

## 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

Conservative

Blocked deals stay blocked, at-risk convert at min

£40k

Optimistic

Sentry goes to 12 seats, Grays converts

£55k

All enterprise conversations inbound. Zero outbound.

## ADVISOR PIPELINE

# 11 deals in motion.

### ● On Track

**Sentry** £8.5k  
1-12 seats

**Velcro** £3.5k  
1-5 seats

**Cortina Hall** £2.1k  
2-3 seats

**Perdix** £1.4k  
1-2 seats

### ● Needs Attention

**FCG** TBC  
H&S onboarding

**Elm** £1.4k  
Needs v3 app

**Vincent** £1.4k  
Land App int.

**Back Home** £1.4k  
Not engaged

### ● At Risk

**Savills** £27k  
IT/procurement

**Grays** £4.2k  
3 wks, not engaged

**Balfours** £2.1k  
4 wks, no usage

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.