

PROPOSAL

Date: 18 07 2024

Deal Number:	20836504935	Salesperson:	Eddie Travis
Business Name:	Egoli Media LTD		
Trading Style:	Limited	Co Reg:	12377269

Trading Since:	2020	Number of Directors/Partners:	1
Principal Activity:	Computer Software	Overdraft Facility:	0
Business Address:	10 Golden Square London Greater London W1F 9JA		

Main Contact:	Caroline Rowland	Position:	Director
Telephone Number:	07850954289	Email:	caroline@egoli.ai

Requirement Information

Agreement Type:	Loan (Unsecured)	Invoice Value:	50000
Supplier:		Term profile:	0+12
Asset Details:			
Funder:	MaxCap		

Director/Partners/Shareholders - Ensure 3 years full address history

Name:	Caroline Rowland			
Address:	70 Station Road, London, SW13 0LP			
Date of Birth:	13/05/1968	Homeowner	Yes	Time at Add
Previous Addresses	Also owns 17 Wallis Court, Wispers Lane, Haslemere, GU27 1AS			

Notes - e.g. Rationale for lend, what benefit will it provide, new contracts, any further info

This business provides an AI enabled media platform. They're currently in beta with their consumer product which will be launched in September. The business has invested heavily into building this platform and now requires funding for the final stretch to get it to launch. Once launched to market, their turnover will increase hugely.

Development has been funded so far by Caroline and angel investors. They're now exploring other avenues of funding for the final stages. The heavy investment into the business to get it to market is the reason for the loss displayed on the accounts.

The funding will be used as working capital for the final stages of tech development and marketing. The more funding they put into marketing, the more of a return they'll receive on their investment.

Their current turnover comes from customers paying for the beta model. They have 27 customers on a monthly subscription and 3 enterprise customers who they have a deeper relationship with. Currently, these include the pro squash association and the international paralympic association.

Their turnover for the last 12 months is £530,000. After launch, they're expecting this to multiply.

Caroline is a homeowner with excellent personal credit. Her residential property is valued at around £3,000,000 and there's around £1,100,000 outstanding on the mortgage. She also has a BTL property that is valued at around £350,000 with around £180,000 outstanding on the mortgage.

<https://www.egoli.ai/>

FPN Sent?	
-----------	--