



LoveMy
Consultancy



Structure

Holding Company (LoveMy Global Ltd)

Operating Subsidiaries / Divisions

LoveMy Style
UK Ltd

LoveMy
Charity Ltd

LoveMy Live
Valuation &
Investment
Marketplace

LoveMy
Recruitment
Partners
Program

LoveMy Build
UK

LoveMy Food
UK

LoveMy Tech
UK

LoveMy
Health UK

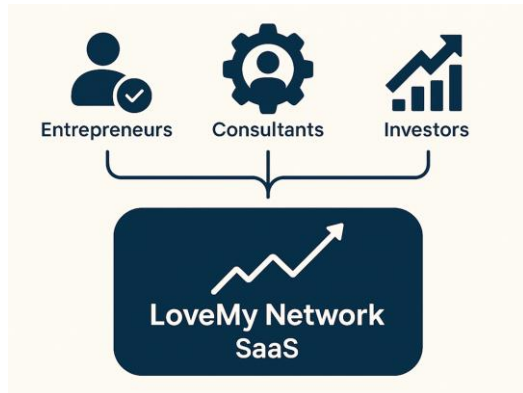
LoveMy
Finance UK

The Pretty
Dress Company
(PDC) – Grow &
Exit Pilot

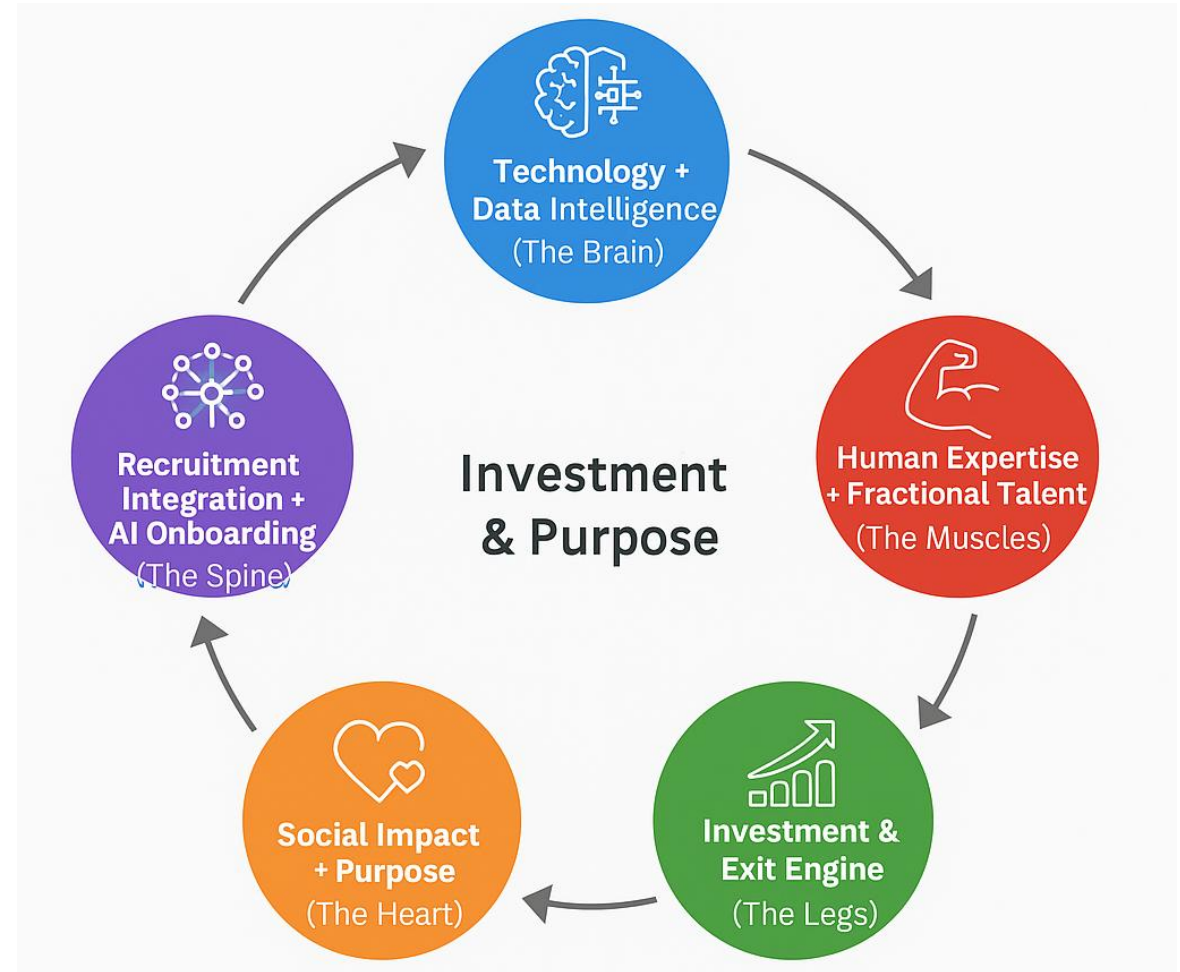
Paws & Polish –
Charity Pilot
Startup

Future Territories / Networks

Elevator Pitch



LoveMy Global is building the world's first AI-driven business growth ecosystem — connecting entrepreneurs, consultants, and investors through one intelligent platform. Our SaaS, LoveMy Network, delivers live SME valuations, expert growth support, and transparent investor deal flow. It's where data meets opportunity — helping businesses scale faster, consultants earn smarter, and investors invest with confidence.



Problems Addressed

SMEs Can't Afford Senior Leadership

- → Traditional consultancies are too expensive.
- *LoveMy provides on-demand fractional C-suite experts.*

Business Data Is Trapped in Silos

- → 20–30% productivity lost annually due to disconnected systems.
- ✓ *LoveMy unifies all business data into one real-time dashboard.*

Consulting Lacks Accountability

- → Manual, unverified results erode trust and ROI.
- ✓ *LoveMy tracks consultant impact with live data and outcomes.*

Investors Lack Real-Time SME Insights

- → Static reports limit deal flow and due diligence.
- ✓ *LoveMy Marketplace shows live SME valuations and KPIs.*

Startups Struggle to Scale or Exit

- → 70% plan to sell, but few achieve successful exits.
- ✓ *LoveMy's Grow & Exit model prepares SMEs for acquisition.*

Unequal Access to Capital & Mentorship

- → Many capable founders lack opportunity and support.
- ✓ *LoveMy Charity provides funding, mentorship, and tools.*

Recruitment Data Is Underused

- → Valuable talent databases sit idle.
- ✓ *LoveMy's API helps partners monetise and match consultant talent.*

Solution

Entity	Core Features Summary
1 LoveMy Global (Holding & Platform Developer)	Owns all IP, SaaS tech, and brand. Builds AI dashboards integrating financial, marketing, and CRM data. Manages global billing, APIs, and data flow for all partners.
2 LoveMy Style UK (Fashion Vertical)	Operates “Grow & Exit” consulting model for fashion SMEs. Uses fractional executive teams (CFO, COO, CMO). Generates case studies and proof-of-concept success stories.
3 The Pretty Dress Company (Pilot)	50% equity partnership pilot showcasing platform impact. Uses live KPI dashboards to drive operational turnaround and margin growth.
4 LoveMy Live Valuation & Investment Marketplace	Real-time SME valuation platform. Displays verified growth metrics and connects investors to “Growth” or “Exit-Ready” businesses. Monetised via subscriptions and deal fees.
5 LoveMy Recruitment Partner Program	AI-integrated recruitment network importing vetted consultants. Shares recurring commission revenue automatically with recruitment partners.
6 LoveMy Charity – “A Hand Up the Ladder”	Non-profit incubator supporting founders from low-income backgrounds with seed capital, mentoring, and reinvestment loop through profit donations.
7 Future Territories (Build, Food, Tech, Health, Finance)	Scalable verticals using same platform architecture, KPI dashboards, and shared HQ services under the 33/40/27 ownership and royalty model.

The Business Growth Ecosystem

Data-Driven Matching (AI + Live Metrics)

- Proprietary AI engine connects SMEs and consultants using live KPIs (finance, CRM, ads).
- 70% faster match time and 3× better fit (Shopify + Xero prototype test).

Verified, Accountable Consultants

- Fractional C-suite experts (1 day/week, £3k/mo).
- Live impact dashboards show revenue & ROI improvements.
- Consultants earn equity in “Grow & Exit” projects.

Integrated Payments & Contracts

- Smart contracts, milestone billing, £20/hr platform fee ensures profitability.
- Automated compliance (IR35, EMI, IP rights).

Live Valuation & Investment Marketplace

- Investors access real-time SME data, valuations, and deal flow.
- Transparency and data-driven investment decisions.

Global Federation Model

- Shared SaaS backbone across verticals (Style, Tech, Food, Build).
- Central royalties and data network for scalability.
- 7 verticals pre-approved with industry CEOs.

Roadmap

YEAR 1 – Foundation & Proof of Concept

- Form companies, team & structure.
- Build MVP platform + pilot with PDC.
- Launch LoveMy Charity pilot.
- Start recruitment API integration.
- Public beta launch & early case studies.

YEAR 2 – Scale & Commercialisation

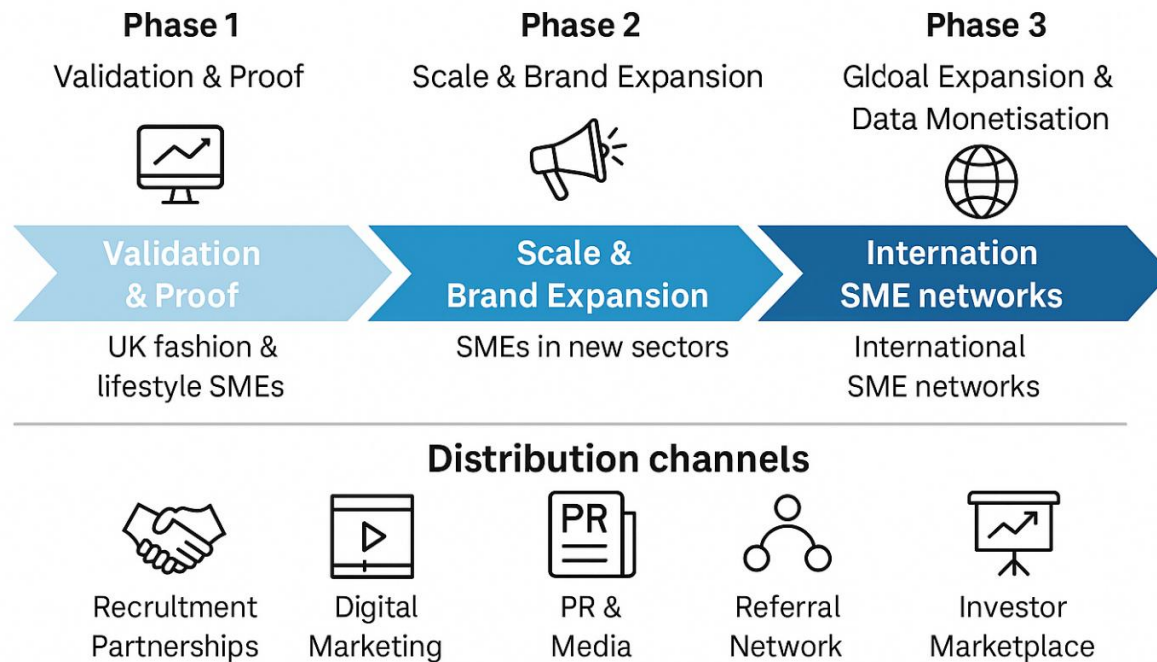
- Add AI-driven consultant matching.
- Expand to new verticals (Build, Food).
- Launch Live Valuation & Investment Marketplace.
- Strengthen partnerships (banks, investors, CSR).
- Automate systems & finalise PDC Grow & Exit.

YEAR 3 – Expansion & Ecosystem Maturity

- Roll out multi-territory networks (Tech, Health, Finance).
- Deploy AI Valuation Engine 2.0 + predictive tools.
- Launch first international territory.
- Introduce global licensing & LoveMy Academy.
- Release LoveMy Insights Portal & host Global Summit.

Go-To-Market Strategy

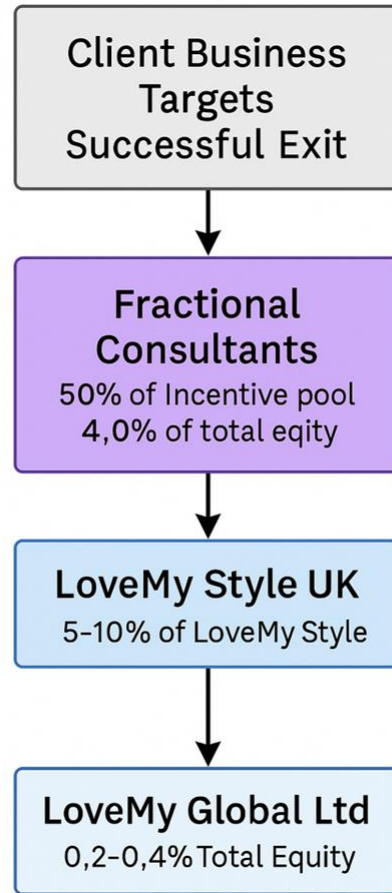
Go-to-Market Strategy



Revenue Streams

Revenue Stream	Description	Model / Pricing	Market Validation
1 SaaS Subscriptions	Recurring monthly fees for SMEs, consultants, and investors accessing dashboards, KPIs, and valuation tools.	<ul style="list-style-type: none">• Starter £50/mo• Pro £150/mo• Enterprise £300/mo	Benchmarked vs Clarity HQ & Fathom (£25–£250/mo); UK SMEs spend £200–£400/mo on SaaS.
2 Platform Transaction Fees	% commission on consultant hours billed through LoveMy platform.	£20/hour \approx 15–20% platform margin	Comparable to Upwork Pro (20%) & Toptal (15–25%); positioned as value-based governance model.
3 Royalty on Territory Billings	20% royalty from all verticals (e.g., Style, Build, Tech) to LoveMy Global HQ.	£1m territory \rightarrow £200k royalty	Mirrors franchise/licensing models (10–25%) like PwC Private Network & EOS Implementer.
4 Investment Marketplace Fees	Transaction & access fees from investors and SMEs on funding deals.	<ul style="list-style-type: none">• 2% SME success fee• Investor access £2k–£10k/year	Benchmarked vs Seedrs (6%) & Crowdcube (7%); lower-fee, real-time verified model.
5 Data Licensing & Insights	Aggregated SME data sold to banks, funds, and institutions.	£5k–£50k per annual licence	Benchmarked vs Beauhurst & Crunchbase (£10k–£60k per seat).
6 Premium Add-ons	Additional monetisation layers.	<ul style="list-style-type: none">• Equity success fee 5–10%• Consultant accreditation £250–£500• CSR sponsorship £2k–£10k	Diversified recurring and performance-based revenue.

Equity Success Fee Model



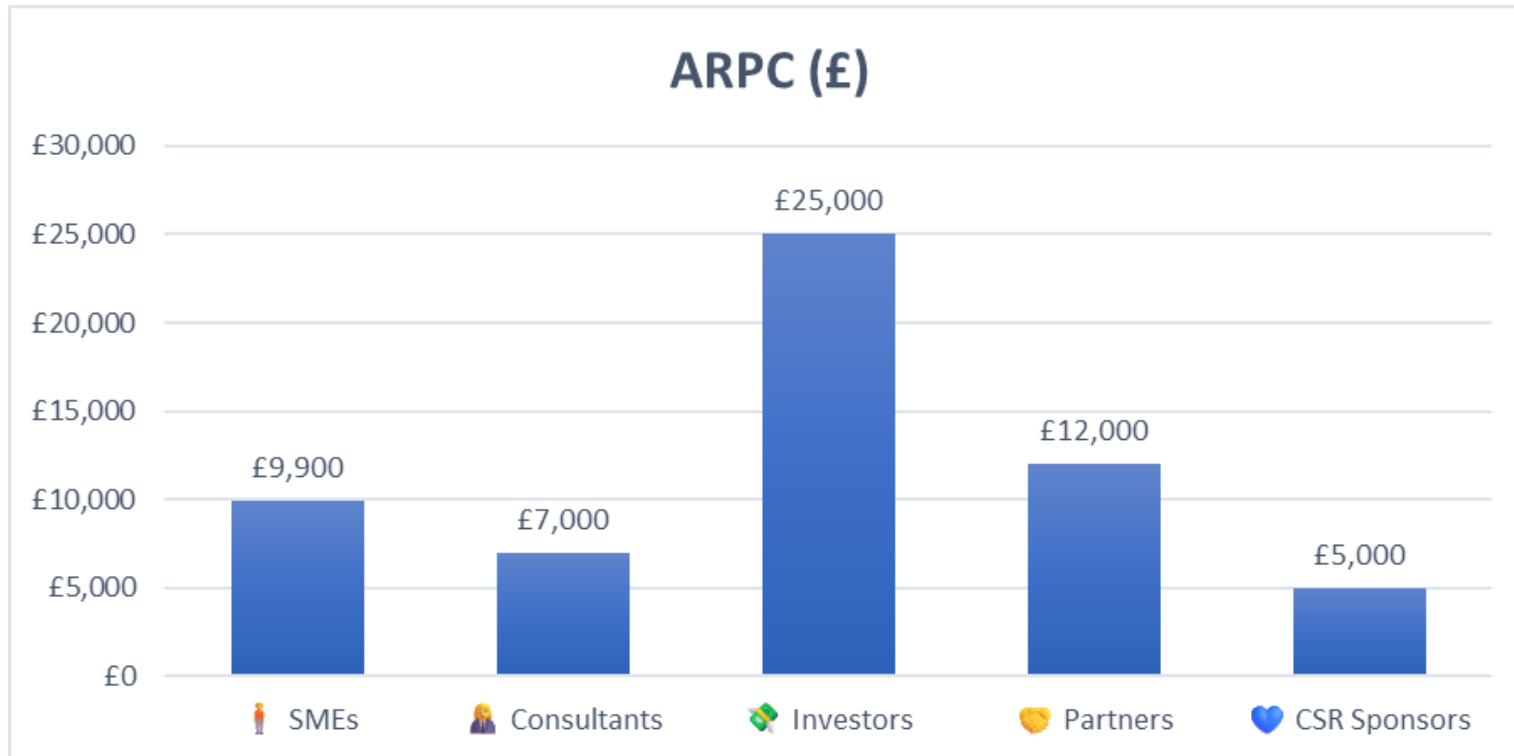
The Pretty Dress Company (PDC) Case Study

The Pretty Dress Company (PDC), a premium UK fashion brand, joined the LoveMy pilot to overcome scaling challenges around finance, digital marketing, and operational efficiency. Through the LoveMy Global platform, PDC was matched with a team of fractional C-suite consultants — including a CFO, CMO, and Operations Director — each contributing one day per week under a structured retainer model.

Using LoveMy's integrated data tools, consultants analysed live sales, margin, and marketing performance metrics to identify key inefficiencies. They introduced new digital marketing strategies, optimised pricing, and implemented process automation to reduce overheads. Within months, PDC achieved over 180% turnover growth, increased gross margins, and strengthened its readiness for international expansion.

This measurable growth validated the LoveMy fractional model as a scalable alternative to traditional consulting, where SMEs pay only for strategic outcomes, not full-time executives. It also demonstrated the platform's capacity to connect verified experts, track ROI transparently, and deliver tangible business transformation within the UK SME sector.

Average Revenue Per Customer












The chart shows the **Average Revenue Per Customer (ARPC)** across LoveMy Global's key user segments.

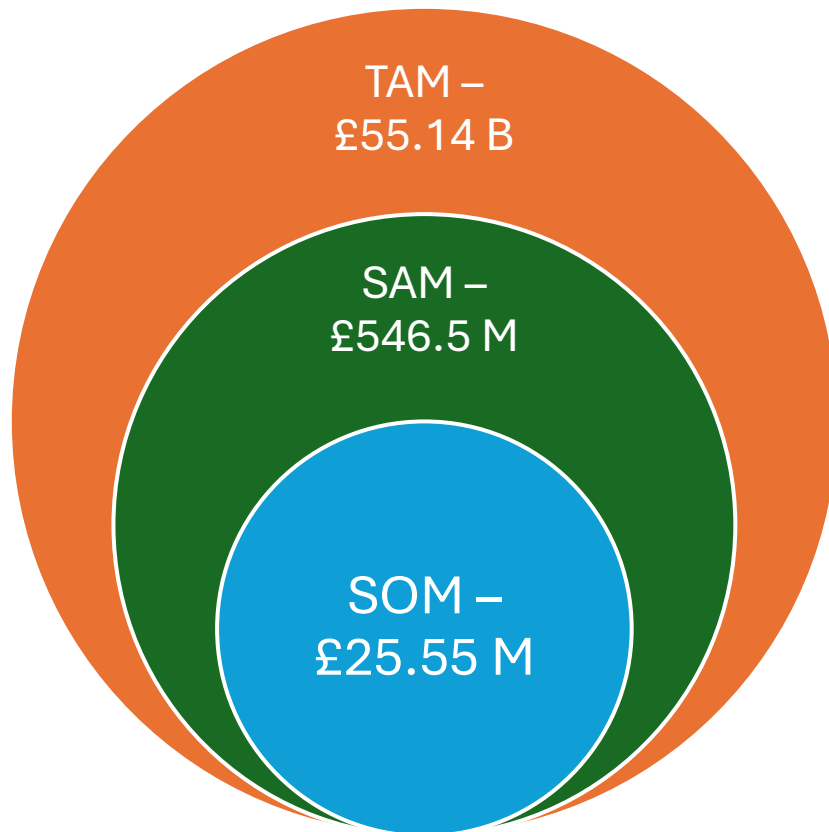
Investors generate the highest ARPC at **£25,000**, reflecting premium access to live SME valuations and deal flow.

Partners follow at **£12,000**, linked to API and data integrations.

SMEs contribute **£9,900** through subscriptions and consultancy engagements, while **consultants** bring **£7,000** via membership and platform fees. **CSR sponsors** add **£5,000**, supporting the social-impact division, *LoveMy Charity*. This diversified structure ensures balanced, scalable revenue streams across multiple customer types.

Key Partners  <ul style="list-style-type: none">- AI recruitment firms (Source Coders, Stealth Startup)- Factotum (CFO & governance)- Tech stack: AWS, HubSpot, Xero, Shopify, Stripe- Media & PR collaborators- Charity sponsors (“A Hand Up the Ladder”)	Key Activities  <ul style="list-style-type: none">- Develop & scale <u>LoveMy</u> SaaS + Live Valuation Platform- Recruit & manage fractional C-suite consultants- Deliver Grow & Exit SME projects	Value Propositions  <ul style="list-style-type: none">• For SMEs: Access top 1% C-suite talent by the hour; data-driven growth + exit strategy.• For Consultants: Steady, high-value fractional work with equity upside.• For Investors: Live deal flow, verified KPIs, and dynamic SME valuations.• For Partners: Monetise idle databases via API; earn commissions seamlessly.	Customer Relationships  <ul style="list-style-type: none">- Dedicated client & consultant success teams- Data-driven dashboards & transparent reporting	Customer Segments  <ul style="list-style-type: none">• SMEs (£1-20m turnover) across fashion, construction, tech, food, health, and finance sectors• Fractional consultants & executives (CFOs, CMOs, COOs, CTOs)• Investors & lenders (seeking verified SME data)• Strategic partners (recruitment firms, SaaS tools)• CSR sponsors & donors supporting <u>LoveMy</u> Charity	
Key Resources  <ul style="list-style-type: none">- Proprietary IP: AI Matching + Live Valuation Engine- SME & consultant network- Leadership team- Recruitment API integrations	Channels  <ul style="list-style-type: none">- LinkedIn, YouTube, Meta ads- API integrations & referrals- Investor marketplace & dashboards				
Cost Structure  <ul style="list-style-type: none">- Platform dev, cloud & APIs- Consultant commissions & marketing- Governance, compliance & charity programs			Revenue Streams  <ul style="list-style-type: none">• SaaS subscriptions & transaction fees• Equity success fees (10–20%)• Royalties from territories (20%)• Data insights & CSR sponsorships		

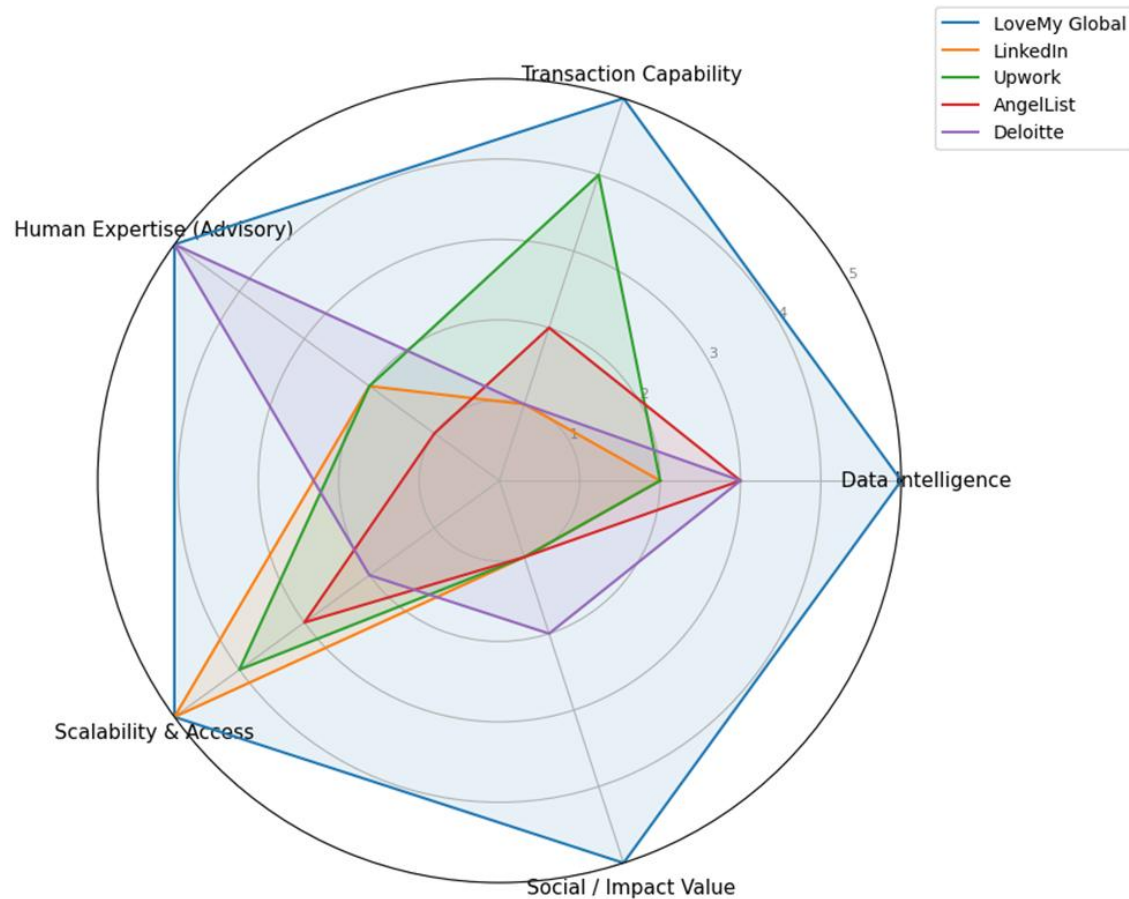
Market Analysis



- UK consulting market doubled since 2018: £10.5bn → £20.4bn (2023).
- Broader management consulting industry projected at £79bn by 2025 (IBISWorld).
- UK data analytics market growing ~19.7% CAGR — from \$3.5bn (2024) to \$25.3bn (2033).
- Fractional executive model gaining global traction — scalable supply & adoption.

- **Massive TAM:** Multi-billion-pound UK opportunity — small market share = big gains.
- **First-Mover Edge:** Fractional leadership + data-driven advisory remains nascent.
- **Scalable Model:** Easily replicable across verticals (Style, Tech, Health, Food).
- **Resilient Growth:** Diversified revenue (SaaS + consulting + data licensing) mitigates downturn risk.

Competitive Positioning



Dimension	What We Offer / Emphasize	Why It Matters vs Competitors
Quality & Vetting	Rigorous screening, ongoing performance audits, share-option incentives	We'll outperform freelance marketplaces like Upwork in trust and reliability.
Domain & Vertical Focus	Sector-specific expertise (Style, Health, Tech, etc.)	Specialty gives us credibility and "smart context" over generalist platforms.
Data + Execution Integration	Live KPI dashboards, valuation engine + fractional C-suite delivery	More powerful than "advice only" firms — we turn insight into action.
Fractional + Scalable Model	Hire C-level talent by hour / day + platform support	Lower cost base and higher flexibility than traditional full-time hires.
Outcomes & Alignments	Equity success fees, shared upside, performance tracking	Unlike pure SaaS, we share risk and reward — building partnership with clients.
Platform & Marketplace	Consultant-SME matching, transactions & governance built in	More seamless than consultancies and more controlled than gig platforms.

Team (Better Design)

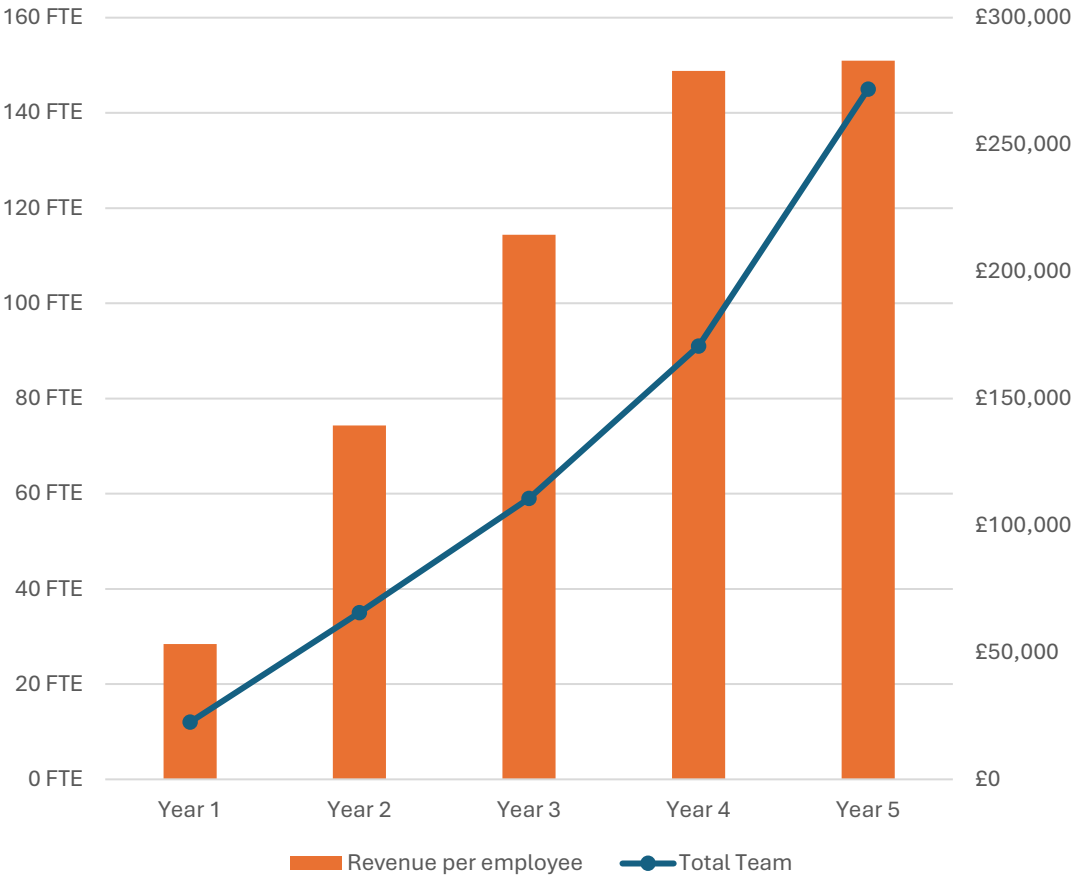
Group Leadership (LoveMy Global Ltd)

- **John Alston – Founder & CEO**
Vision, strategy, investor relations, group governance.
- **Matt Burton – Chief Technology Officer (CTO)**
Platform architecture, AI integrations, and SaaS scalability.
- **Roger (Brown R.) – Chief Information Officer (CIO)**
Data systems, pipelines, analytics, and integrations.
- **Factotum Partners – Chief Financial Office (CFO)**
Bobby Lane FCA, Harold Gittelmon, Beverley Kaye
Corporate finance, M&A, growth strategy, and compliance.
- **Alistair Paterson – Non-Executive Director (NED)**
Governance, strategic oversight, and scale-up mentoring.
- **Igor Grosaft – Non-Executive Director (NED)**
Investment relations and strategic partnerships.
- **Steven South – Chief People Officer & AI Lead**
Talent network, AI recruitment integration, and cultural alignment.
- **Sharon Jaffe – Chief Marketing Officer (TBC)**
Brand storytelling, PR, and performance marketing.

LoveMy Style UK (First Territory – Fashion Vertical)

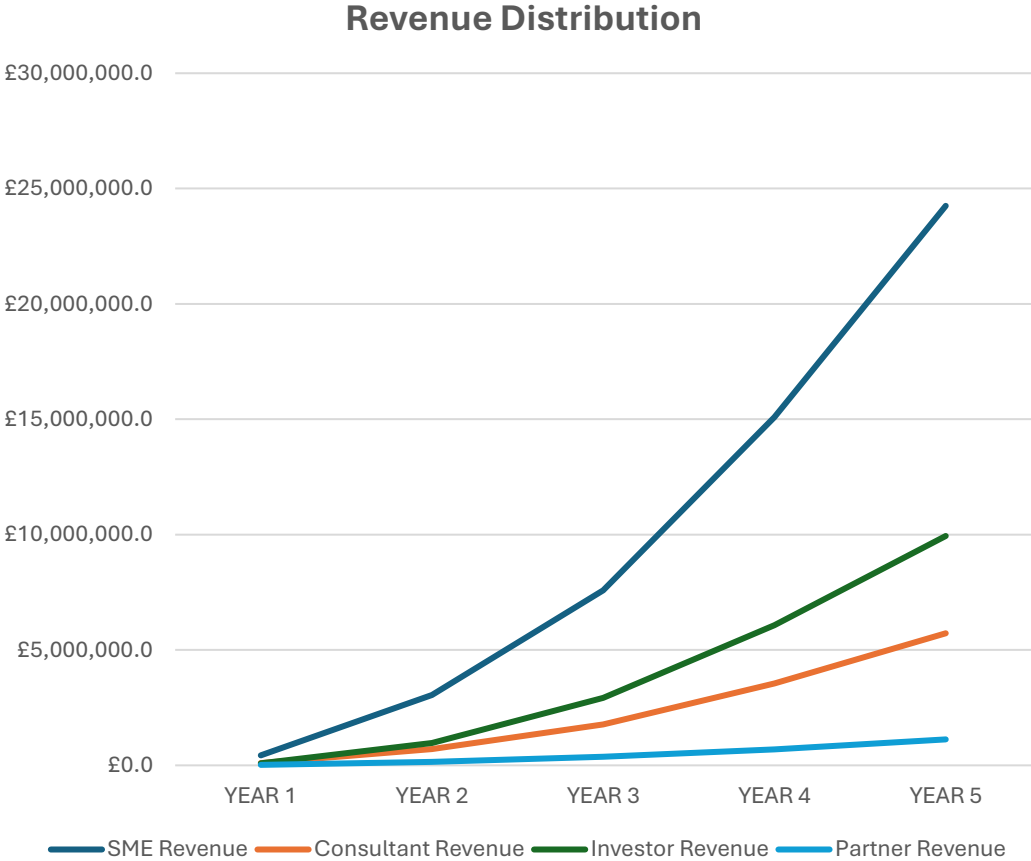
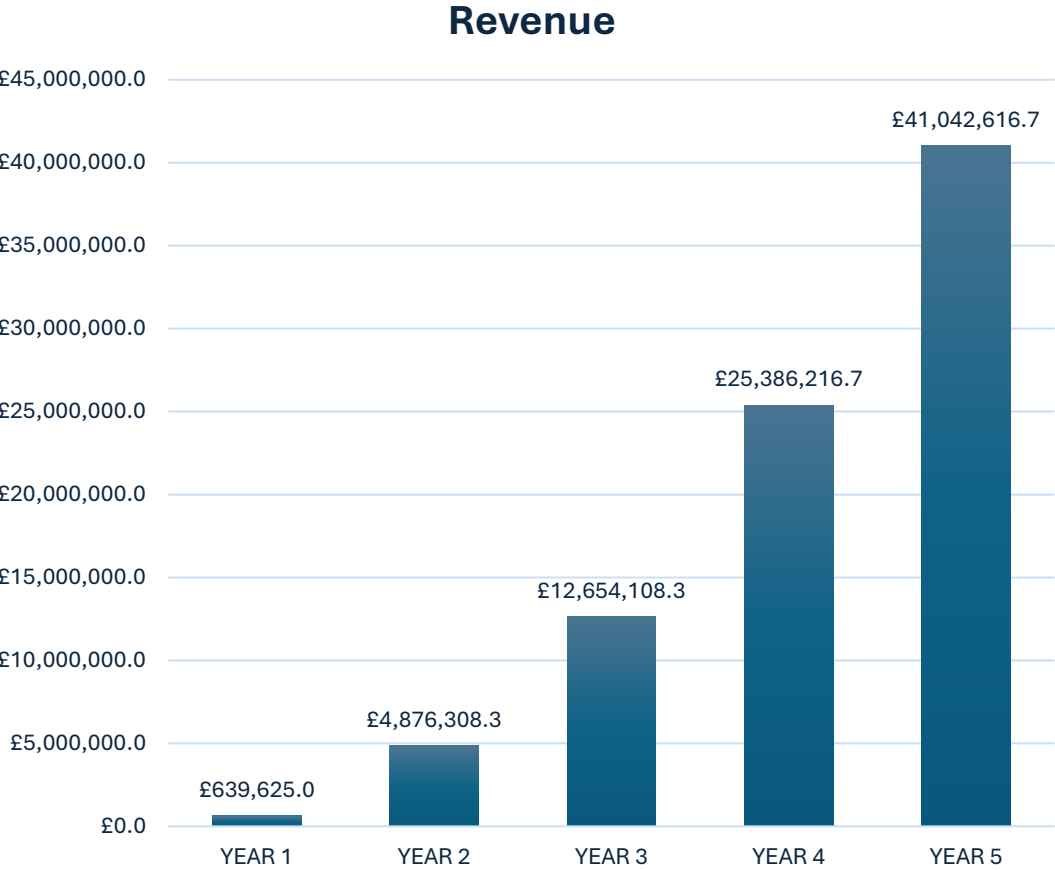
- **Elze Rysko – CEO, LoveMy Style UK**
Territory leadership, consultant network, operations.
- **Suze Hobday – Head of Marketing & Wholesale**
Brand partnerships, retail relationships, and campaigns.
- **Caroline James – Chief Product Officer (CPO)**
Product strategy, merchandising, sourcing, and growth.
- **Factotum (Finance Partner) – CFO Support.**
- **Matt Burton – Technology integration & platform rollout.**

Team Growth



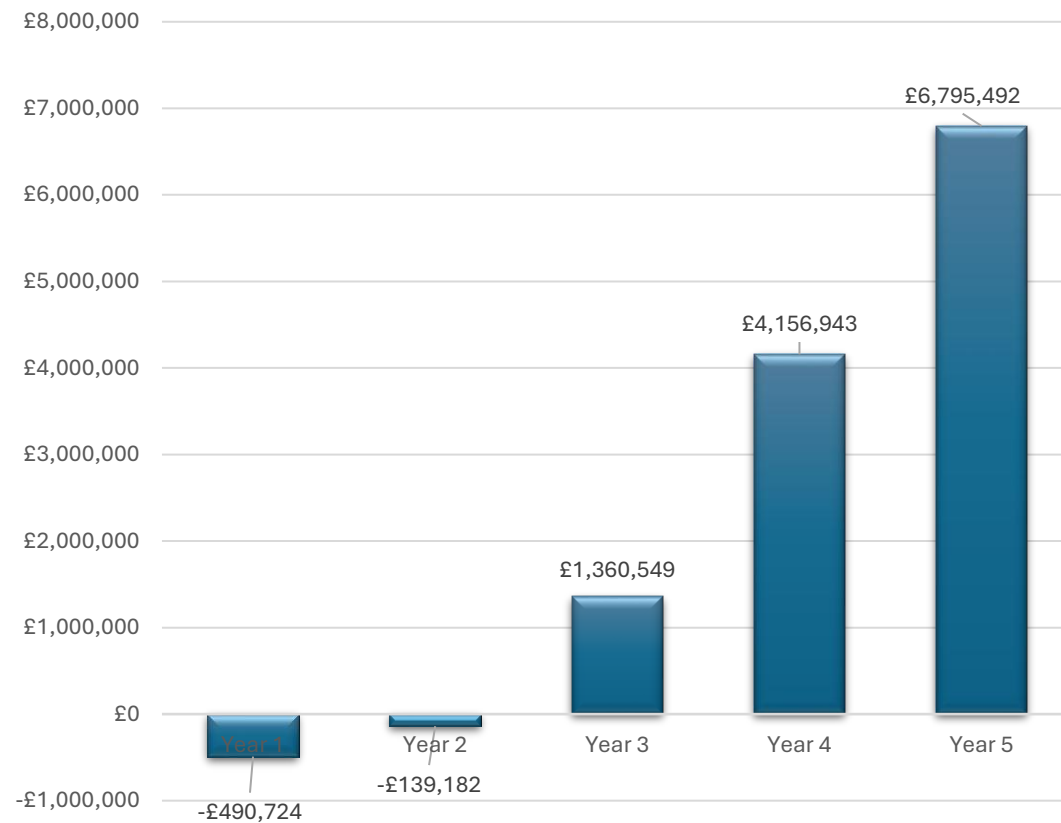
Focus Area	Strategy	Outcome
Executive Leadership	Scales with territory & governance expansion	Strong oversight & decision speed
Tech & Product	Investment front-loaded (2 → 25 FTE)	Platform scalability & automation
Sales & Account	Expands to manage growing network	Client satisfaction & revenue growth
Operations	Grows for quality control & compliance	Consistency & brand trust
Efficiency	Rising revenue per FTE (£53k → £283k)	High productivity & profitability

Revenue Growth

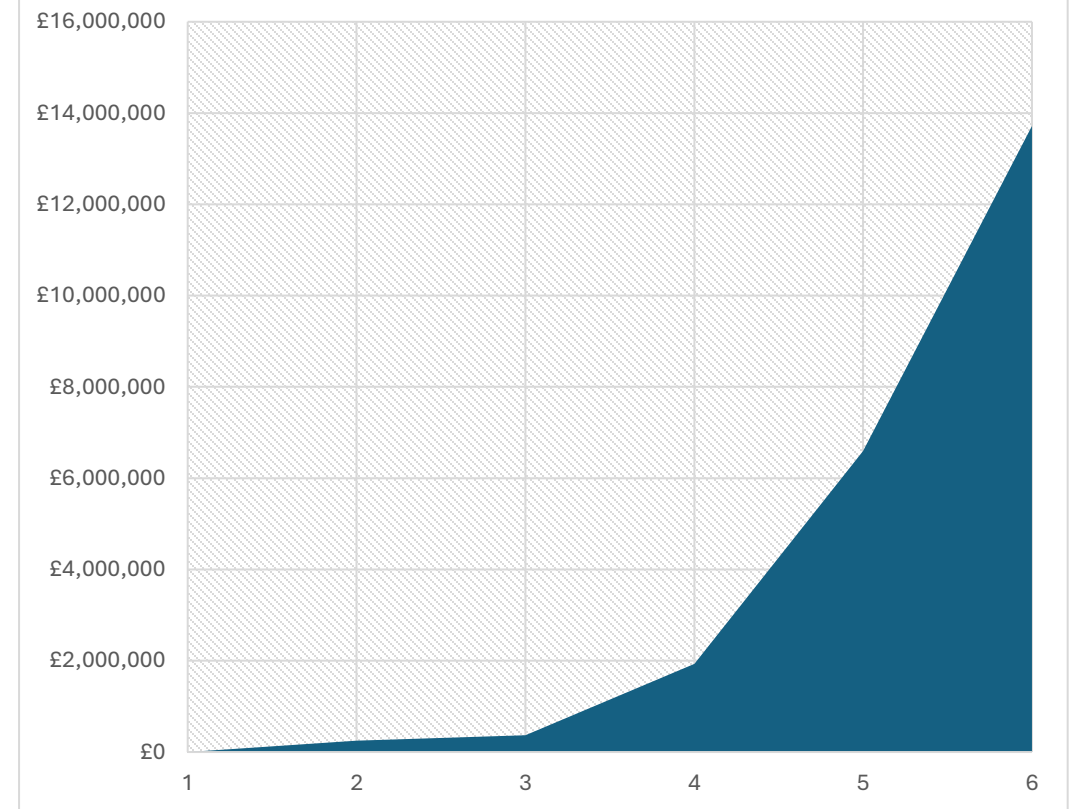


Profitability & Cash Flow

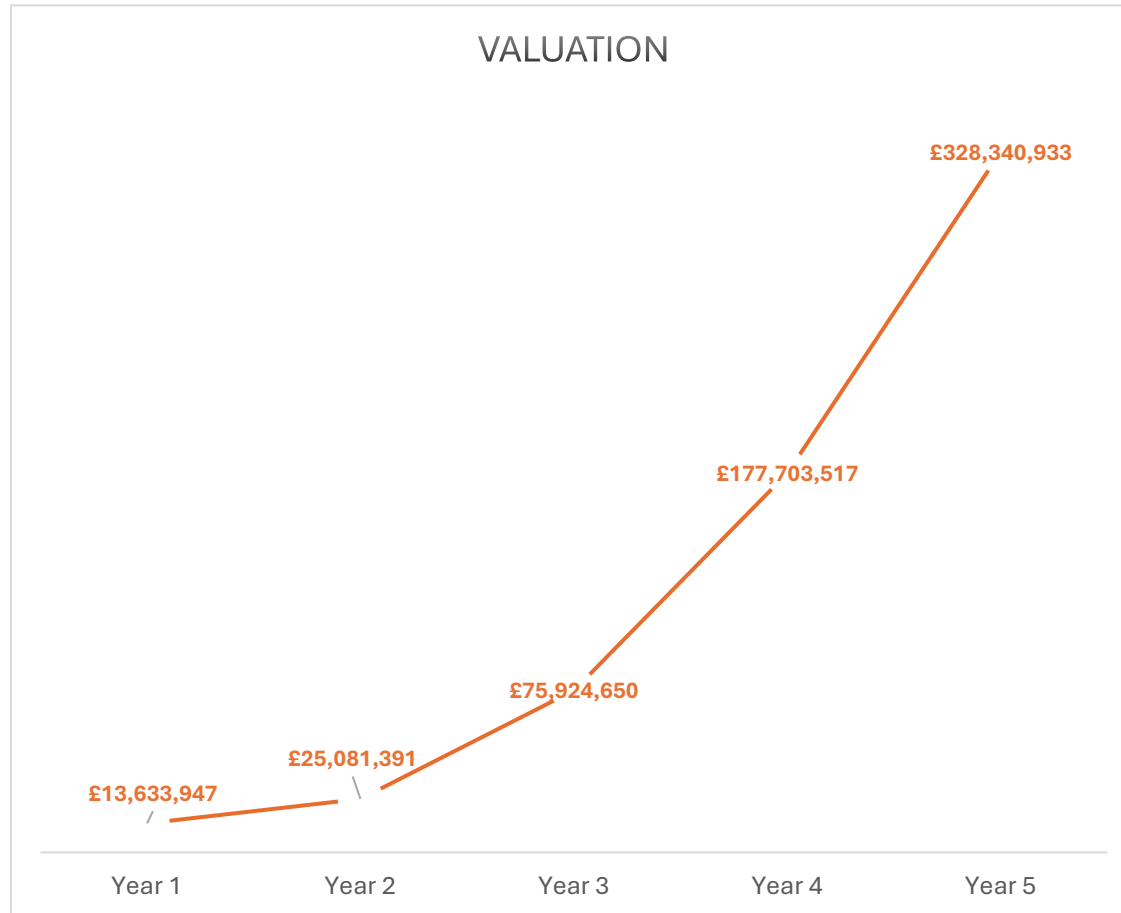
Net Profit



Cash on hand



Company Valuation

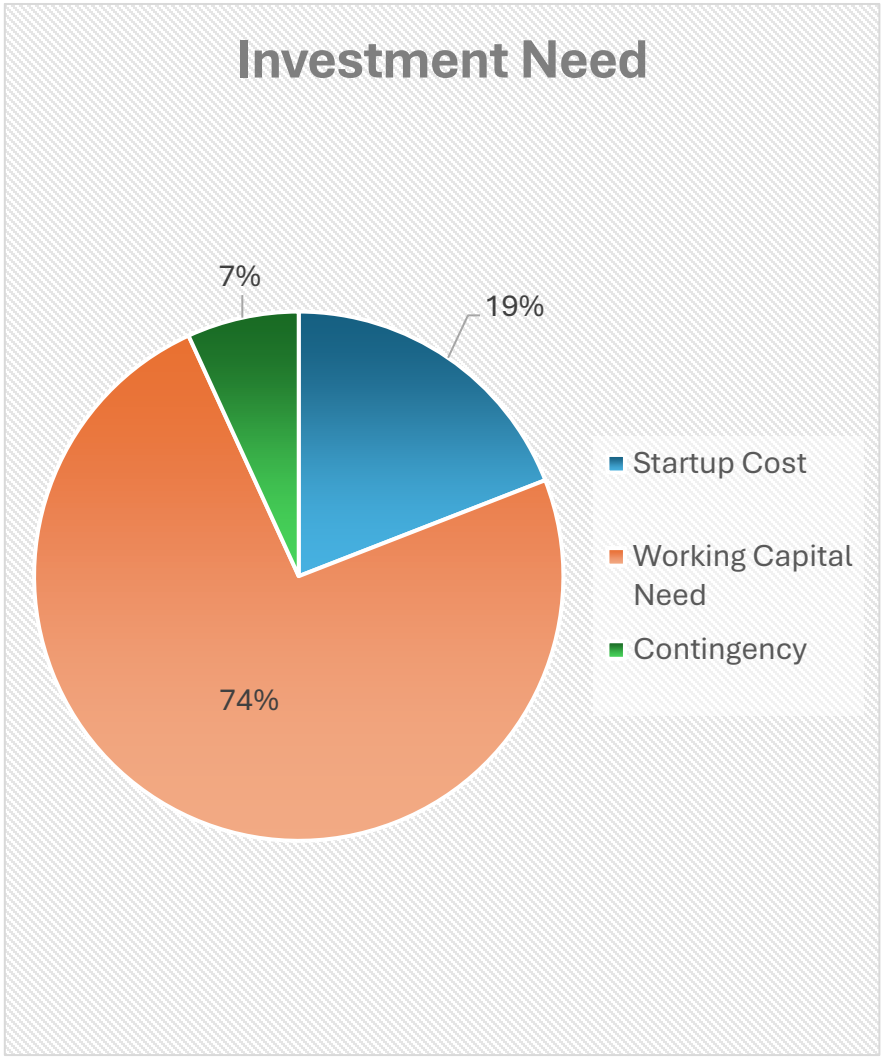
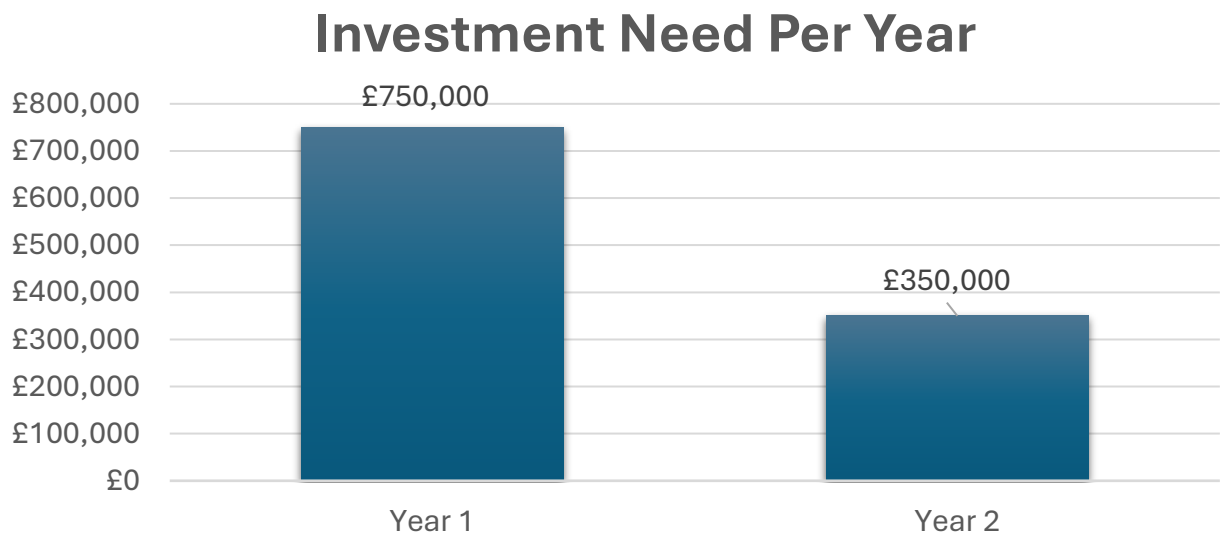


	DCF Total Valuation	Multiplier Valuation	Valuation
Year 1	£13,633,947	Not Applicable	£13,633,947
Year 2	£25,781,241	£24,381,542	£25,081,391
Year 3	N/A	£75,924,650	£75,924,650
Year 4	N/A	£177,703,517	£177,703,517
Year 5	N/A	£328,340,933	£328,340,933

The dual-method approach confirms a clear **value inflection trajectory** – from early risk-adjusted valuation to sustained market leadership potential – supporting a compelling growth case for investors.

Investment Need

Category	Amount (£)	Purpose
Startup Costs	£210,000	Initial build and brand activation
Working Capital	£814,788	Salaries, marketing, and operations
Contingency	£75,212	Risk buffer for cost overruns / inflation
Total Investment Required	£1,100,000	Seed + early growth phase (2 years)





Thanks

