



The AI Procurement Intelligence Platform connecting enterprises to verified AI vendors

DiscovrX helps enterprises, SMEs and AI suppliers navigate a fragmented AI market with clarity, speed and confidence.

We combine verified vendor matching, AI readiness profiling, procurement intelligence, vendor accreditation and market data to create a new commercial layer for AI decision-making.

Our vision is to build the Global Commercial Graph for AI procurement.

Not traditional SaaS. A hybrid AI intelligence platform monetising access, procurement outputs, vendor accreditation and data.

THE PROBLEM

AI Procurement is Broken

The Scale of the Problem

85% of enterprises struggle to identify suitable AI vendors - Gartner 2025. With 50,000+ AI suppliers globally, procurement teams face decision paralysis, jargon, and lengthy evaluation cycles with a high risk of failure.

Too Many Vendors

50,000+ AI suppliers. No clear differentiation. Endless options, zero clarity.

Too Much Jargon

Complex terminology prevents action across enterprise teams.

No Clear Path

Extended procurement cycles. £60K in internal resource costs. High failure risk.

50K+

AI Vendors Globally

7-10mo

Avg. Procurement Cycle

£60K

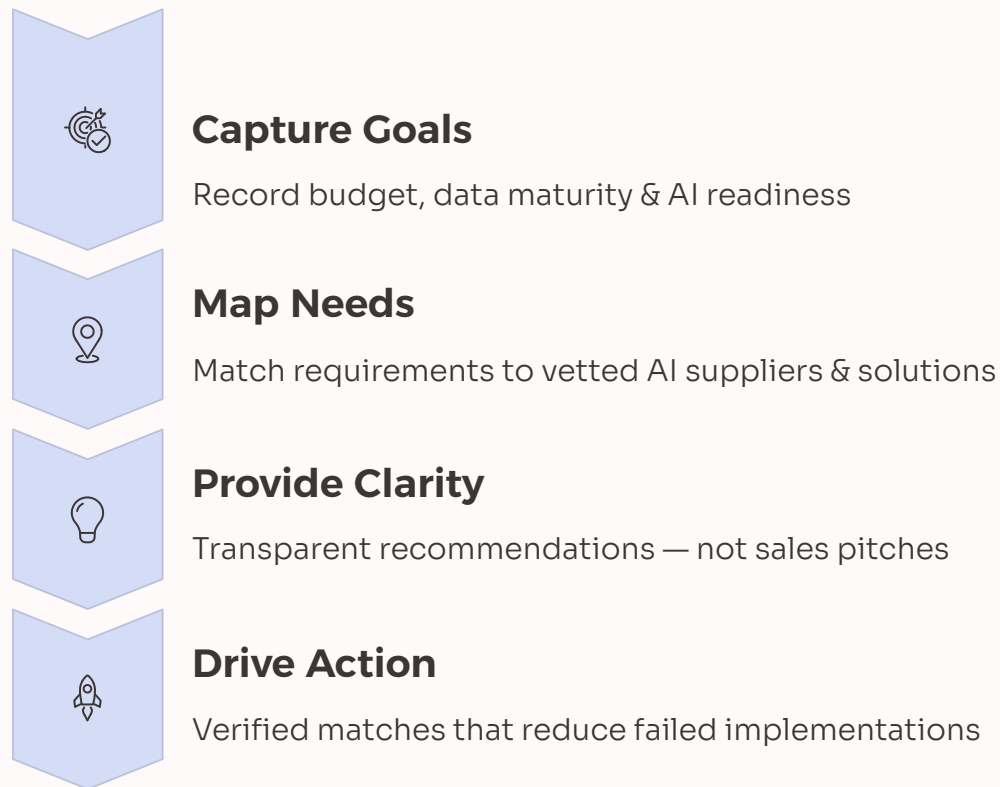
Internal Evaluation Cost

85%

Enterprises Struggling

DiscoverX: The AI Matchmaker & Routing Layer

DiscoverX acts as an **intelligent navigator** for AI decision-making, an **agnostic AI-powered matching engine** that replaces months of costly manual research with precise, verified recommendations in days.



From Passive Intermediary to Active Market Maker. Synthetic agentic AI agents deliver fine-tuned analysis and reporting, with overlaid real word insights, empowering AI decision-makers with clarity, not noise.



How DiscoverX Works

Enterprises / SMEs (Buyers)

01

Complete AI Readiness Profile

Buyers submit budget, AI maturity, use case, data readiness and procurement goals through a structured agentic profile.

02

Receive Verified Matches

The platform maps buyer needs to vetted suppliers, reducing manual research, failed pilots and long procurement cycles.

03

Expand Through Paid Intelligence

£99/month access creates the entry point, with deeper reports and enterprise outputs driving expansion revenue.

AI Vendors

01

Get Accredited

Vendors pay for verification, accreditation and premium visibility inside the DiscoverX marketplace.

02

Access Qualified Demand

Vendors receive warmer, better-qualified buyer introductions instead of relying on long outbound sales cycles.

03

Reduce CAC and Sales Cycles

DiscoverX helps suppliers replace high CAC and 6-12 month sales cycles with verified demand signals.

Intelligence Products

01

AI Market Intelligence Reports

DiscoverX packages market demand, vendor performance and category trends into paid intelligence outputs.

02

Procurement-Ready Shortlists

Buyers can upgrade from basic access to deeper comparison reports, vendor scoring and board-ready recommendations.

03

Commercial Graph Data Products

Aggregated, anonymised data becomes a scalable DaaS revenue stream.

The £99/month user fee is the access layer. The value capture comes from intelligence, verification, procurement outputs and data.

Synthetic Agentic Agents: The Intelligence Engine

DiscovrX deploys a structured fleet of AI Synthetic Agentic Agents, purpose-built, domain-specific intelligences that continuously simulate buyer behaviour, surface demand signals, and validate vendor performance across the AI marketplace. This is not a single AI model, it's an orchestrated network of specialised agents, each owning a distinct domain of intelligence.



Buyer Simulation Agents

Simulate enterprise buyer journeys across industries, modelling AI readiness, budget cycles, procurement triggers, and decision-maker personas for the Global 2000.



Vendor Performance Agents

Continuously benchmark AI vendors against real-world use cases, tracking delivery quality, client outcomes, and capability evolution to maintain verified performance scores.



Market Mapping Agents

Monitor the global AI vendor landscape in real time, tracking new entrants, capability shifts, pricing changes, and category consolidation across 40+ AI verticals.



Demand Forecasting Agents

Analyse macro signals, content engagement, procurement patterns, and industry news to predict where enterprise AI demand will spike, 3 to 12 months ahead.



Compliance & Risk Agents

Track regulatory developments (EU AI Act, GDPR, sector-specific rules) and flag vendor compliance posture, reducing enterprise risk exposure in procurement decisions.



Ecosystem Relationship Agents

Map and maintain the evolving web of partnerships, integrations, and dependencies between AI vendors, surfacing ecosystem fit and co-sell opportunities.

Estimated fleet size at launch: 12–18 specialised agents across 5–6 domains. Scaling agents by Year 2 as vertical coverage expands.



MARKET OPPORTUNITY

The Market & Wedge

UK Corporate Sector First

DiscoverX enters via the **UK's 8,000 corporates and 500,000 SMEs**, a high-density, digitally mature market with acute AI procurement pain. Mid-to-large enterprises are currently evaluating **10-15 AI solutions concurrently**, creating urgent demand for expert guidance.

- ❏ **No player controls more than 30% market share.** The mid-market segment remains critically underserved, this is the primary entry point.

\$350B

TAM - Total Global B2B AI procurement market (2026)

\$20B

SAM - Serviceable AI vendor matching market

\$114M

SOM - Realistic 5-year capturable market (0.57% of SAM)

35%

AI Vendor CAGR - explosive, accelerating growth

91% of mid-market firms globally plan significant AI investments in the next 24 months (IDC 2026). High vendor density, strong digital adoption, procurement complexity, and geographic concentration create the perfect storm for DiscoverX to achieve strong traction within 18 months while building a defensible moat.

Four Highly Scalable Revenue Pillars



Enterprise Intelligence

Bespoke AI readiness profiles, vendor shortlists, procurement reports and high-touch onboarding for enterprise clients. Premium revenue from board-level intelligence and strategic AI decision support.



Vendor Accreditation

Paid verification, supplier scoring and premium marketplace placement for AI vendors looking to reach qualified enterprise and SME buyers.



Access Membership + Usage-Based Intelligence

£99/month entry access for SMEs and teams, with defined usage allowances. Additional revenue is generated through paid deep-dive reports, extra vendor briefs, procurement-ready shortlists and expert advisory outputs.



Data as a Service: Commercial Graph

Aggregated, anonymised market intelligence sold via reports, APIs and data packages to vendors, investors, analysts and enterprise strategy teams.

4 Revenue Streams. 1 Compounding Moat. DiscoverX is not dependent on traditional SaaS seat growth. Every buyer profile, vendor interaction, match outcome and intelligence report strengthens the Commercial Graph.



Our Strategy

Our funding strategy is designed to build a capital-efficient AI procurement intelligence business, not a high-burn SaaS company dependent on mass user acquisition.

DiscoverX uses enterprise charter clients and vendor accreditation to validate the market early, while the £99/month user access layer drives adoption, data creation and marketplace liquidity.

Year 1 Execution: Enterprise-Led Validation

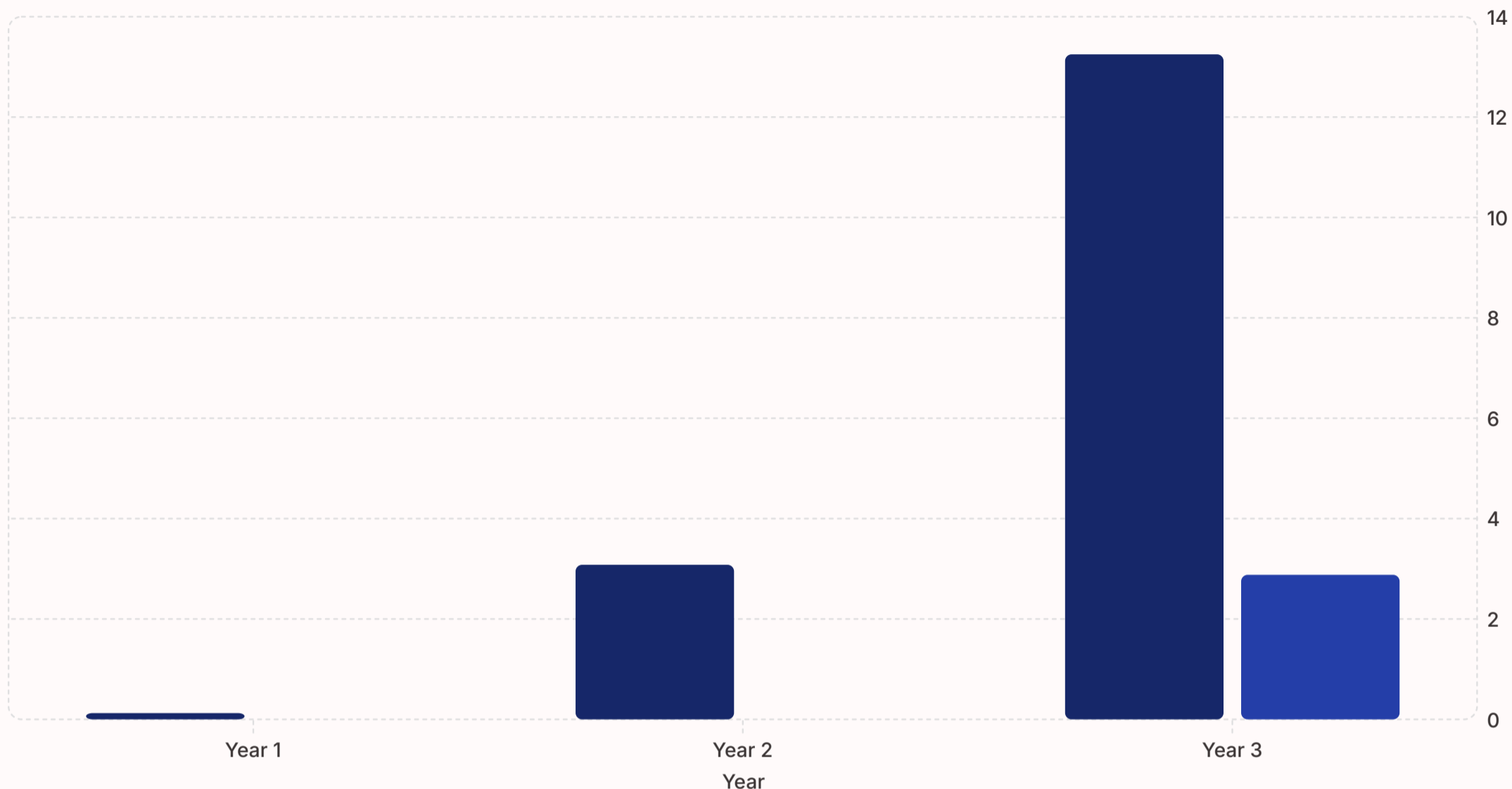
We do not burn early capital trying to subsidise a free user base or force premature SaaS scale.

Our beachhead is established through 5 Enterprise Charter Partners at **£50,000/year, paid 100% upfront**. This creates immediate market validation, funds the core product build and generates real buyer data before scaling the wider access model.

The SME/user model launches as a paid access and intelligence layer, not an unlimited SaaS product. This protects margin, creates expansion revenue and aligns DiscoverX with how AI-native software monetisation is moving.

Path to Profitability: Years 1 – 3

■ Recognised Revenue (£M) ■ EBITDA (£M)



KPI	Year 1	Year 2	Year 3
Enterprise Intelligence Clients	5	20	80
Vendor Accreditations	0	250	800
SME Access Members	0	1,000	4,000
Usage-Based Intelligence Outputs	0	500	2,500
DaaS / Commercial Graph Sales	0	0	50
Recognised Revenue	£125K	£3.08M	£13.25M
EBITDA	-£742K	-£444K	+£2.88M
Net Cash Balance	£133K	£2.07M	£7.96M

Year 1

5 Enterprise clients · £125k Revenue · £133k closing cash

Year 2

20 Enterprise clients + 1,000 SMEs · £3.08M Revenue · £2.07M cash

Year 3

80 Enterprise clients + 4,000 SMEs · £13.25M Revenue · **+£2.88M EBITDA**

- ☑ The model combines upfront enterprise revenue, vendor-side monetisation, paid access membership, usage-based intelligence and DaaS. This reduces reliance on pure subscription growth and improves revenue resilience.

Lead the £750,000 Pre-Seed Round

Investment Summary

1 Immediate Commercial Traction

Monetising from Year 1 via the £250,000 Enterprise Wedge.

2 Limitless Organic Scale

Borderless, AI-driven marketplace with product-led network effects.

3 Capital Discipline

Self-sustaining cash flow by Year 3. Total early-stage funding capped at just **£2.25M**. SEIS/EIS Eligible.

Use of Funds – £750K Pre-Seed

 66%

Product Development

Product build & AI stack

 27%

Operations & Legal

Operations infrastructure

 7%

GTM's & CRM

Go-to-market strategies & customer relationship management

- ☐ **Total early-stage funding cap: £2.25M** (£750K Pre-Seed + £1.5M Seed). The hybrid model combines enterprise revenue, vendor-side monetisation, membership access, usage-based intelligence, and DaaS, enabling native cash-flow positivity by Year 3 and structurally removing the need for Series A–C. **SEIS/EIS Eligible** (subject to HMRC Advance Assurance).



Example Onboarding Experience

We are currently working through topline onboarding experiences for Vendors & Buyers which can be accessed via the link below.

PLEASE NOTE this is solely a Work In Progress onboarding flow for reference & is a stripped back representative of our final fully developed working model

<https://www.discovrx.com/>

Appendix

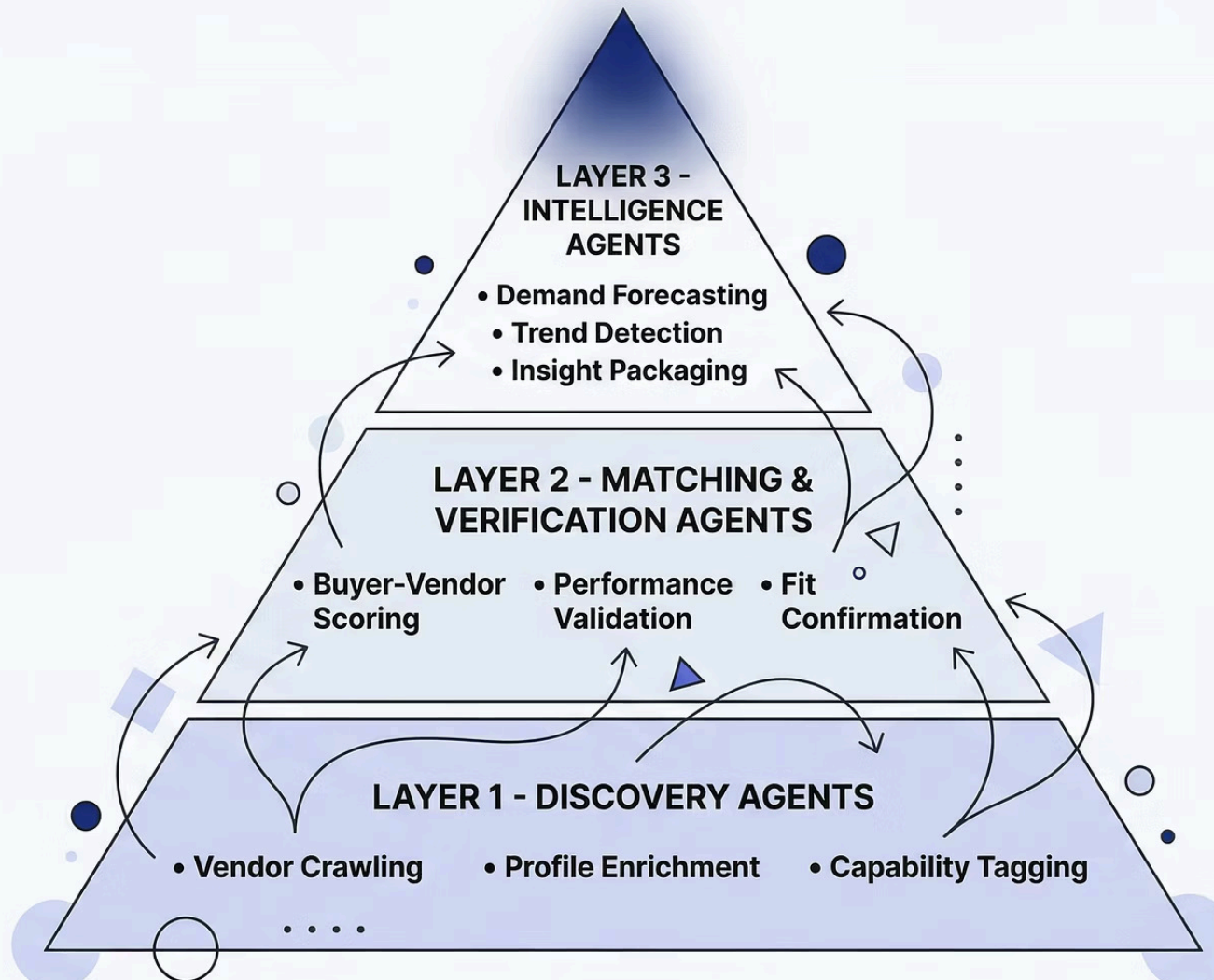
Materials for those who would like to explore further.

- Agentic AI Development: Overview
- What the Agents Do: Outputs & Value Creation
- Executive Market Intelligence Reports: Tailored by Role
- How Agents Are Built & Populated
- Development: Synthetic Data Strategy & Core Platform Build
- Agentic AI: Build vs. Buy Decision Framework
- Market Math: TAM / SAM / SOM
- Global Market Opportunity
- Competitor Matrix
- DiscoverX Competitive Advantages
- DiscoverX Financial Forecast Years 1 - 5
- Experienced Founders & World-Class Advisors
- Exit Strategy
- Live Demo & Product Experience



Agentic AI Development: Overview

DiscoverX will drive the product roadmap for a suite of synthetic agentic AI agents designed to automate and streamline vendor discovery, buyer matching, and market intelligence output. These agents operate across three key layers.



What the Agents Do: Outputs & Value Creation

Our agents don't just collect data, they produce actionable intelligence products that create direct commercial value for **DiscoverX** giving enterprise buyers independently verified data to accelerate procurement decisions

Demand Signal Alerts

Agents surface early-warning demand signals by vertical, geography, and use case, enabling vendors to align product roadmaps and go-to-market strategies to where enterprise spend is heading next.

Vertical Market Intelligence

Sector-specific intelligence packages (Finance, Healthcare, Legal etc.) pre-populated with synthetic agent data, giving **DiscoverX** data-backed authority to enter each vertical with zero cold-start risk.

The Compounding Data Moat

Every agent interaction enriches the dataset. By Year 3, **DiscoverX** will have accumulated a proprietary intelligence layer, creating a durable, defensible competitive moat

- ❑ **Agent Activity at Scale:** By end of Year 1, agents will have simulated 250,000+ buyer-vendor interactions across 10-12 verticals, generating a proprietary dataset with an estimated market value of £4-6M as a standalone DaaS product.

Executive Market Intelligence Reports: Tailored by Role

DiscoverX doesn't deliver generic market reports. Our agent-generated intelligence is dynamically tailored to the specific priorities, language, and decision-making context of C-suite executives & key staff, transforming raw data into boardroom-ready actionable insight. Example outputs as follows:

CMO REPORT

Chief Marketing Officer

1

- AI adoption trends across competitor marketing stacks
- Emerging AI tools for personalisation, content, and campaign optimisation
- Buyer sentiment signals: what marketing AI capabilities enterprises are actively seeking
- Vendor shortlist: top-rated AI marketing solutions by use case and budget band
- Recommended positioning: how to differentiate AI-powered marketing in your sector

CPO REPORT

Chief Product Officer

2

- AI capability gaps in current product portfolios vs. market demand
- Emerging AI features being adopted by competing products
- Build vs. buy analysis: which AI capabilities to develop internally vs. procure
- Vendor performance data: which AI solutions are delivering measurable product outcomes
- Demand forecasting: where AI product investment will generate highest ROI in 12 months

CFO REPORT

Chief Financial Officer

3

- Total cost of AI ownership benchmarks across comparable enterprises
- ROI data from verified AI vendor deployments in your sector
- Budget allocation trends: how Global 2000 peers are distributing AI spend
- Risk-adjusted vendor scoring: compliance, financial stability, and delivery track record
- Procurement efficiency: how AI-assisted vendor selection reduces evaluation costs

CTO / CIO REPORT

Chief Technology / Information Officer

4

- AI infrastructure compatibility assessments by vendor
- Integration complexity scores and API ecosystem mapping
- Security and compliance posture of shortlisted AI vendors (EU AI Act, ISO 27001, SOC 2)
- Technical performance benchmarks: latency, accuracy, scalability by use case
- Build roadmap intelligence: where AI R&D investment is concentrating globally

CEO / BOARD REPORT

Chief Executive Officer

5

- Strategic AI adoption landscape: where your sector is vs. where it's heading
- Competitive intelligence: AI investments being made by direct competitors
- M&A signals: AI vendors attracting acquisition interest in your vertical
- Talent and capability gap analysis: AI skills your organisation needs to acquire
- Board-level risk summary: regulatory, reputational, and operational AI risks

Each report is generated on a subscription basis, monthly or quarterly, and delivered as a branded, executive-ready PDF or interactive dashboard. Pricing: £100K per report package depending on depth and frequency.

How Agents Are Built & Populated

Each synthetic agent is developed through a structured 3-phase methodology, **ensuring they are grounded in real-world data**, not just theoretical models. The result is a self-improving intelligence layer that grows more accurate with every interaction.



Phase 1 - Foundation & Training

- Seeded with curated datasets: public procurement records, AI vendor databases, industry analyst reports (Gartner, Forrester), regulatory filings, and patent data
- Fine-tuned on domain-specific corpora (e.g. FinTech AI, HealthTech AI, LegalTech AI)
- Baseline personas built from 500+ enterprise buyer archetypes across the Global 2000

Phase 2 - Synthetic Population

- Agents simulate thousands of buyer-vendor interactions to pre-populate the marketplace with high-fidelity synthetic data
- Vendor profiles enriched with synthetic performance benchmarks before real clients onboard
- Demand signals generated across priority verticals: Media, Finance, Healthcare, Legal, Retail/E-commerce, Marketing,

Phase 3 - Live Enrichment & Self-Improvement

- Real platform interactions (user searches, content engagement, match outcomes) continuously retrain agents
- Feedback loops between agents: Buyer Simulation Agents inform Demand Forecasting Agents; Vendor Performance Agents inform Market Mapping Agents
- Human-in-the-loop validation by the AI team ensures quality thresholds are maintained

Data Sources at Launch

- Public AI vendor databases & product registries
- Gartner, IDC, Forrester analyst reports
- EU AI Act & global regulatory filings
- LinkedIn company & executive data
- Patent filings & R&D investment signals
- DiscoverX Education Hub engagement data

Quality & Governance

- Each agent output scored for confidence and accuracy
- Synthetic data clearly labelled and separated from verified real-world data
- Monthly agent audits by the **DiscoverX** AI team
- Bias detection protocols across all buyer persona models
- GDPR-compliant data handling throughout

Development: Synthetic Data Strategy & Core Platform Build

Before spending on customer acquisition, we validate the business model using high-quality synthetic data, populating the marketplace with realistic buyer profiles, vendor performance records, and match outcomes.

Synthetic Data

Synthetic Buyer Profiles

Generate synthetic enterprise buyer profiles across target verticals (Media, Finance Healthcare, Retail, E-commerce, Finance, legal) with realistic AI maturity scores and procurement histories.

Synthetic Vendor Records

Populate synthetic vendor profiles with performance benchmarks, capability matrices, and simulated customer outcomes to stress-test matching logic.

Match Simulation Engine

Run high levels of simulated matches to validate algorithm accuracy, identify edge cases, and calibrate weighting before live launch.

Insight Packaging

Overlay synthetic data with real-world market signals to create the first sellable intelligence reports, validating the data product revenue stream pre-launch.

Core Platform

1

Matching Algorithm v1

Define and weight the five matching dimensions: Capability Match, Budget Alignment, Technical Fit, Track Record, Timeline Feasibility. Build scoring rubric with vendor input.

2

Assessment Flow

Design buyer onboarding assessment capturing goals, data maturity, and AI readiness. Target completion under 8 minutes with progressive disclosure UX.

3

Vendor Profile System

Build structured vendor profiles with performance verification fields, capability tags, case study uploads, and pricing transparency indicators.

4

Education Hub MVP

Launch content hub with behavioural tracking layer. Tag all content by AI topic, use case, and vendor category to feed the matching algorithm and market intelligence engine.

Agentic AI: Build vs. Buy Decision Framework

Our priority is to define the build/buy/partner strategy for each agent layer. This framework guides prioritisation and resource allocation across an 18-month **bootstrapped** runway. e.g

Agent	Approach	Timeline	Rationale
Vendor Scout Agent	Build (internal)	Months 1–3	Core IP, must be proprietary
Profile Enrichment Agent	Partner (API)	Months 2–4	Leverage Crunchbase/LinkedIn APIs
Capability Tagging Agent	Build on LLM	Months 3–5	Fine-tune on DiscoverX taxonomy
Buyer Intent Agent	Build (internal)	Months 4–6	Proprietary behavioural data moat
Match Scoring Agent	Build (internal)	Months 3–6	Core product differentiator
Performance Verification Agent	Build + Partner	Months 5–8	Requires vendor data integrations
Demand Forecasting Agent	Build on ML	Months 6–10	Requires proprietary dataset volume
Insight Packaging Agent	Build (LLM-assisted)	Months 8–12	Revenue product, must be owned

Market Maths: TAM / SAM / SOM

Global Market Sizing

\$350B

TAM

Total Global B2B AI procurement market (2026)

\$20B

SAM

Serviceable AI vendor matching market (Mid-Market Focus)

\$114M

SOM

Realistic 5-year capturable **UK market** (0.57% of SAM)

UK Market Specifics

8,000 UK Corporates

Primary beachhead. Year 5 target: capture **5.6%** = ~448 enterprise clients at £100K ARPA.

500,000 UK SMEs

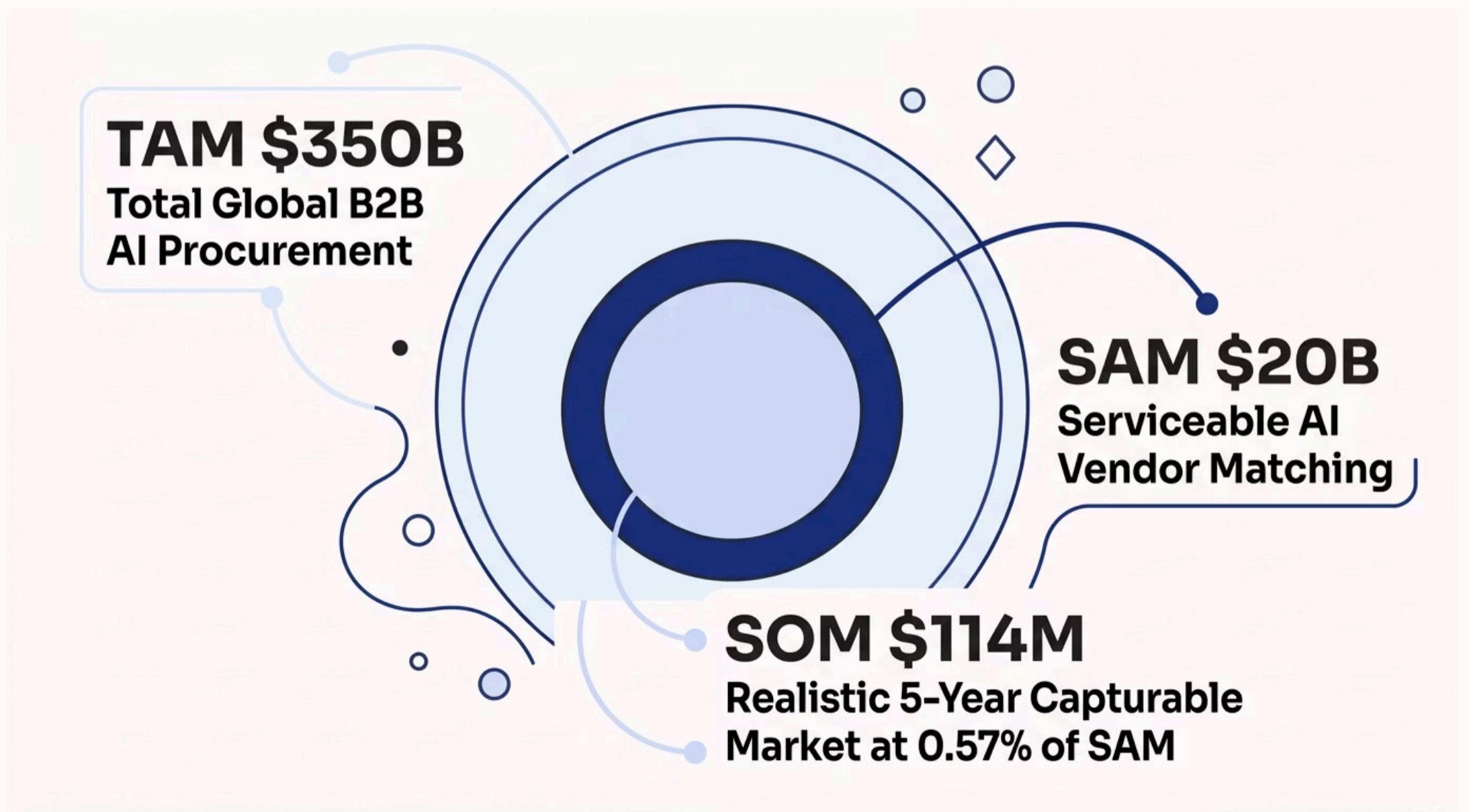
Secondary wave through paid access membership and usage-based intelligence outputs. Year 5 target: conservative penetration of AI-ready SMEs through £99/month access plus paid procurement outputs.

2.5M+ Global Mid-Market

Companies with 100–5,000 employees globally. Geo-agnostic access, intelligence and data monetisation provides significant unmodelled upside beyond the UK beachhead.

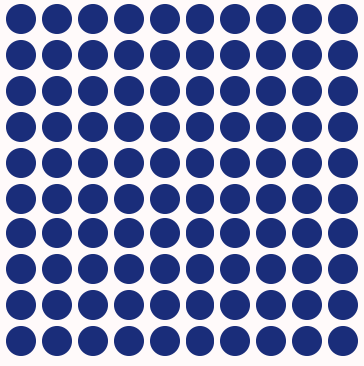
35% CAGR

AI vendor market growth rate. 91% of mid-market firms plan significant AI investment in next 24 months (IDC 2026).



DiscoverX is not modelled as a pure SaaS subscription business. The market opportunity is captured across enterprise intelligence, SME access, vendor accreditation, usage-based reports and DaaS.

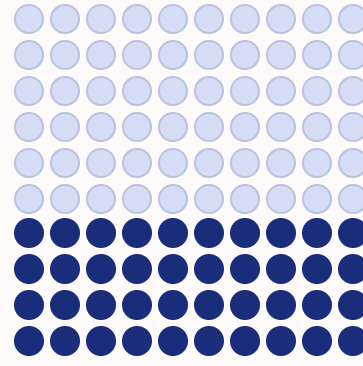
Global Market Opportunity



250K

Global Enterprise TAM

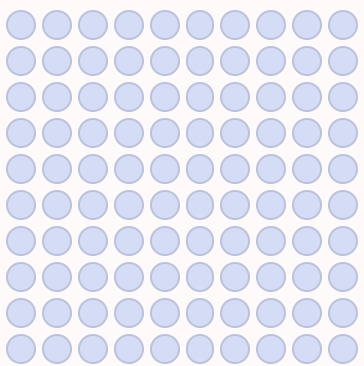
Large corporates (250+ employees) worldwide



40M

Tech-Forward SME TAM

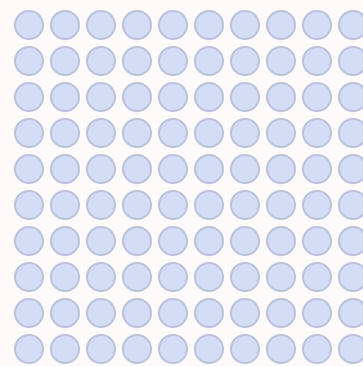
Global SMEs with AI budget potential



0.18%

Enterprise Target Share

450 enterprises = £39.3M annual revenue



0.06%

SME Target Share

25,000 SMEs = £30M+ annual access and intelligence revenue potential

Enterprise Opportunity

01

DiscoverX Target: 450 Enterprises

02

Global Market Share: ~0.18%

03

Insight: Less than one-fifth of one percent of the world's large businesses = £39.3M annual enterprise revenue

SME Opportunity

01

DiscoverX Target: 25,000 SMEs

02

Global Market Share: 0.06% of tech-forward market

03

Insight: Six-hundredths of a percent of the global tech-forward SME market creates a meaningful access revenue base before factoring in paid reports, additional vendor briefs, procurement-ready shortlists and data products.

500,000 UK SMEs - Secondary wave through paid access membership and usage-based intelligence outputs. Year 5 target: conservative penetration of AI-ready SMEs through £99/month access plus paid procurement outputs.

Geo-agnostic access, intelligence and data monetisation provides significant unmodelled upside beyond the UK beachhead.

Our Year 5 target is not dependent on traditional SaaS seat growth alone. DiscoverX captures value through multiple monetisation layers: enterprise intelligence, £99/month access membership, usage-based procurement outputs, vendor accreditation and DaaS. Because AI vendor discovery is a recurring challenge across departments, categories and budget cycles, DiscoverX has the potential to become the ongoing intelligence layer for AI procurement globally.

DiscoverX is not modelled as a pure SaaS subscription business. The market opportunity is captured across enterprise intelligence, SME access, vendor accreditation, usage-based reports and DaaS.

Competitor Matrix

How **DiscoverX** compares to the key players across the vendor matching landscape.

Capability	DiscoverX	ScoutBee	Ivalua	SourcingGPT	Thomasnet	Workday
AI-Specific Vendor Matching	✓	✗	✗	⚠ Partial	✗	✗
Mid-Market Pricing	✓	✗	✗	✓	⚠ Partial	✗
Synthetic Agentic AI	✓	✗	✗	✗	✗	✗
Verified Performance Data	✓	⚠ Partial	⚠ Partial	✗	✗	✗
Education Hub / Intent Data	✓	✗	✗	✗	✗	✗
Data as a Service (DaaS)	✓	✗	✗	✗	✗	✗
Self-Service Onboarding	✓	✗	✗	✓	⚠ Partial	✗
Two-Sided Marketplace	✓	⚠ Partial	✗	⚠ Partial	✓	✗
Network Effects / Flywheel	✓	✗	✗	✗	⚠ Partial	✗
SME Access Pricing	£99/month	£150K+	£150K+	Freemium	Low	Platform only
Enterprise Intelligence Pricing	£50K-£100K+	£150K+	£150K+	Limited	Low	Platform only

📌 **Key Takeaway:** No competitor combines AI-specific vendor matching, verified supplier data, mid-market access pricing, enterprise intelligence, synthetic agentic intelligence and a DaaS revenue layer. **DiscoverX** is not another SaaS tool. It is a procurement intelligence platform with a compounding Commercial Graph.

AI

COMPETITOR ANALYSIS

DiscoverX Competitive Advantages

AI Data Specialisation Moat

Focused expertise in AI specific vendor evaluation with proprietary frameworks covering model performance, data, privacy, explainability, and implementation complexity. Competitors offer generic procurement across all categories.

Mid-Market Focus

Accessible pricing vs. £150K+ annual contracts. Rapid self-service deployment in hours vs. 4-6 months. Modern consumer-grade UX vs. complex enterprise interfaces.

Synthetic Agentic Intelligence

Leveraging synthetic agentic agents to simulate buyer behaviour and validate vendor performance, generating high-quality market intelligence even before acquiring clients. This creates a compounding data moat allowing **DiscoverX** to learn, forecast, and advise, creating a mathematical mountain for new entrants to climb & positioning **DiscoverX** as a leader in the field

Network Effects

Two-sided marketplace where more vendors attract more buyers, and more buyers attract more vendors. Each interaction improves matching algorithms, creating compounding data advantage.

Hybrid Monetisation Model

DiscoverX is protected from traditional SaaS compression because the business does not rely on seat-based revenue alone.

The £99/month access layer supports adoption, data creation and marketplace liquidity, while higher-value revenue is generated through enterprise intelligence, vendor accreditation, usage-based reports, procurement-ready shortlists and DaaS.

This creates multiple routes to monetisation from the same underlying platform activity.

Commercial Graph Defensibility

Every buyer profile, vendor accreditation, match outcome, content interaction and procurement report strengthens the DiscoverX Commercial Graph.

This gives the platform an intelligence advantage that becomes harder for new entrants to replicate over time.

DiscoverX Financial Forecast Years 1 - 5

Full financial forecast for **DiscoverX**, from Year 1 to Year 5.

Revenue Model Built Around Five Monetisation Layers

The financial forecast is structured around a hybrid AI procurement intelligence model, not a single SaaS subscription line.

Revenue Layer	Role in the Model
Enterprise Intelligence	High-ticket, upfront commercial validation and strategic procurement reporting.
Vendor Accreditation	Supplier-side monetisation through verification, scoring and marketplace placement.
SME Access Membership	£99/month entry access that drives usage, data and marketplace liquidity.
Usage-Based Intelligence Outputs	Paid reports, comparison packs, additional briefs and procurement-ready shortlists.
DaaS / Commercial Graph	High-margin data monetisation from aggregated, anonymised market intelligence.

This structure reduces reliance on pure SaaS growth and gives **DiscoverX** multiple paths to revenue expansion from the same user and vendor base.

[Click to open Financial Forecast](#)

1. Exec Summary & KPIs	Year 1	Year 2	Year 3	Year 4	Year 5
FINANCIAL PERFORMANCE (€)					
Total Reciprocal Revenue (€)	€125,000	€3,085,000	€13,253,000	€31,774,000	€81,866,000
Total Revenue (Cash/Revenue) (€)	€200,000	€3,370,000	€16,533,000	€38,062,000	€92,074,000
EBITDA (€)	-€1,620,000	€644,000	€2,287,000	€15,077,000	€32,544,000
EBITDA Margin (%)	-81.0%	19.6%	13.8%	39.6%	35.7%
Net Profit (€)	-€1,792,000	€564,000	€2,298,000	€13,123,000	€33,504,000
Net Profit Margin (%)	-89.6%	16.8%	14.0%	33.2%	36.7%
Funding Required (€)	€750,000	€1,500,000	€0	€0	€0
Closing Cash (€)	€133,000	€2,074,000	€7,763,000	€24,332,000	€84,244,000
SAAS EFFICIENCY					
Blended SaaS Gross Margin (%)	78%	80%	83%	84%	85%
Enterprise CAC (€)	€100,000	€20,000	€18,000	€15,000	€14,000
CAC Payback Period (Months)	12	11	9	9	8
Net Revenue Retention (NRR)	N/A	104.0%	113.2%	119.0%	125.0%
Burn Multiple	2.45x	Profitable	Profitable	Profitable	Profitable
USE OF FUNDS					
<small> * Pre Seed (€750k - Year 1): €500k Core product build (capitalised), €250k operations/founder survival. €50k founder-led sales. > Seed (€1.5m - Year 2): €750k GTM launch, €750k infrastructure scaling, €0% automation & ops. > Series A/C: Pre-revenue extension, Self-sustaining via software cash flow by Year 3. </small>					

Google Docs

DiscoverX Financial Forecast (V1)



Experienced Founders & World-Class Advisors



Daniel Le Good

CEO & Founder 20+ years driving international revenue growth, GTM & operations across multiple industries.



Richard Holder

CPO & Founder AI/ML & Mobile product leader. PM'd solutions for HSBC, Subway, Mastercard, 400M+ users.



Criss Moldovan

CTO Former Meta ML engineer. Architect of complex AI integrations serving 200M+ users.



Nishan Satharsinghe

Head of Engineering Former IBM Watson ML engineer. Built systems for Visa, Telefonica, Virgin & M&S — 400M+ users.

Advisory Board

Dan Cresta

Founder/Senior Leader

Co-founder of Nurture & Partners and former strategy leader at agencies including Naked and the7stars, known for award-winning media thinking, partnerships and collaborative growth programmes.

Gemma Graves

CEO/Senior Leader

Co-founder of Nurture & Partners, former Chief Executive of The Marketing Society and founder of Cabal, specialising in brave leadership, global communities and high-impact connections.

Daniel Pugh-Jones

CMO/Brand Strategist

Global marketing and brand leader with 25+ years across technology, media and digital platforms, formerly Global Creative Strategy Director at Microsoft and a European content lead at BuzzFeed.

Matt Pye

Founder/Brand Strategist/Multi Cannes Lion Winner

Founder of ProsperWith and multi Cannes Lion-winning former agency leader, with 25 years shaping brand and growth strategy for companies such as Amazon, Samsung and Unilever.

Danny Donovan

CEO/Senior Leader

Founder & CEO of Build Media and former UK CEO of Mediahub, with 30+ years' experience growing leading brands and championing more inclusive, sustainable media.

Andy Pardoe

AI Strategist & Advisor

Senior Global AI strategist and advisor focused on helping organisations turn emerging technologies into practical business value, with deep experience in AI transformation, innovation and leadership.

Exit Strategy



Strategic Acquisition

Strategic acquisition potential comes from DiscoverX owning the intelligence layer between AI buyers and AI suppliers.

The acquisition value is not limited to subscription revenue. It sits in the proprietary **Commercial Graph**, verified vendor dataset, buyer intent signals, procurement intelligence outputs and marketplace relationships.

Potential acquirers include enterprise software platforms, cloud providers, AI infrastructure companies, procurement platforms, analyst/data businesses and AI marketplace consolidators.



Public Offering (IPO)

The hybrid revenue model strengthens the public market case by combining recurring access revenue, enterprise intelligence, vendor-side monetisation, usage-based data products and high-margin DaaS.

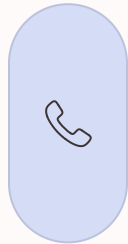
This positions DiscoverX as a defensible AI procurement intelligence business rather than a conventional SaaS platform.

Potential IPO opportunity as the AI market matures and the platform achieves scale, leveraging the **defensible data moat and global network effects**. The 61.3% EBITDA margin by Year 5 and the Global Commercial Graph position DiscoverX as a highly attractive public markets candidate.

- ☐ **Total lifetime funding cap at just £2.25M, strong potential for non-requirement of Series A to Series C venture capital. This capital efficiency dramatically improves exit multiples and founder/early investor returns.**

Let's Connect

We are open to discussing how **DiscoverX** can transform AI vendor discovery



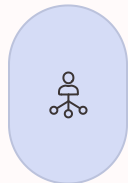
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Do feel free to reach out to learn more

