

Business Finance Proposal Form

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Date	1 July 2024

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Business

Company Name	IRRATIONAL AGENCY LIMITED
Trading/Registered Address	1st Floor Sackville House, 143-149 Fenchurch Street, London, England, EC3M 6BL
Registration number	10034145
Is the entity part of a group structure?	No
Date incorporated	01 March 2016
Summary of Business Activities	Proving market research services to large companies (e.g. PepsiCo, Vodafone, Sainsbury's, Bayer Healthcare, Allianz Insurance).
Website	www.irrationalagency.com

Proposed Finance

Amount and Term	£100,000
Date Required	July 2024
Purpose of loan	£100k: - £75k sales & marketing - £25k technology investment

Current Position (per last filed accounts)

Annual Turnover	£1,068,999
Profit/Loss	£8,906
Shareholder Funds	£485,136
Overdraft Limit	N/A
Existing Government + other Debt (CBILS, BBL, Loan, HPs etc.)	£20k BBL

Director/Shareholders

	Applicant 1	Applicant 2	Applicant 3
Name & Shareholder %	LEIGH GERARD CALDWELL	Stephanie Shaarwi	
Home Address:	APARTMENT 1904, WESTMARK TOWER, 1 NEWCASTLE PLACE, LONDON, W2 1BW	17, Chichester Road, London, Greater London NW6 5QW	
Previous address (if less than 2 years):	Same as current address		
Homeowner/Tenant:	Homeowner	Homeowner	
Value:	£710,000	£525,000	
Mortgage Balance:	£445,000	£310,000	

DOB:	02/09/1975	25/01/1977	
Phone 1:	07747062906	07787510599	
Phone 2:			
Email:	leigh@irrationalagency.com	steph@irrationalagency.com	
Consent to Search (Y/N?):	Y	Y	

Primary Contact

Tel: +447747062906 Email: leigh@irrationalagency.com

Proving market research services to large companies (e.g. PepsiCo, Vodafone, Sainsbury's, Bayer Healthcare, Allianz Insurance).

Since 2012 Irrational Agency has been defining the way behavioral science is used in commercial research. We've partnered with some of the world's biggest brands to uncover what consumers value and provide impactful, evidence-based solutions to pricing, choice architecture, brand perceptions and behaviors unattainable using solely traditional research methods.

The agency was founded with a background in behavioral pricing strategies, consumer psychology, economics, and decades of experience in traditional research methods. Since then we have not only acted as a bridge between cutting edge academic consumer psychology and the commercial world, but continue to invent our own behavioural methods, rooted in both academic rigour and commercial application, and beyond anything already available in the insight industry.

Short Bio –

Leigh - Leigh is a behavioural economist and pricing expert with 10+ years of experience in applying behavioural science commercially. He is the creator of the System 3 methodology, author of *The Psychology of Price*, and a frequent speaker at academic and industry conferences.

Stephanie - Steph has worked in research for more than 20 years; she started her career at Ipsos and ran the London and Middle East divisions at Future Thinking. A multi-discipline researcher who appreciates the value that both qual and quant to insight and is an expert at merging data to tell a coherent story.