

SALES PIPELINE

£40k - £55k ARR opportunity.

11

Active pilots

4

Enterprise deals

PIPELINE HEALTH

4

On track

4

Needs attention

3

At risk

REVENUE SCENARIOS

£40k

Conservative

Blocked deals stay blocked, at-risk convert at min

£55k

Optimistic

Sentry goes to 12 seats, Grays converts

All enterprise conversations inbound. Zero outbound.

ADVISOR PIPELINE

11 deals in motion.

● On Track

Sentry
1-12 seats **£8.5k**

Velcro
1-5 seats **£3.5k**

Cortina Hall
2-3 seats **£2.1k**

Perdix
1-2 seats **£1.4k**

● Needs Attention

FCG
H&S onboarding **TBC**

Elm
Needs v3 app **£1.4k**

Vincent
Land App int. **£1.4k**

Back Home
Not engaged **£1.4k**

● At Risk

Savills
IT/procurement **£27k**

Grays
3 wks, not engaged **£4.2k**

Balfours
4 wks, no usage **£2.1k**

Target: 24 Feb
Cortina, Velcro, Elm, Vincent

Target: 1-3 Mar
Sentry, Grays, Perdix, FCG

ENTERPRISE PIPELINE

Four conversations. All inbound.

Wildfarmed Verification - 400 regen farms	£80-150k/yr Contract negotiation
Savills Advisor SaaS - 50 seats	£27k/yr IT/procurement
Omnia Integration partnership	TBC Scoping
Boortmalt Verification - barley supply chain	£80-150k/yr Evaluation

ENTERPRISE POTENTIAL

Combined annual value

£187k - £327k

Plus Omnia integration opens access to 1,000+ farms through their platform.

Signal strength

Wildfarmed and **Savills** evaluated SAX. Both chose us.

Omnia approached for integration, not competition.

Neutrality unlocks enterprise demand. We don't compete with our customers.