



# INTELLIGENT RISK AND CASH FLOW MANAGEMENT

# Meet The Team



**ALAN MOODY**  
**CHAIRMAN**  
PwC, IBM, Trainline.com



**BHAIRAV PATEL**  
**CEO**  
PwC, IBM, Telenor, Bransdal Group,  
Aztec Exch



**JENNY TSALIKI**  
**CPO**  
Aztec Exchange



**GATIS VILCANS**  
**IT DEVELOPMENT DIRECTOR**  
Milda Group, Aztec Exchange



**ASHWANI MITTAL**  
**IT OPERATIONS DIRECTOR**  
Espire, Aztec Exchange



**RUSTAM ROY**  
**CLO**  
Radiant Law, Square Enix, Jive, T-Systems, Olswang

Forbes  
FINTECH  
50

# 50,000 Fail Each Year Because Of Poor Cash Flow Management

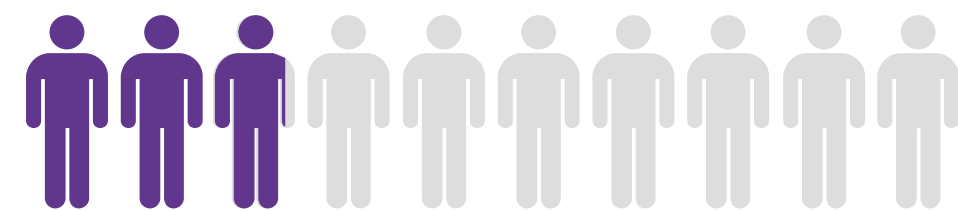
1.4M SMEs have suffered from bad debt in the past year



**11%** Didn't have time to chase debt



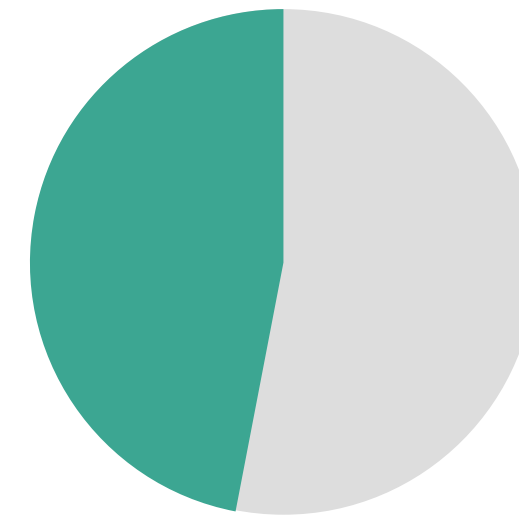
**11%** Couldn't afford to chase debtors through courts



**29%** Found their supplier or customer to be insolvent

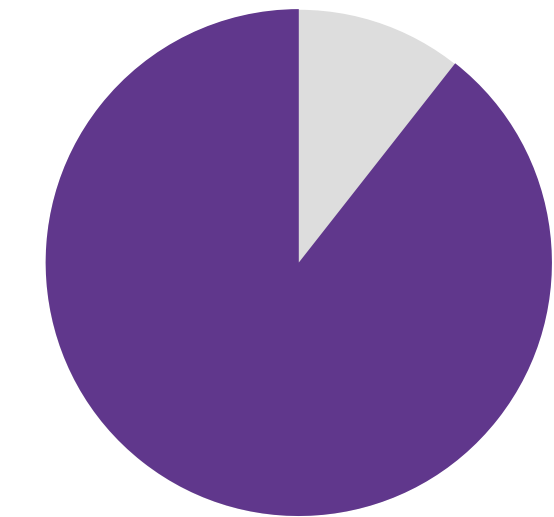


**17%** Didn't think the supplier would have sufficient funds to pay the debt owed



**40%**

40% of SMEs who have written off unpaid debts in the last financial year claim that they don't even know how much money they are owed by their debtor



**82%**

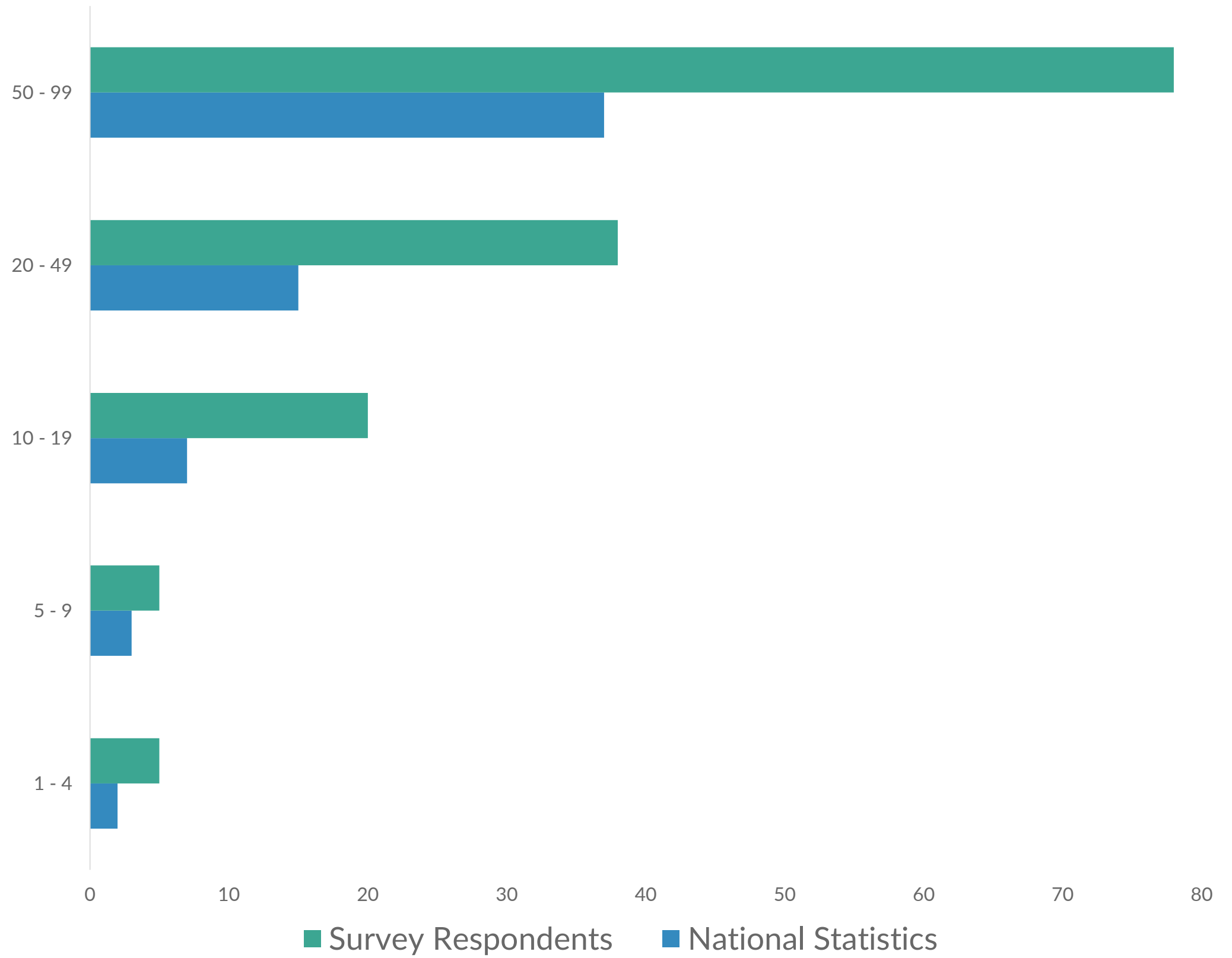
82% of SMEs currently have balances outstanding from their debtors

**£62,957**

With average business estimated to be owed

# Market Feedback

## Respondent Company Size (FTE Staff)



## Respondents Recognise a large number of business tools in managing cashflow and debtors

- 68%** Have implemented or would implement automated reminders
- 47%** Perform or would consider performing cashflow analysis
- 51%** Have performed or would consider performing credit checks
- Over 50%** Would consider using CCJ and legal notices to collect debt
- 24%** Would consider insurance to help manage cashflow
- 25%** Would consider or have undertaken single invoice financing



Companies with a turnover of **£250K - £750K** worried most about turnover



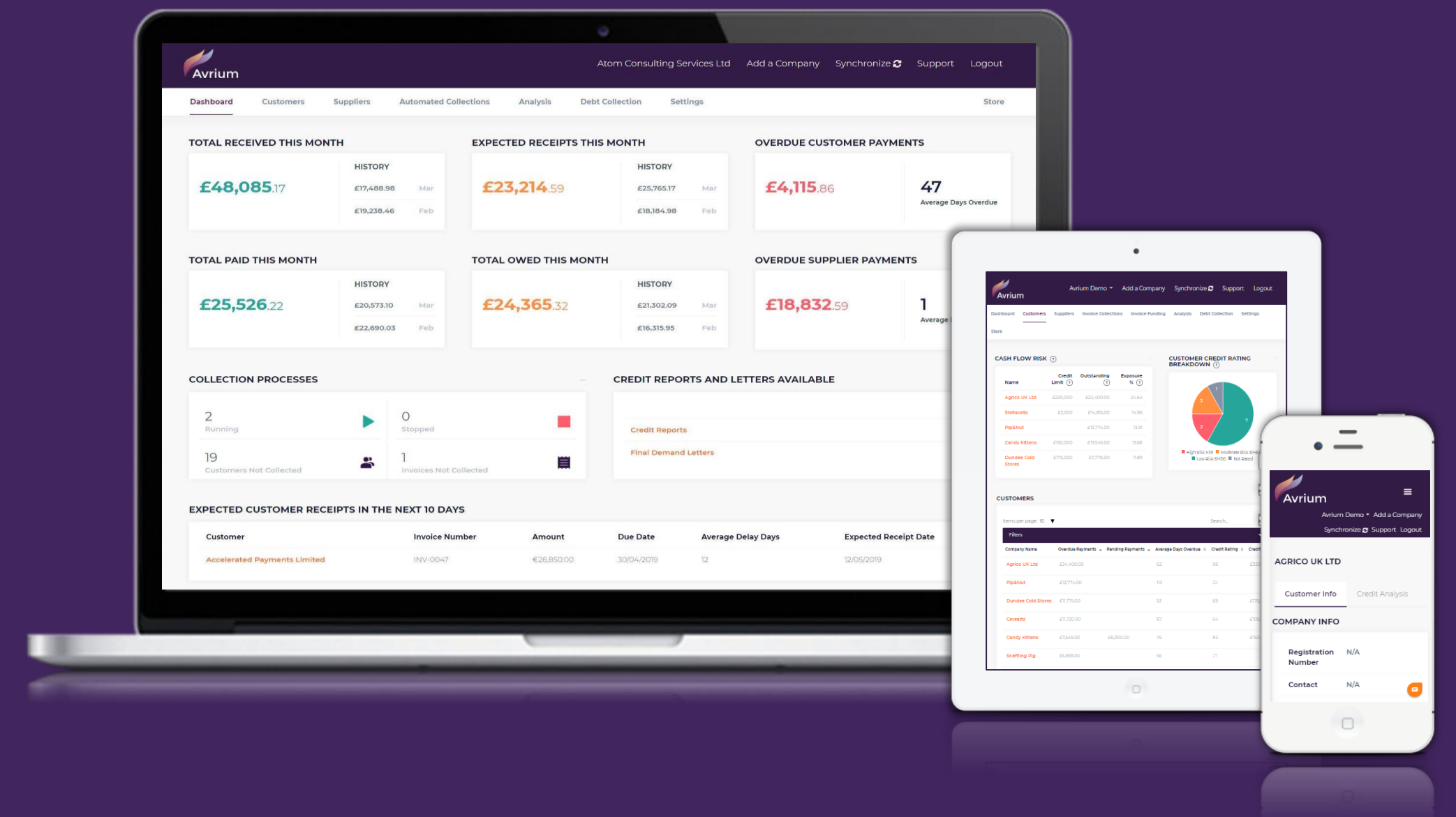
By far the most aware and worried about cashflow are the **30 - 39** years olds

As businesses grow it appears that they increasingly believe they could deliver more business goals by managing cashflow better, average scoring 6 or 7 out of 10 up to **£1.5m** and 7 to 8 between **£3m** and **£10m**

# RISK MANAGEMENT PLATFORM FOR SMES

All-in-One Credit and Commercial Risk Management

Avrium is a platform that allows businesses to effectively manage their cash flow and debt risk. Combining tools that already exist in the market today, we will add a layer of machine learning and automation



Predict cashflow issues and provide tailored finance, insurance and debt collection solutions to address them

Give businesses the data they need to understand the risks in their customer base and supply chain so they can make intelligent decisions on where to focus resources and improve their cashflow

# Our Mission



*To provide small businesses with the tools they need to manage and improve their cash flow and debt risk*



## Optimize Credit Control

Automating the collections process so that both the business and their debtors know when payments are due. We will auto-generate final demand notices and link with debt collection agencies to ensure debt is paid

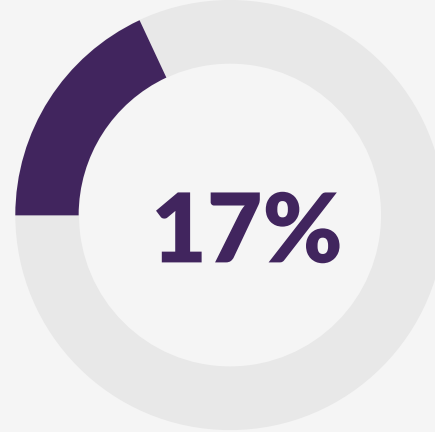
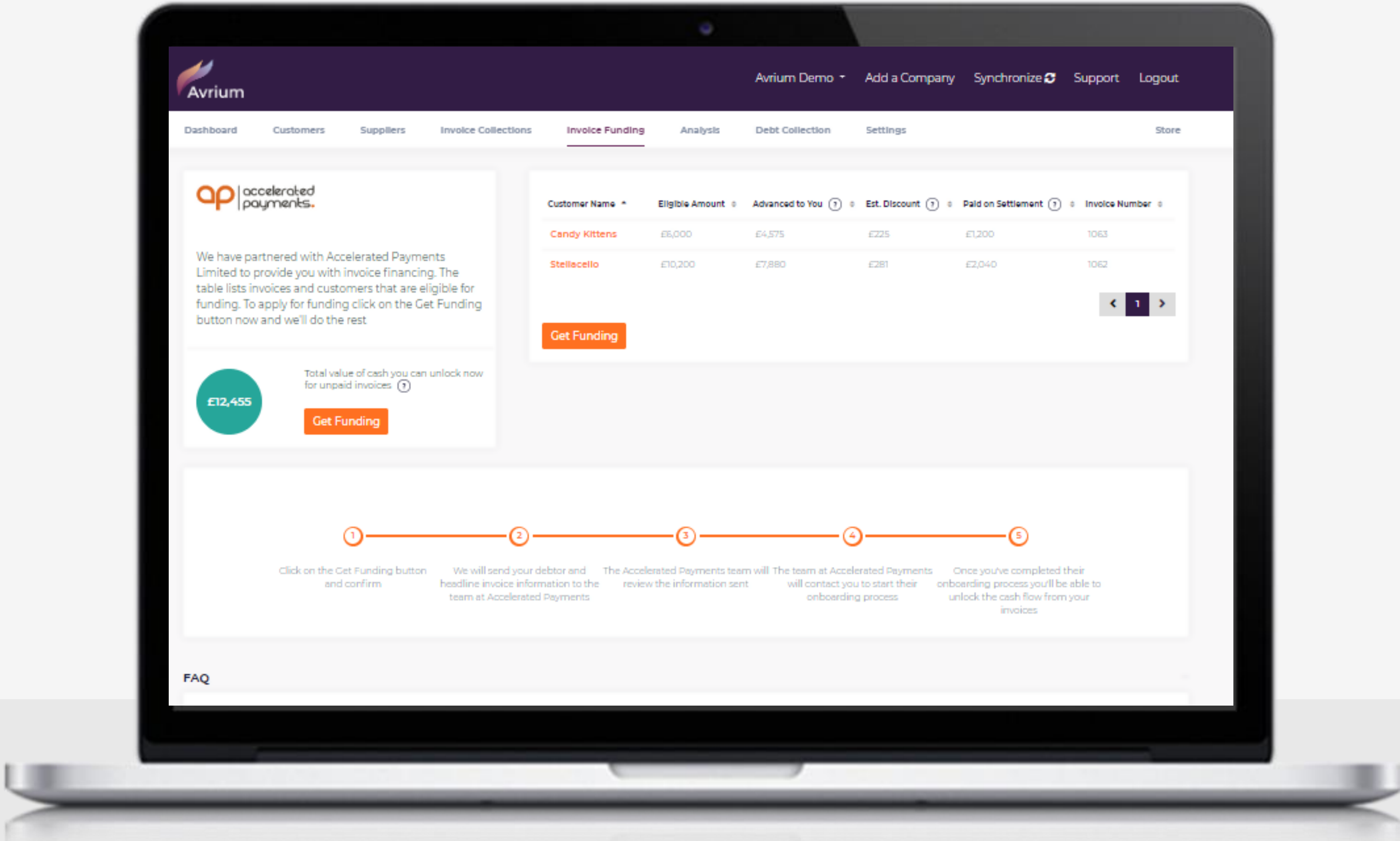
## Reduce Business Risk

Providing key decision makers with clear and concise data dashboards that outline the credit risk posed by current and new customers and will alert businesses to changes in the financial standing of their current debtors

## Improve Cashflow

Using machine learning to provide calls-to-action for businesses to ensure they act on potential problems before they become critical. Provide targeted financial products and services through our network of alternative financial providers and insurers

# Our Solution- Targeted Financial Solutions

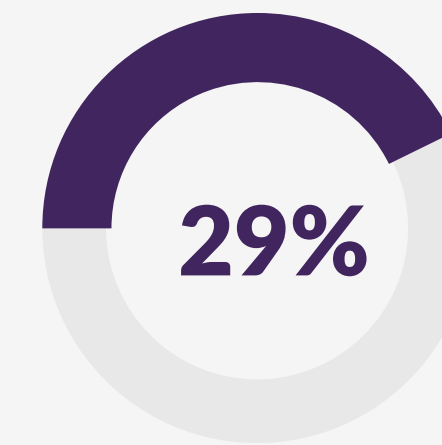
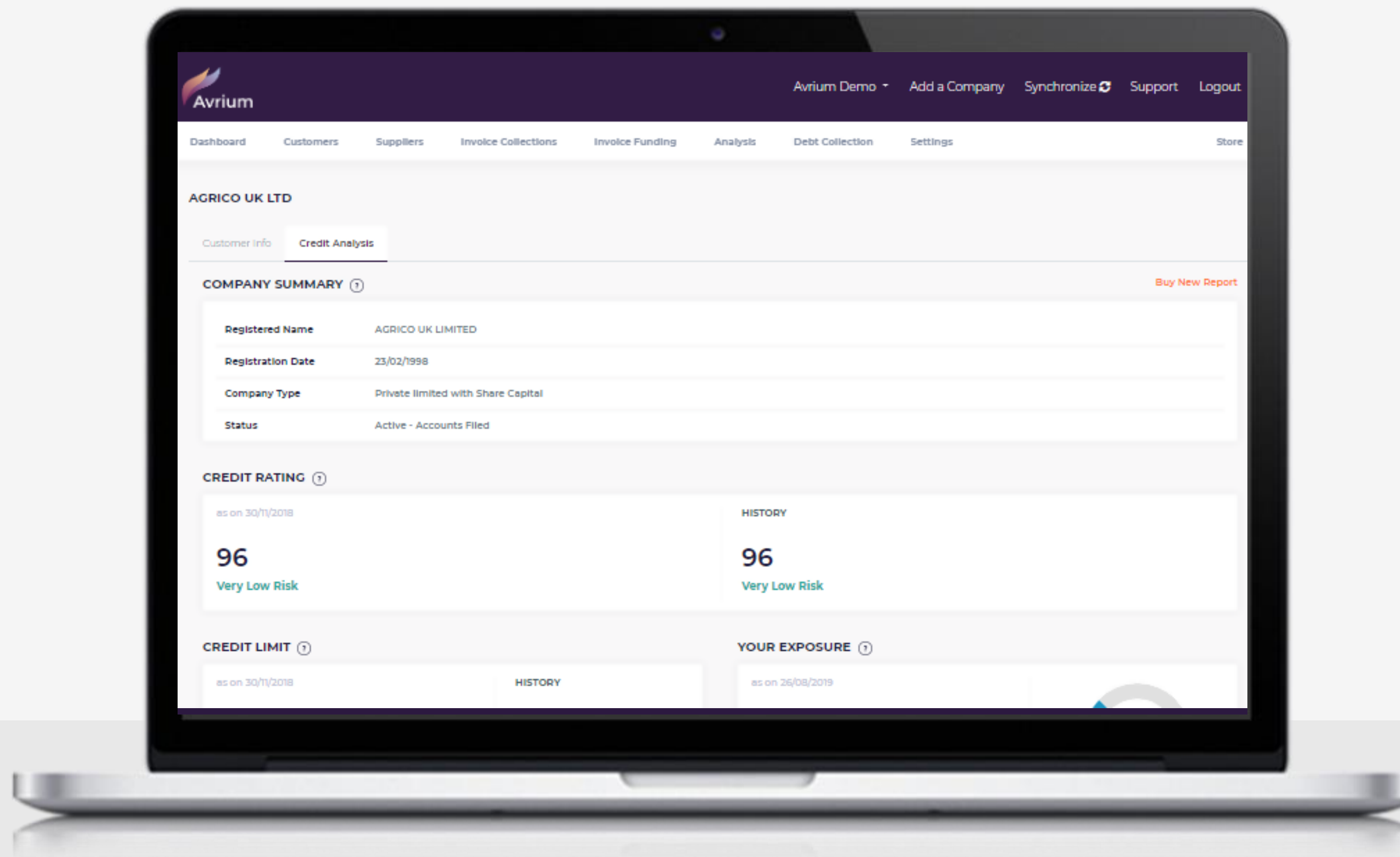


## Access to Financing

Manage Your Debt

- Analyse payment delays and optimize your credit control by targeting problem customers
- Gain **intelligent insights** into cashflow based on actual payment terms
- Obtain **targeted funding** at favorable rates to keep debt liabilities to a minimum

# Our Solution- Credit & Commercial Analysis



## Analyze Customers and Suppliers

Know Your Customer

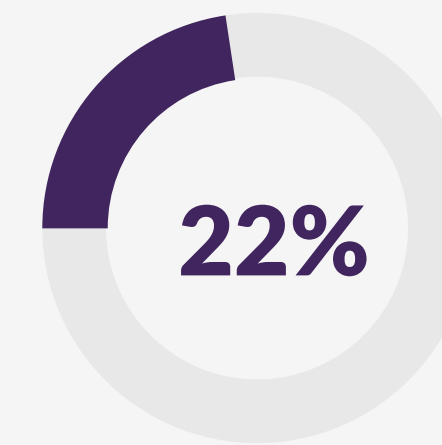
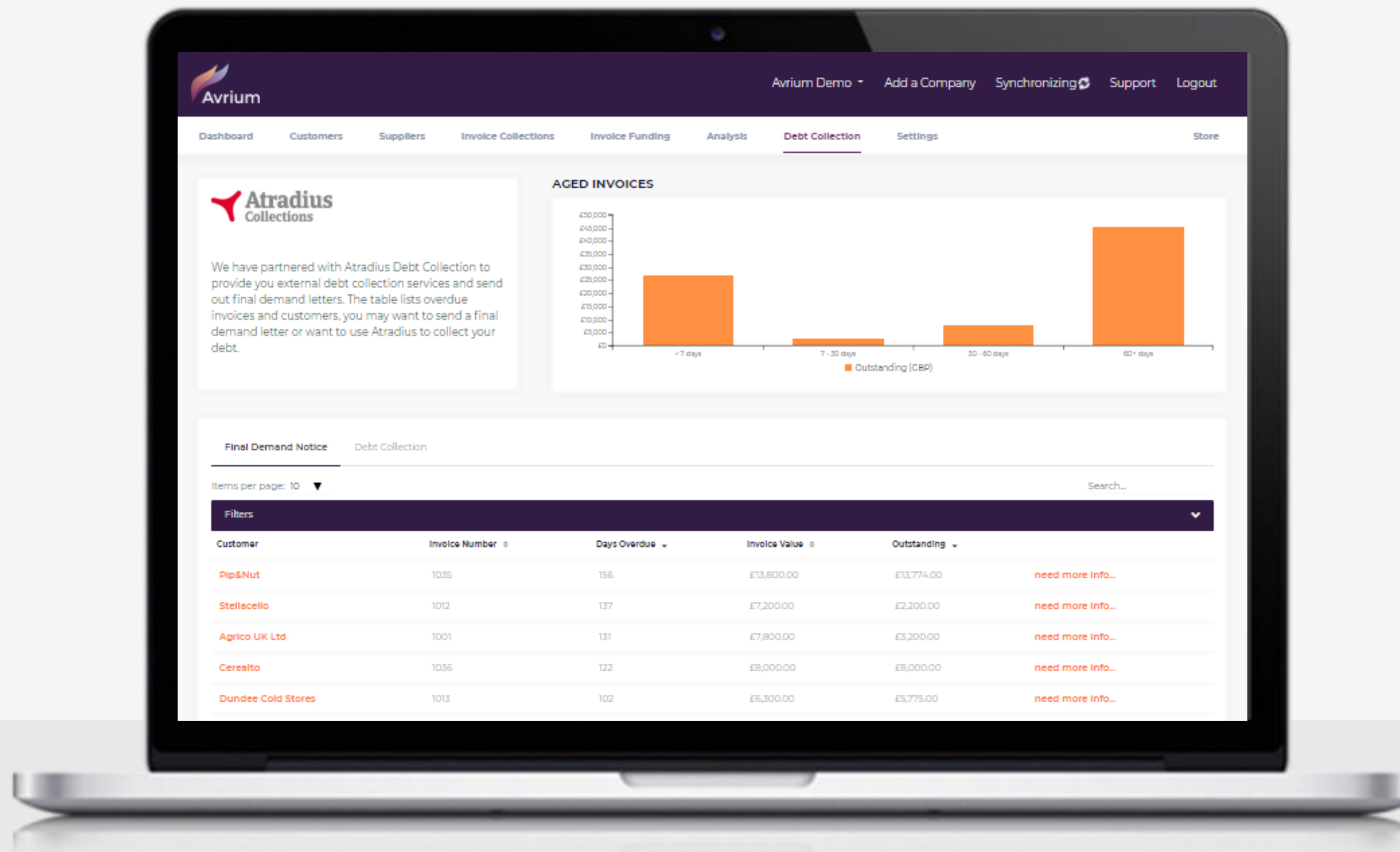
Provide **credit risk data** in a manner SME owners can understand  
Automate the **background checks** on new customers

Alert businesses when there are changes in the **financial integrity** of their customers

Keep your customer information **up to date**



# Our Solution- Optimized Credit Control



**Save Time Chasing Debt**

**Automate Collections**

Remove manual work by sending automated reminders

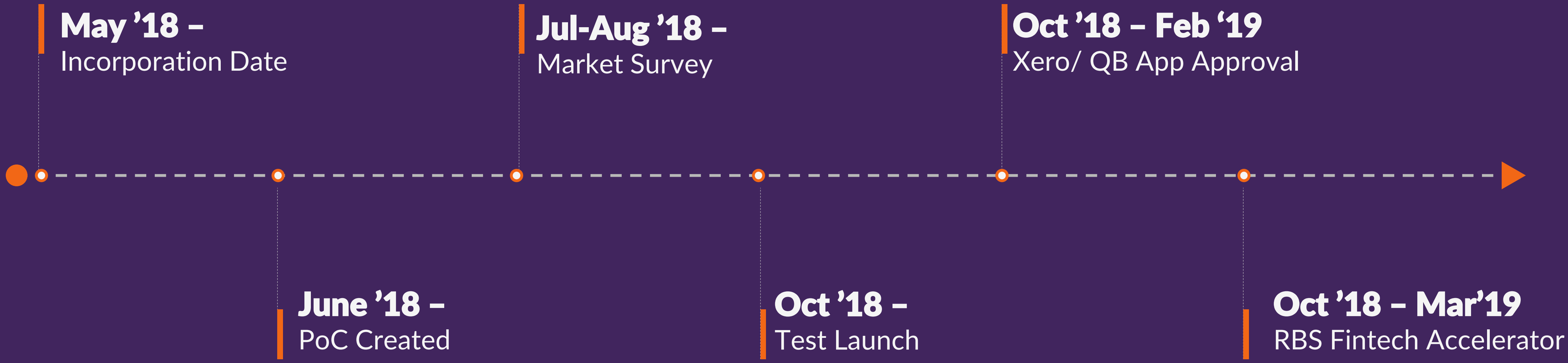
Have final demand notices created and sent automatically

Send bad debt to collectors quickly and simply through the application

Clear and transparent pricing on debt collection services

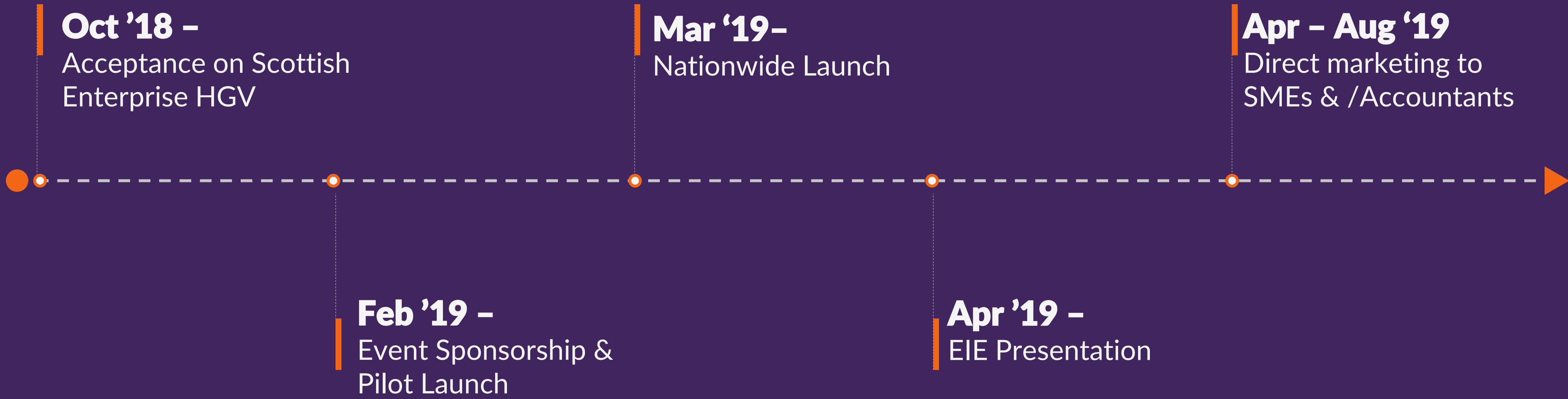
# Our Story So Far

2018 - 2019



# Our Story So Far

2018 - 2019



# Avrium Product Road Map

## OPEN BANKING

- Connect bank accounts and credit cards for real time spend information
- Use the data to augment accounting data to spot spending trends and potential cash flow issues
- Use information to create a more refined credit risk profile of the business

## CASH FLOW REPORTING

- Create cash flow forecasts
- Allow users to perform scenario modelling on customers, suppliers, core business
- Create calls to action within the platform to alert businesses before issues arise

## INTEGRATIONS

- Integrate into additional accounting packages such as Sage and NetSuite
- Payroll integration
- Additional 3rd Party financial services providers
- Sentiment Analysis of corporates

# Thank You

info@avrium.co.uk

<https://www.avrium.co.uk/>



# Disclaimer

This presentation contains forward-looking statements regarding future events and the future results that are based on current expectations, estimates, forecasts, and projections about markets and jurisdictions in which Avrium Ltd and or the authors may, or may not seek to do business, or conduct certain disclosed and undisclosed activities. Among other statements, certain statements with regard to objectives, trends, market entry and financial forecasts or similar statements are forward-looking in nature.

These forward looking statements are predictions and are subject to a myriad of risks, uncertainties, and assumptions that are difficult to predict depend on circumstances that will occur in the future. Moreover, opinions outlined relating to specific markets, jurisdictions or operating factors are not based on complete or exhaustive legal opinion and therefore should be seen as representing the authors understanding of market dynamics at time of writing, in some specific cases supported by discussions with perceived experts in those jurisdictions.

No content within the presentation should be used for, or as a substitute to, thorough in market due diligence by the reader or recipient. All forecasts and assumptions are for demonstrative purposes only and do not constitute fact. Changes in regulation, law, political framework or economic structure may have significant or material impact in many of the jurisdictions referred to in this document.

Although the authors have made every effort to ensure that the information in this document represents their true interpretation of and analysis; the authors do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from error, negligence or any other cause. The document is not an inducement to enter into any agreement with the author

# Go To Market

---

## Q2 2019 – Phase 1

- Targeted marketing effort to the Croydon area (c. 40k registered businesses) using our existing connection network
- Sponsorship of the “Celebration of Croydon SMEs” event with the Deputy Mayor of London for Business
- Telemarketing campaign aimed at over 500 accounting firms
- Accompanied social media digital marketing campaign

### LESSONS LEARNT

- Micro SMEs delegate financial matters to accountants and book keepers
- Accountant and book keepers feel Avrium cannibalises their core business and are reluctant to provide commercial advice
- There is a new generation of accountants embracing new technology
- SME owners aren't fully aware of their commercial risks
- Accountants are time constrained

# Go To Market

---

## Q2 2019 – Phase 2

- Targeting “Cloud Champions” at larger Scottish accounting firms
- Presentation at EIE 2019 – Scotland’s largest FinTech start-up event
- Presentation at RBS FinTech Demo Day
- Direct sales meetings with larger Scottish firms

### LESSONS LEARNT

- Larger firms have dedicated individuals championing cloud software
- All firms were receptive to Avrium and saw the issues it solved
- Firms are reluctant to recommend new software to their client base en masse and prefer to work on a company by company basis as they meet them



# Go To Market

---

## Q3 2019 – Phase 3

- Refined the approach to accounting firms to include all UK based firms specialising in outsourced accounting and book keeping
- New online and telemarketing campaign to 600 firms with messaging emphasising that firms can increase their advisory revenue with Avrium
- Goal is to partner with one large outsourced accounting firm

### LESSONS LEARNT

- Firms are receptive to the solutions provided by Avrium
- All firms have embraced technology to some extent
- Majority of firms not 100% satisfied with what is out there in the market currently
- Most firms would like to have the cash flow forecasting tool built into the platform
- Slow decision making and inertia when recommending clients

# Go To Market

---

## Q4 2019 – Phase 4

- Reaching out to networks that already are a nexus for SMEs i.e. tech businesses, insurance brokers, advisors
- Approaching larger organisations with a pool of customers and suppliers
- Devising a new strategy to directly target financial advisors and FDs
- Working directly with CreditSafe and Atradius to leverage our partnership and increase opportunities

### LESSONS LEARNT

- Business owners of larger organisations see the benefits of Avrium immediately
- Specific interest in optimizing credit control and finding alternative forms of financing
- Longer sales lifecycle
- Business owners have limited time and not often quick to delegate
- Additional integrations will be required

# Our Business Model



We have partnered with global financial service providers with a reputation for good customer service.

*For each successful referral Avrium takes a percentage share*

Monthly subscription fees based on the value of services required by a business