

Company:

Money Dashboard

Team:

Steve Tigar, CEO; Tim Shields, CTO; Max Thomas, CDO; Jossie Ellis, Head of Growth and Raonull MacKinnon, Head of Sales; a total team of 20

Web:

moneydashboard.com

Value Proposition:

An award-winning app offering consumers the TrueView® of their financial position by:

- consolidating all their current accounts, credit cards, savings accounts
- allocating each bank transaction into a distinct expenditure category using Mercury - Money Dashboard's core engine

Revenue is generated by creating insightful market research from anonymised bank statement data, for example by helping hedge funds predict revenue announcements of listed companies.

Money Dashboard has the largest complete record of UK consumer spending data, comprising a database of >300m bank transactions spanning 7 years. This enables prospective asset management clients to back-test the data in their proprietary models to ensure correlation of sample data series with revenue trend lines.

Customer Segments:

Hedge funds, investment banks and asset manager data clients

Market Traction:

Money Dashboard is established as the UK's leading personal finance app, serving over 175k consumers, and has won the 2018 British Bank award for best personal finance app. It has:

- Grown the user base by 30% organically
- Grown its monthly recurring revenue from £30k to £85k
- Achieved a turnover of £1m
- Secured a commercialisation agreement with market-leading Global Market Research Company to sell Data Insights into a new market vertical

Funding Stage:

Series B

Funding and Investment to Date:

Calculus Capital; Par Equity; Scottish Investment Bank funding of £5.2m and £1.4m equity crowdfund via Crowdcube

Investment Sought:

£5m

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