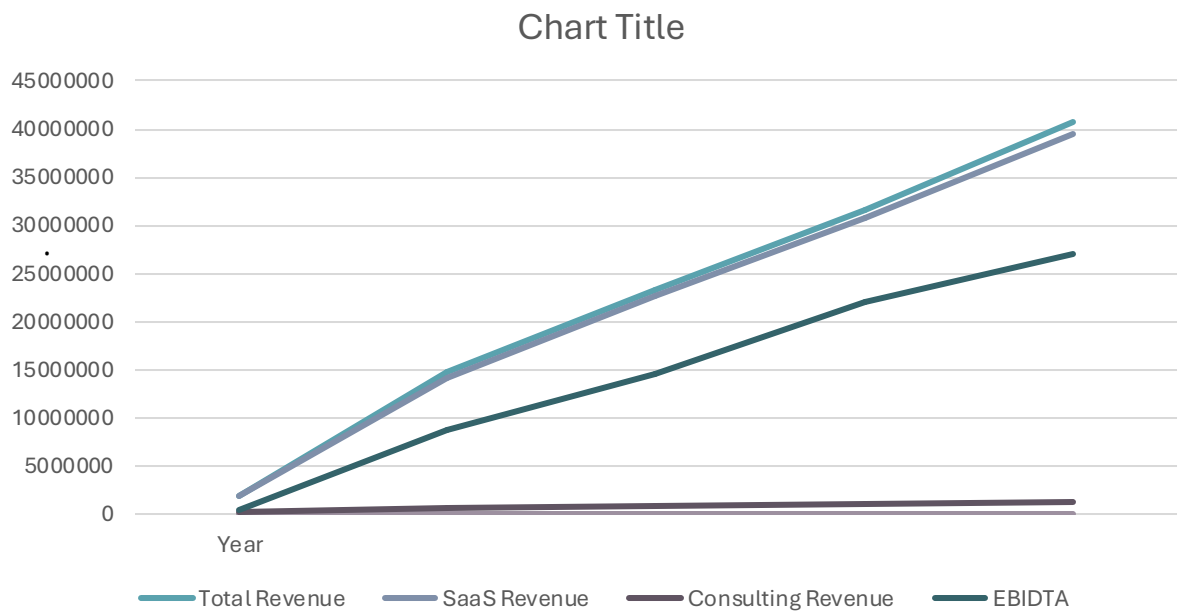
EBITDA shows significant efficiencies due to tech first model

## Financial Summary - Income Statement

	Year-1	Year-2	Year-3	Year-4	Year-5
<b>Revenue</b>					
SaaS	1,808,757	14,207,835	22,595,867	30,687,635	39,421,542
NRR	116,774	521,472	742,609	989,839	1,250,691
<b>Total Revenue</b>	<b>1,925,532</b>	<b>14,729,307</b>	<b>23,338,476</b>	<b>31,677,475</b>	<b>40,672,233</b>
COGS (COS)	214,935	1,516,841	2,145,187	2,784,414	3,607,924
<b>Gross Profit</b>	<b>1,710,597</b>	<b>13,212,466</b>	<b>21,193,289</b>	<b>28,893,061</b>	<b>37,064,309</b>
Operating Expense	1,388,525	4,551,535	6,564,115	8,364,085	10,069,122
<b>EBITDA</b>	<b>322,071</b>	<b>8,660,931</b>	<b>14,629,174</b>	<b>21,956,533</b>	<b>26,995,187</b>
EBITDA %	18%	61%	65%	72%	68%
Taxes	189,089	1,818,795	3,072,126	4,311,085	5,668,989
<b>Net Profit</b>	<b>132,982</b>	<b>6,842,135</b>	<b>11,557,047</b>	<b>16,217,891</b>	<b>21,326,198</b>
Users	373	2,646	4,114	5,568	7,135
New Users	373	1,304	1,485	1,980	2,501
Avg. % Chur <small>*incl. consultancy</small>	0%	51%	64%	64%	65%
% SaaS Users	90.00%	90.00%	90.00%	90.00%	90.00%
Cash at Year End	1,474,188	7,329,521	28,154,383	43,620,488	64,176,819
Cash Low Point (with seed investme)	1,887,183	1,644,347			
Revenue Run Rate at Year End	651,208	1,564,445	2,217,731	2,929,570	3,632,504

## Lead-to-Cash model

Our 5-year business model takes into consideration marketing metrics, churn and seasonality. Delivering solid figures that can scale up and down based on real-world data.



<b>Online MRR AOV</b> <b>■ £4500</b>	<b>Solution Sales (Enterprise) MRR AOV</b> <b>■ £15,000</b>	<b>Overall MRR AOV</b> <b>■ £9750</b>	<b>Y5 Total Customers</b> <b>■ 7,135</b>
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# Financials (per 12 month)

Cost Items	Name
Data Acquisition	£200,000
Technical Development	£500,000
Sales & Marketing (team and budget)	£150,000
Hosting and Operations	£50,000
Internal Staffing	£310,000
Working Capital Contingency	£50,000
	<b>£1,250,000</b>

6 month initial development runway £500k

Position	Name	Days per week	Annual days	£
Founder, CEO	Fleur Hicks	4	Almost FT	£TBD
CTO	TBD	5	FT	£150,000
Lead Data Scientist	tbc	5	FT	£80,000
Lead Engineer	Liv Wesson	5	FT	£80,000
				<b>£310,000</b>

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Team

06

# The Team

An experienced and award-winning group of Commercial and Technology Experts, developers and entrepreneurs.



Fleur Hicks  
CEO, Founder



Fleur is an International Award-Winning Business Leader with 22 years' experience in commercial and digital consulting and data engineering. Fleur drives the company's manifesto to bring big data to diligence within the investment community. Fleur also mentors young entrepreneurs and funds social value projects within STEM education and the arts



CTO – Not Yet Able to name

Due to Restrictions

The Virtual Forge  
Development Partner



The Virtual Forge is a trusted partner for transformation. Empowered by state-of-the-art analytics and advanced machine learning algorithms, TFV unlocks unparalleled opportunities for your business to enhance operational efficacy and discern emergent trends.

In Partnering with TFV, we fuel innovation, garner rich insights, and harnessing the full potential of our data



Senior Data and Development  
Engineer – Anonymous



Charlie Cannell  
Commercial and Technology  
Advisor



Charlie Hyett  
Public Markets Data Advisor



Tom King  
Policy Advisor

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# Funding Requirements

# 07

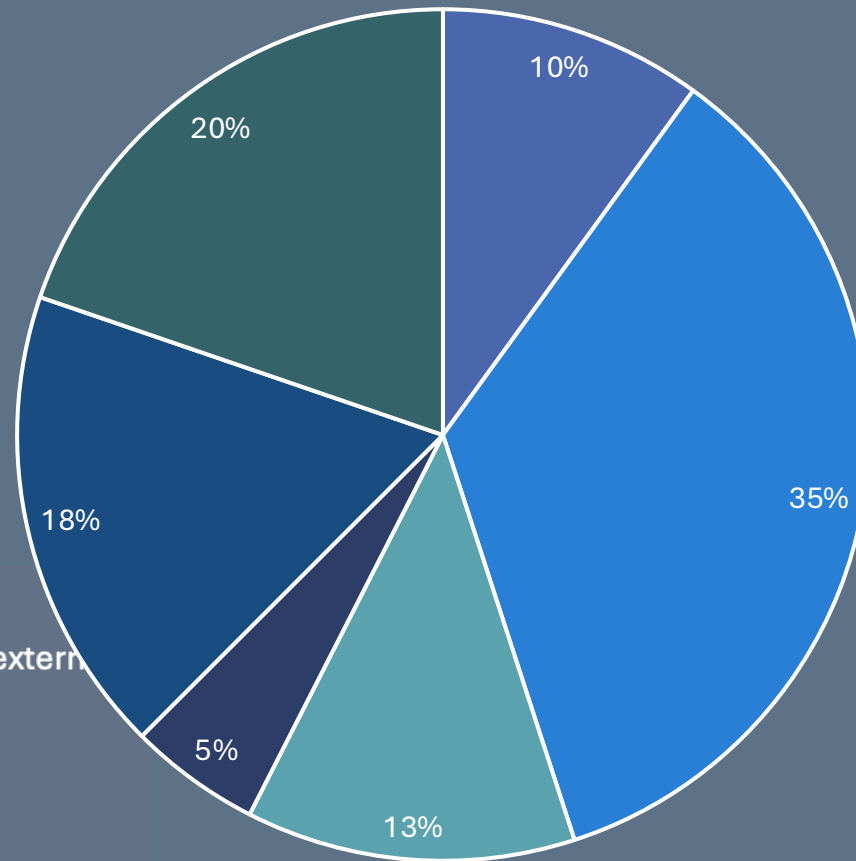
# Funding Requirements

Pre-Seed round - £500k

## Use of funds:

- Developing the production platform
- Focusing on growing our revenue through partnerships, network flywheel, PR & marketing
- Build waiting list through freemium
- Working capital

- Data Acquisition
- Technical Development (team – internal and external)
- Sales & Marketing (team and budget)
- Hosting and Operations
- Opex
- Working Capital



## Headcount Mix

	Y1	Y2	Y3
<b>Management &amp; Finance</b>	3	3	5
<b>Development</b>	4	7	9
<b>Sales</b>	1	2	3
<b>Marketing</b>	1	2	3
<b>Customer Success</b>	1	2	3
<b>Total</b>	10	16	23

# Cap Table

Cap Table						
		Capital (£)	Common Shares	Pref. Shares	Total Shares	% Ownership
<b>Shareholders</b>	Category					
<b>Fleur Hicks</b>	Founder	200,000	9,500		10,000	67% > post raise 47%
<b>CTO</b>						5% (ringfenced in round 1 if issued pre-seed)
<b>Liv Wesson</b>	Lead Engineer					1% (ringfenced in round 1 if issued pre-seed)
<b>Staff Incentive Pot</b>						2% (ringfenced all time)
<b>Further incentives for SLT</b>						20% (ringfenced for 3 years – issued on KPIs)
Current Company Valuation – Pre-seed						
	<b>Total Value (£)</b>		<b>% Total</b>			
<b>Pre-Money</b>	200,000		80			
<b>New Equity Raised</b>	1		10	SEIS or Angel/Investor		
<b>Post SEIS Round valuation</b>	700,000		100	*Pre-seed round so tangible valuation increases with initial investment		

# Why Invest?

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- ✓ Democratises access to commercial data across all deal sizes, ensuring robust, data driven decision-making is available to all private investors
  - ✓ First mover advantage in Human-led, Ai-Assisted diligence
  - ✓ Cutting edge use of AI and Machine learning with Natural Language Processing and big data analytics in. There is nothing like this in the market.
  - ✓ Founded by award-winning Private Equity diligence consultant Fleur Hicks
  - ✓ LOIs and Beta commitments from several PE and VC houses, e.g. Montagu, Copilot Capital
  - ✓ Clickable front end protoype ready
  - ✓ Development and data partnerships already in place
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# Investment Proposition

## 1<sup>st</sup> Mover Advantage

We are one of the first AI powered automated DD platforms. We have an 18-month framework for development and thus head start.



## Invest in Data and AI

AI is one of the fastest growing areas of investment. Driven by entrepreneurs and supported by legislators and governance boards worldwide

## Global Potential

All data is global and all clients can assess international assets from afar. Our platform is built from the ground up to be a global offering.



## Drive investment Sustainability

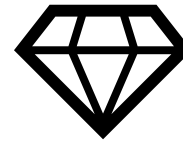
Be part of the journey to revolutionise the investment place with an innovative tech investment. Help businesses worldwide be more profitable and sustainable.



# What investor gets

## EIS

VeritIQ has 'Advance Assured' for EIS so initial investors can claim back up investment in tax relief



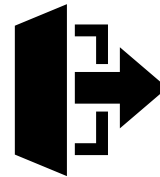
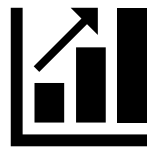
## Equity

10% on ~£1m post-money valuation



## Projected 10X ROI

Executed to plan, your investment will deliver in excess of 25X return in 5-years on any money invested at this stage.



## Exit

We plan to give any seed investors the opportunity to exit at Series-A. Additional exit opportunities may be provided should the business be sold or IPO.



# VeritIQ

UNLOCK INSIGHTS, ELEVATE DECISIONS

## CONTACT US



### OUR ADDRESS

Sussex & London

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### OFFICE HOURS

Monday - Friday

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