

TRACTION

30 paying seats. 12 pilots. All inbound.

30

Paying seats

12

Active pilots

11

Consultancies

"You've saved me 19 out of every 20 minutes."

— Jack, Courteenhall

>94% AI accuracy

95% Admin reduction

WEEK-OVER-WEEK

Active pilots 11 → 12 +1

Pipeline ARR £48k → £50-65k +£2-3k

Pipeline seats ~80 → 82-94 +2-14

Green deals 4 → 4 -

Amber deals 4 → 5 +1

Red deals 3 → 2 -1

Key Moves This Week

Red → Amber Savills DocuSign sent

Hourglass → Green AKC New pilot converted

PIPELINE

£50k-65k ARR opportunity.

Green · 4 deals

18-20 **£12.6-14.1k**
Seats ARR

Sentry	12 seats
Courteenhall	2-3 seats
Perdix	1-2 seats
Agrii	3+ seats

Amber · 5 deals

59-65 **£42-46k**
Seats ARR

Savills 	50 seats
GSC Grays	5-7 seats
Velcourt	1-5 seats
Balfours	3 seats
FCG	TBC

Red · 2 deals

2-4 **£1.4-2.8k**
Seats ARR

ELM Associates	1-2 seats
Birkholme	1-2 seats
Blockers: V3 app, Land App	

NEW THIS WEEK

AKC   
1 seat · £708 ARR

First conversion wave

24 Feb

Courteenhall & Perdix ready