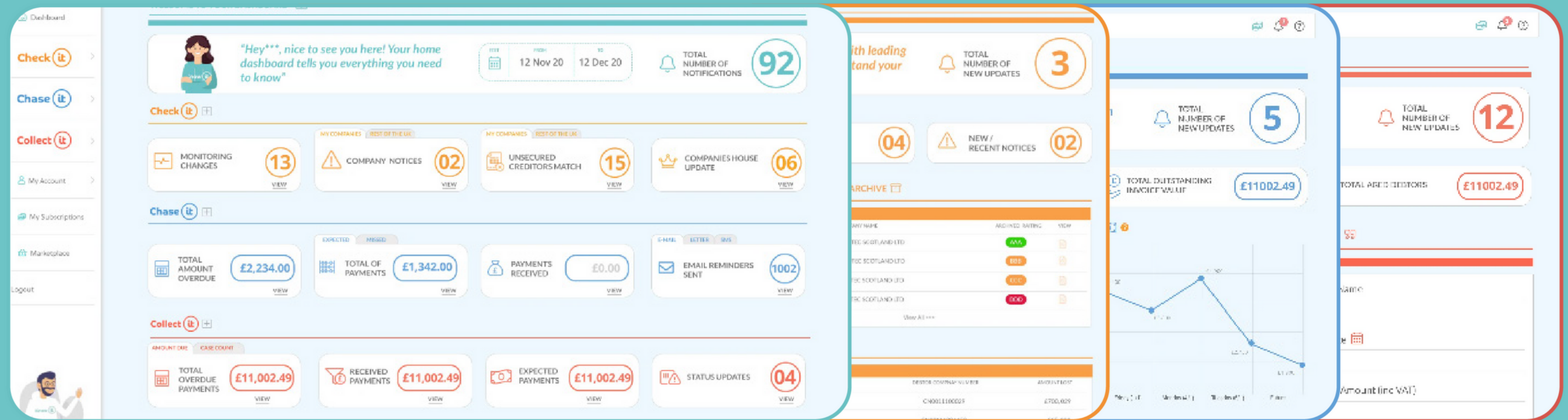# Know-it

Automating The Credit Control Process

Mitigate Credit Risk   Reduce Debtor Days   Increase Cashflow

SCOTTISH EDGE
Winner Round 18, November 2021

STARTUP SUMMIT
Startup Summit 2021 Winner

DIGIT
15 Scottish Tech Companies to Watch in 2022

insider.co.uk
Featured in Insider's 20 Women to Watch list

Know it

Know-it is an innovative SaaS Credit Management Platform which empowers businesses to make better credit decisions.

- Our platform helps streamline the entire credit control process giving SMEs the ability to mitigate credit risk, increase cashflow and reduce debtor days.

- Businesses can credit check & monitor changes, chase payment via email, letter & SMS as well as collect overdue invoices all in one platform.

- We're levelling the playing field for SMEs. They no longer need to pay to use multiple platforms for robust credit control, saving them time and money.

- Real-time integrations with several data sources and accountancy packages give our users complete visibility of their customers' credit and payment behaviour and allows them to easily chase and collect overdue invoices in-platform with automation.
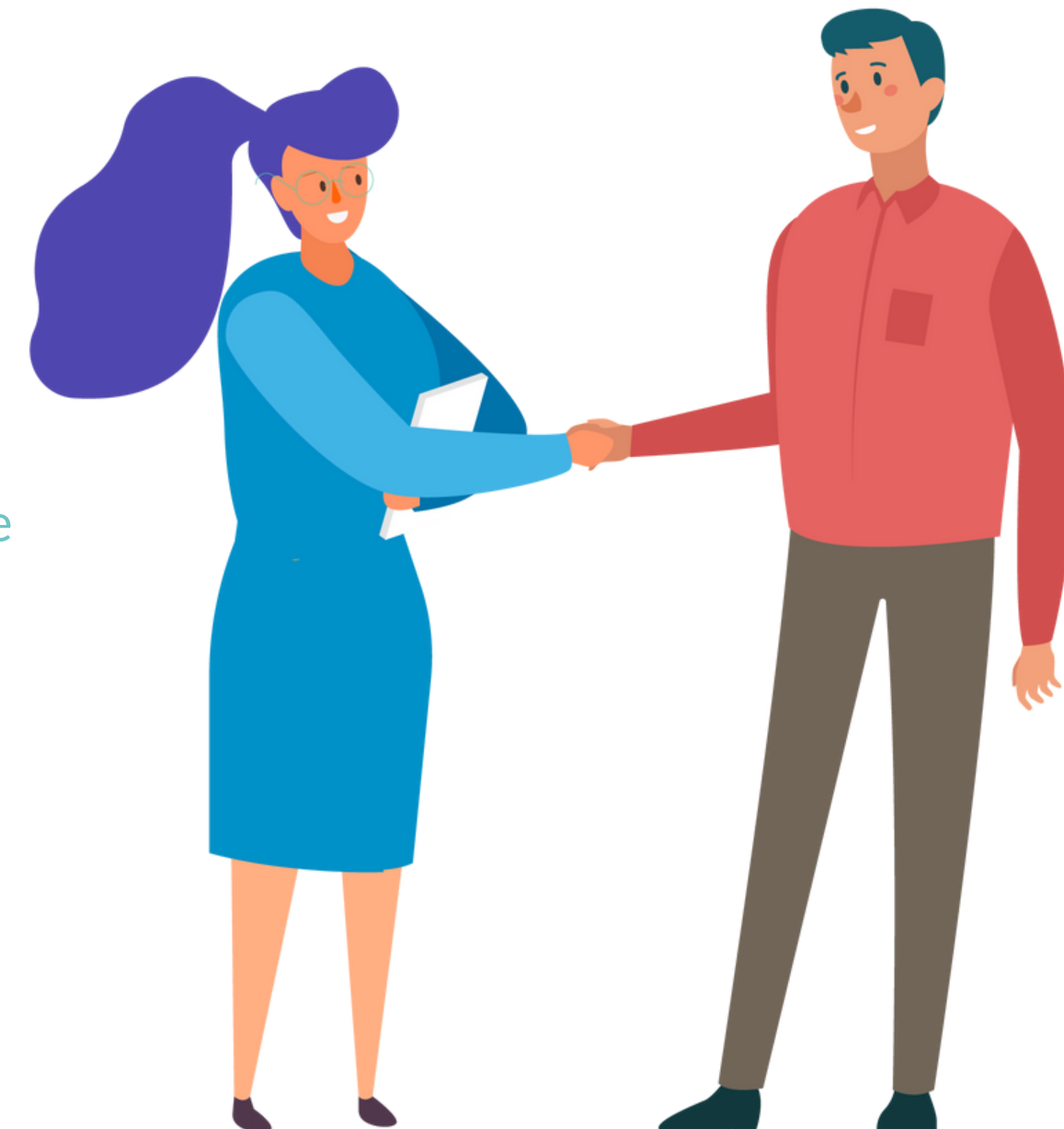
The Late Payment Problem

6 Million SMEs

£61bn in late payment - 22% increase since 2020

p2pFinance

£5.8bn lost annually due to liquidations. Administrations set to rise by 33% this year

Atradius

50,000 SMEs will fail this year due to late payments

The Federation of Small Businesses (FSB)

The Solution

Know-it helps alleviate these problems by providing the intelligence needed to make more informed credit decisions via our data integrations.

Users can automatically chase invoices when they are due thanks to our seamless integrations with leading accountancy apps.

With insolvencies set to rise significantly, there has never been a more critical time for a solution like ours in the market.

6 Million SMEs

End-to-End Credit Control Solution

Check it

- **Credit reporting**
- **Credit report monitoring**
- **Supply chain monitoring**
- **Updates from Companies House**
- **Hourly feeds from The Gazette**
- **Unsecured Creditor Claims monitoring**

Chase it

- **Automatic chasers - Email, Letter & SMS**
- **Personalised communication templates**
- **Customised chasing schedules**
- **Synchronises data from accountancy package**
- **Log expected payment dates & forecast cashflow**
- **Credit control CRM functions**

Collect it

- **UK & International recovery**
- **Real-time case updates**
- **Full visibility of costs & processes**
- **In-platform case management**
- **Allocated case manager & acccount manager**
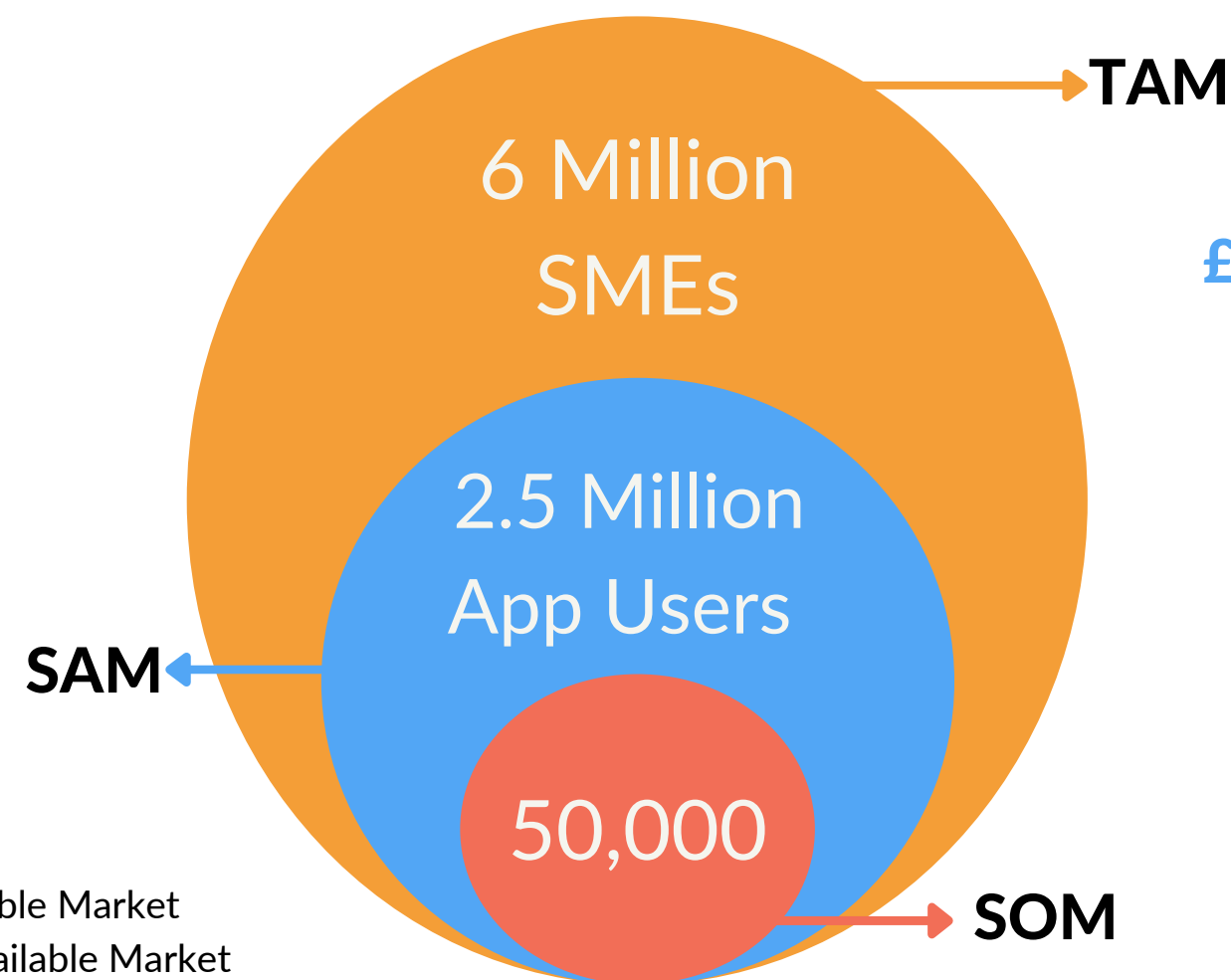- **Dispute resolution & management**
- **Ledger management**

Our Mission

To help business mitigate credit risk, increase cash flow and reduce debtor days through our technology, we like to call the 3 Cs:
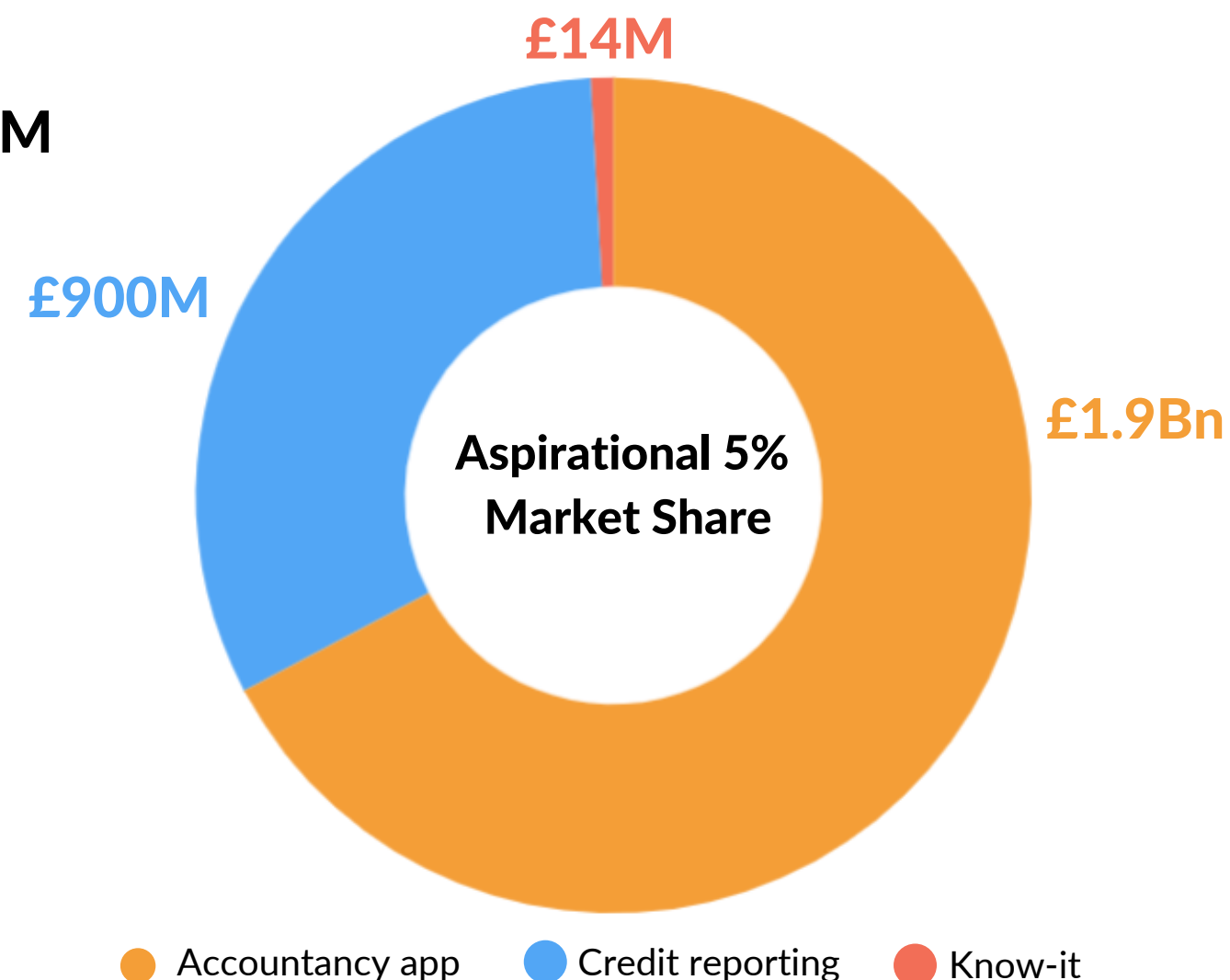
Check it   Chase it   Collect it

Know it
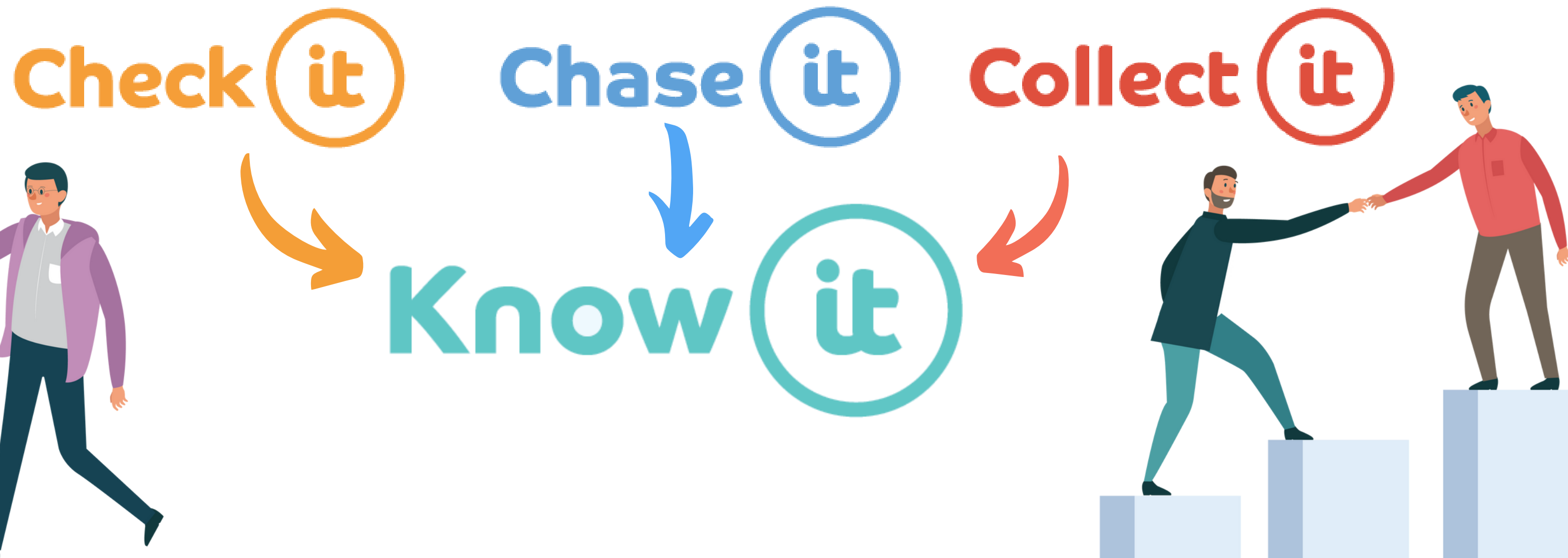
3 Year UK Opportun(it)y

UK Market

6 Million SMEs

TAM

2.5 Million App Users

SAM

50,000

SOM

TAM - Total Addressable Market
SAM - Serviceable Available Market
SOM - Serviceable Obtainable Market

UK Revenue

£14M

£900M

Aspirational 5% Market Share

£1.9Bn

● Accountancy app   ● Credit reporting   ● Know-it

The Perfect Opportunity

- Insolvencies forecast to rise by 33% in 2022 so there is a real need for an all-in-one credit management solution.

- Making Tax Digital is accelerating accountancy app adoption. Deadline for Making Tax Digital for VAT is April 2022 and income tax/self-assessments is April 2024.

- The market is already large with 2.5 million accountancy app users in the UK. This will grow exponentially as more SMEs begin to use accountancy apps.

3 Year International Opportunity

AUS, NZ & Canada Market

AUS, NZ & Canada Revenue
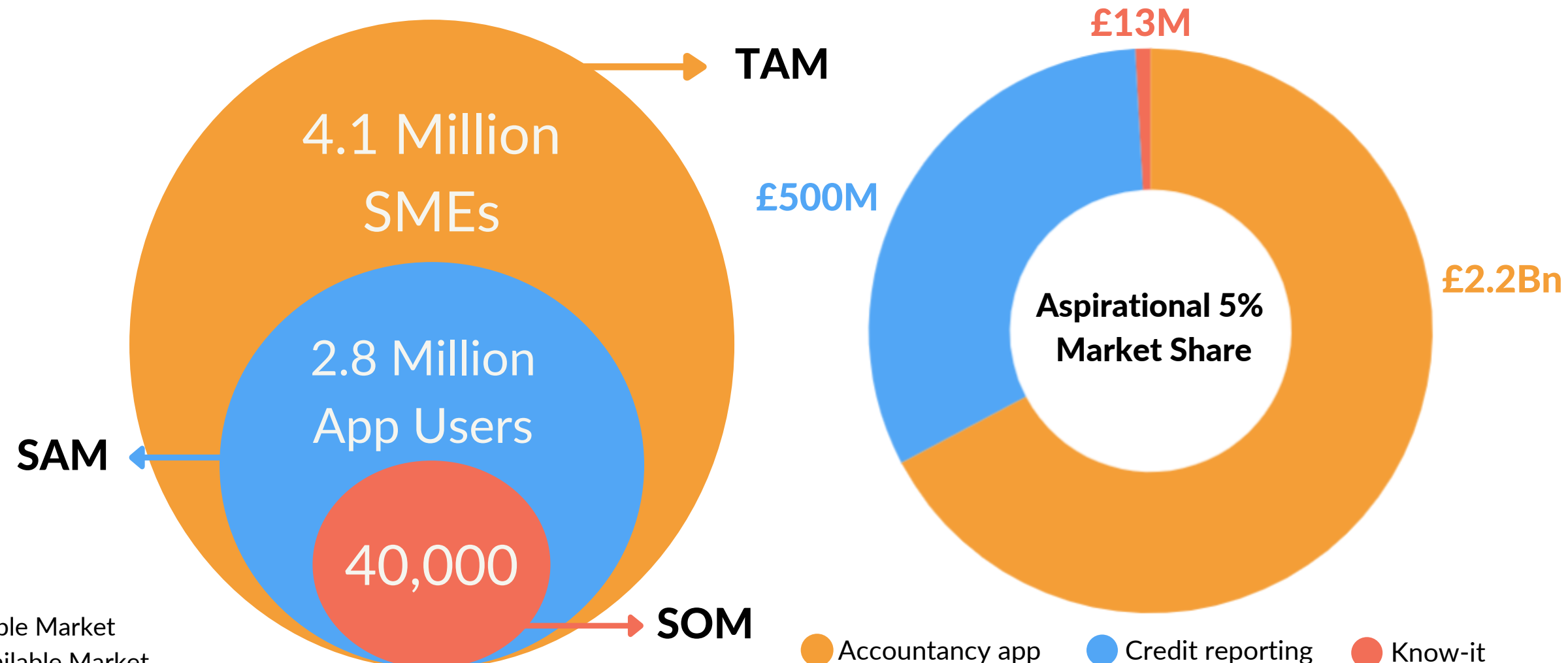
TAM

4.1 Million SMEs

SAM

2.8 Million App Users

40,000

SOM

TAM - Total Addressable Market
SAM - Serviceable Available Market
SOM - Serviceable Obtainable Market

£13M

£500M

£2.2Bn

Aspirational 5% Market Share

● Accountancy app   ● Credit reporting   ● Know-it

The Perfect Opportunity

- Australia, New Zealand and Canada have directorate and agencies very similar to Companies House that we have in the UK. This means Know-it will work identically in these markets as it does in the UK.

- We have commenced filing trademarks in these countries.

- The market in these three countries is already large with 2.8 million accountancy app users so there is sizeable room for expansion.

Competition

Pricing	Starting from £19.99 per month Know it	Starting from £29.00 per month CHASER	Starting from £25.00 per month Satago	Starting from £45.00 per month itsettled
Credit reporting	✅	✅	✅	✅
Credit report monitoring	✅	❌	✅	❌
Supply chain monitoring	✅	❌	❌	❌
In-platform debt recovery	✅	✅	❌	❌
Customisable chaser emails	✅	✅	✅	✅
Customisable chaser letters	✅	❌	❌	✅
Customisable chaser SMS	✅	❌	❌	❌
Invoice finance	❌	❌	✅	✅

The Know-it-all's

Lynne Darcey Quigley
CEO and Founder

"

Serial entrepreneur and experienced SME business owner. 27-years within the credit management industry.

15 years successfully running one of the UK's leading commercial debt recovery companies.

Featured most recently as one of Insider's top 20 women to watch!

She really is a Know-it-all! (or at least she thinks she is).

Gordon Merrylees
Chief Commercial Officer

"

36 years banking and finance experience. 25 years of which supporting UK entrepreneurs and SMEs from start up to scale up.

A keen eye for supporting and growing entrepreneurial talent. In 2014 Gordon, created the world's largest free business accelerator programme for start up, early stage and high growth businesses.

Gordon is the current Chair of The Committee of Scottish Clearing Banks, and a board member for Informatic Ventures and Cash for Kids.

He's done-it all!

Kevin Sharpe
Chief Marketing Officer

"

20 Years SME B2B marketing experience. 15 Years of Business Data Management. 5 Years Software Marketing Experience.

Kevin heads up our in-house marketing team and works very closely with our product team.

Kevin has been involved in the Know-it journey from the very beginning!

If you want to "know" anything ask Kevin...

Catherine Anne Gray
Chief Risk Officer

"

Over 25 years of global investment banking & asset management experience across Operations, Internal Audit & Operational Risk.

Worked around the globe for major corporations JP Morgan, RBS, ANZ and BlackRock.

Having previously worked in New York, Singapore and London we're sure she's loving-it in beautiful Glasgow.

Martin Laing
Lead Developer

"

Has more than 10 years' experience across a variety of agency and in-house roles covering a vast range of technologies and sectors.

Martin has lead the tech team since 2020 and built the Know-it platform from being just a concept from Lynne's whiteboard!

Product Team
2 Frontend Developers
4 Full-Stack Developers
Senior QA Engineer

Marketing Team
Content Creators
PPC Paid Advertising
Social Content

Full Team!

Technology & Security

A UK based, mature software house with the tech stack, security processes and certifications to help differentiate ourselves.

Overview

- AWS servers
- Kubernetes in a microservices architecture
- Decoupled front end
- Clustered database
- Uses REST API services
- All code has been developed internally with a proprietary back-end

Security

External Pen Test

November 2021

Good Security Level Achieved

ISO Certifications

QUALITY CERTIFIED isoassured iso 9001

ENVIRONMENTAL CERTIFIED isoassured iso 14001

INFORMATION CERTIFIED isoassured iso 27001

Over £1M personally invested by our CEO through bootstrapping and 2 years of development so far. High barrier of entry for competitors to enter the market.

Data Partnership

CONNECTIONS/
PARTNERS
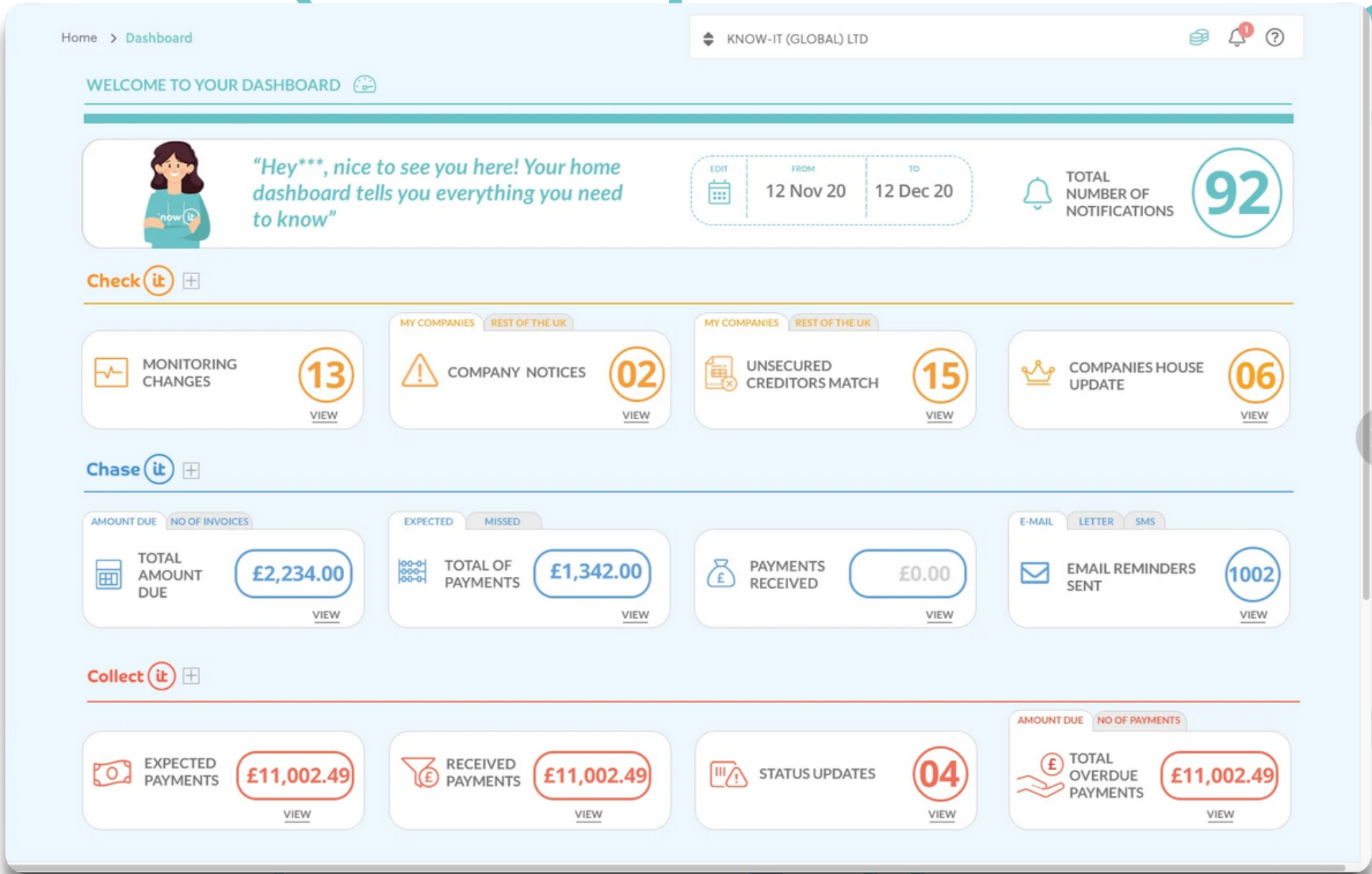
Platform Pricing

Free 30-day Trial

Paid package starts from £19.99 per month

Users can easily upgrade their package.

In-Platform Add-ons

- Credit Reports
- Emails, Letter and SMS credits
- Additional Ledgers
- Additional Users

Enterprise Level

- Variable Pricing
- API Ready
- Bulk Discounts
- Partnership Programme

- Our attractive entry level price point is designed to get as many users on the platform as possible.

- As our users grow and need more from the platform they have the facility to upgrade their monthly plan, which will increase our revenue. As our customers grow and need more from the platform we'll grow too.

- Our in-platform add-ons and enterprise level customisations gives even more room for revenue growth per individual user.

- Annual subscriptions available where a user pays ten months upfront with two months free, which will have a positive impact on our cashflow.

Route To Market

Distribution

Partnerships

API integration

Whitelabel

Referral partnership affinity programme
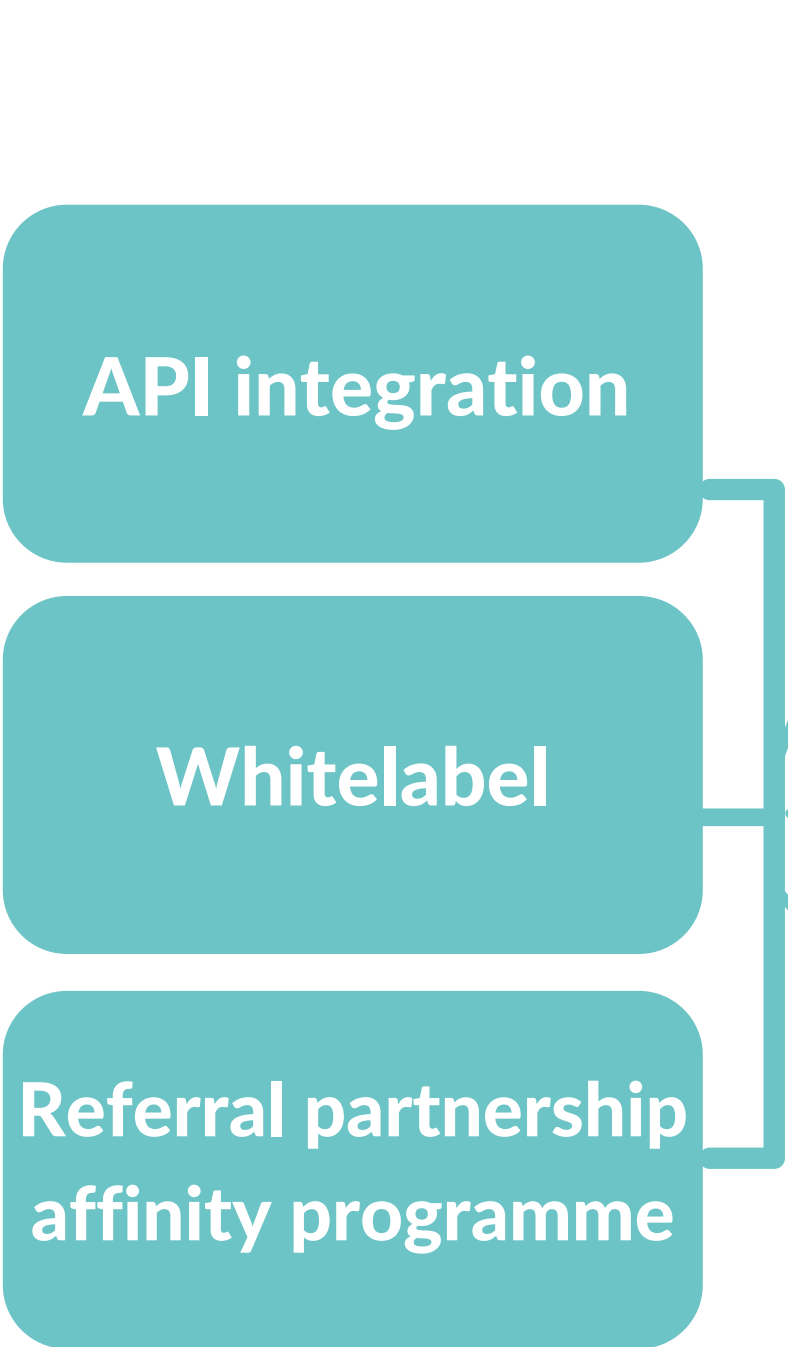
Accountants

Royalty fee, revenue share proposition, serviced solution

- Most accountancy firms are affiliated with major accountancy packages which our platform easily integrates with.

- Accountants can use Know-it for themselves as well as offer the platform to their clients.

- No need to write off debt., can use Collect-it for recovery.

Financial Institutions Banks and Finance Related Infrastructure

Partnerships, referrals, customer programmes

- There's already a trust between the bank and their customer so this gives us a warmer route to market.

- Banks can give their high net-worth customers Know-it to retain them as a customer as well as offer Know-it as a marketplace add-on and be part of our referral scheme.

- Financial institutions can ensure that their business customers are following a sound credit control process.

Industry Bodies Enterprise Agencies Government Agencies

Building partnerships and affinity programmes

- Industry bodies encompass the SME market so understand their pain points.

- Enterprise agencies can provide Know-it as part of a startup toolkit.

- Government agencies offer schemes such as Help To Grow where Know-it would be offered to businesses through the government to support them with credit process, recovery of invoices and cashflow.

Growth Opportun(it)ies

Know-it has the opportunity for expansion with new product offerings. These will act as lead generators and revenue opportunities.

InvoiceFinance (it)

Revenue opportunity where we will refer leads to our partner for invoice finance and take a commission.

CreditInsure (it)

Revenue opportunity where we will refer leads to our partner for credit insurance and take a commission.

Fund (it)

Revenue opportunity where we will refer leads to our partner for funding and take a commission.

Borrow (it)

Revenue opportunity where we will refer leads to our partner for loans and take a commission.

Lease (it)

Revenue opportunity where we will refer leads to our partner for leasing and take a commission.

Traction & Milestones

In partnership discussions with well over 100 organisations that could bring a substantial volume of users in one commercial partnership.

No. of users per partnership

- Major Bank
- NEO Banks
- Invoice Finance
- Financial Institions

- Trade Associations
- Industry Bodies
- Government Bodies

- Accountancy Firms
- Accountancy Apps

Type of Partner

Just one of these commercial partnerships has the potential to bring in 100,000's of users to the platform!
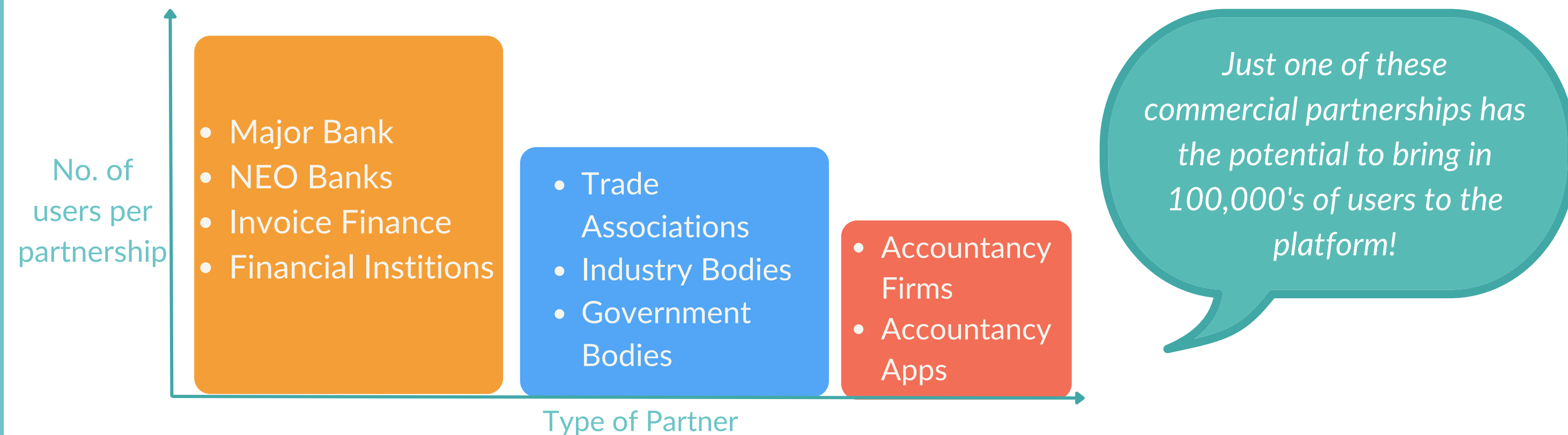
- Winner of Scottish EDGE Round 18, November 2021

- Startup Summit 2021 Winner

- Tech Nation Rising Stars Regional Winner

- Included in DIGIT's 15 Scottish Tech Companies to Watch in 2022

36 Month Technical Roadmap

Implement the Equifax
Credit Reporting API into
the Platform

Third Party
Partnerships

Cashflow Integration

Development of
Open API
Documentation

EQUIFAX

Mobile App
Development

International
Acquisition

New Product Launches

Borrow **it**   CreditInsure **it**   Fund **it**

InvoiceFinance **it**   Lease **it**

(Revenue Shares)
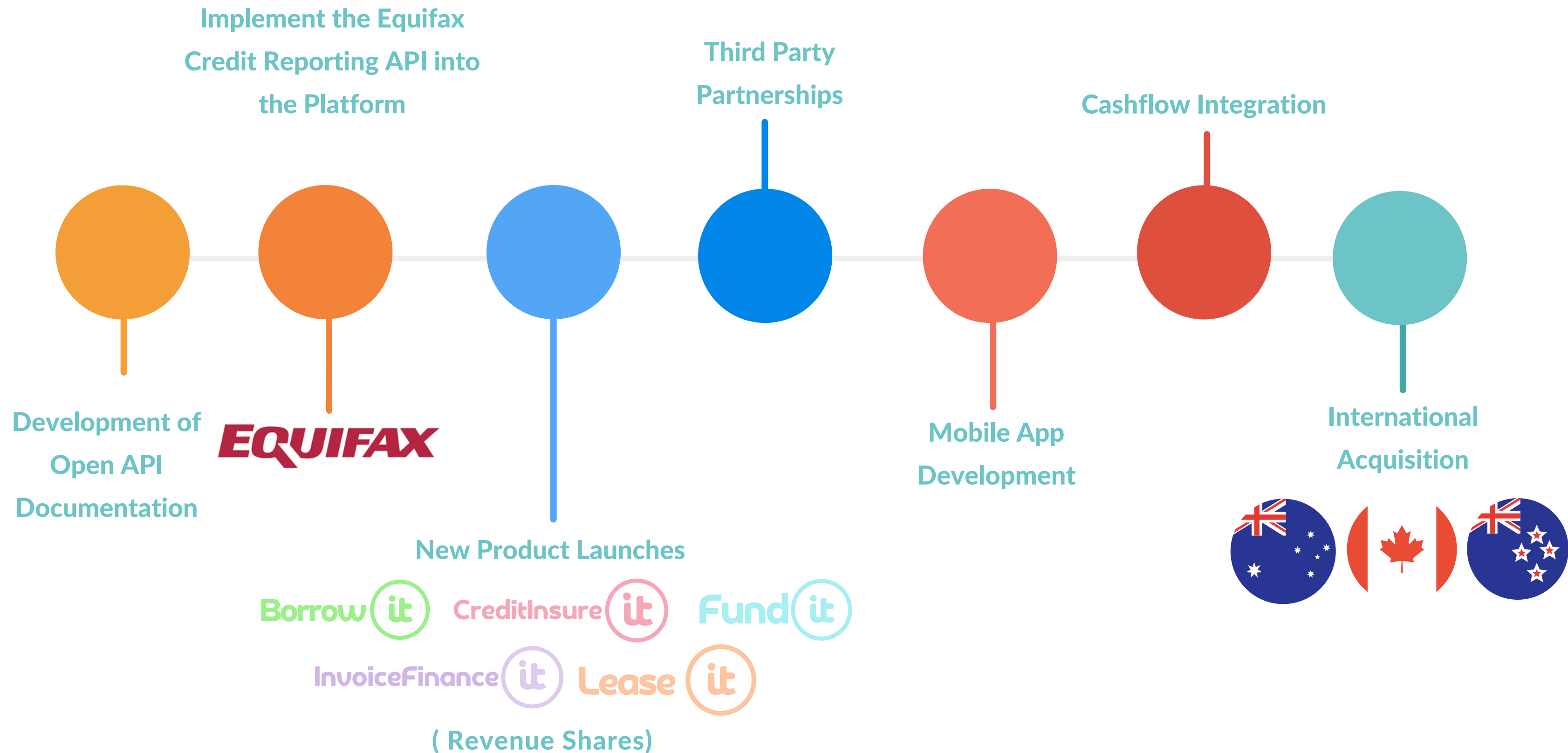
3 Year Monthly Revenue Growth

Monthly Reveune
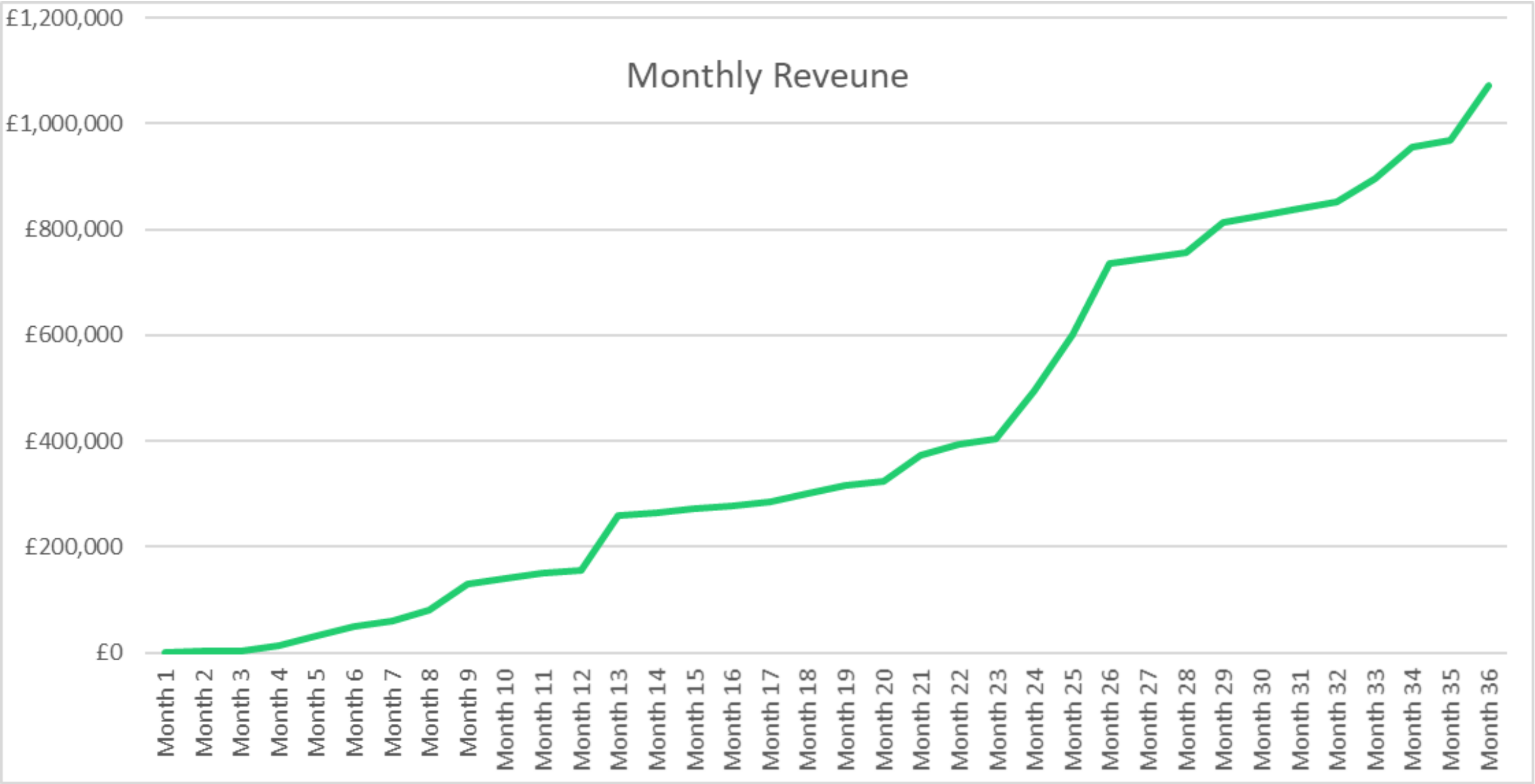
Revenue via:
- Subscriptions
- Add-Ons
- Partnership Referral Fees

Financials

	Year 1	Year 2	Year 3
Turnover	£861,514	£4,602,370	£11,596,665
Cost Sales	£155,701	£763,596	£1,987,209
Overheads	£1,374,568	£2,547,333	£3,727,388
Net profit	-£668,755	£1,291,441	£5,882,068

Our Ask: £1.26 million investment

Developers
19.2%

Marketing
14.4%

R & D
8.0%

Consultancy
9.6%

Codat
8.0%

Advisory Board
8.0%

C-suite
18.4%

Legal Fees
6.4%

Support Staff
8.0%
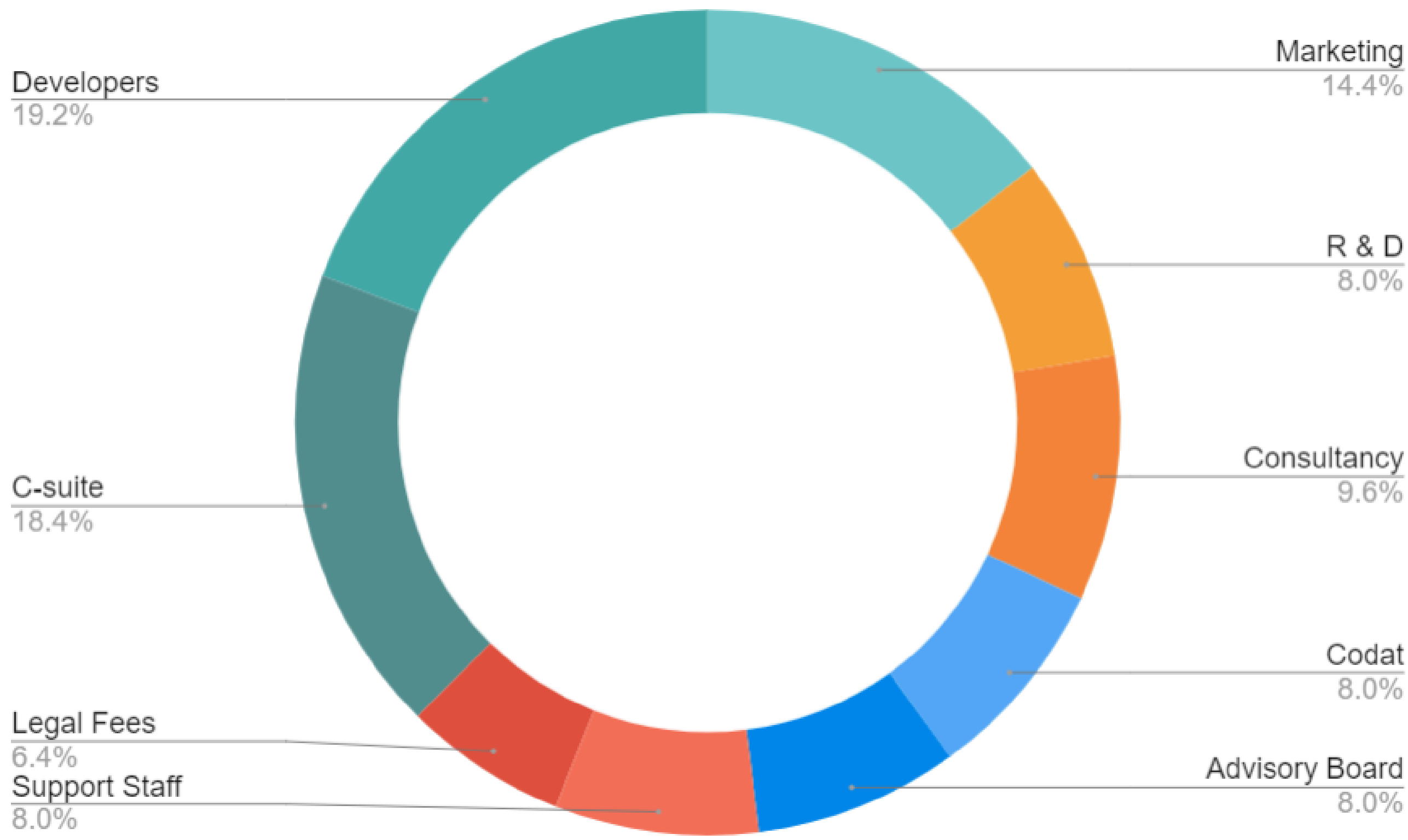
#Be a Know-it-all

Know-it Global Ltd

Lynne@know-it.co.uk

www.know-it.co.uk

0141 730 2021

Lynne Darcey Quigley
CEO & Founder

Appendices

Our Journey To Date

**25 Years
Credit Management
Experience**

**Focus Groups and Customer
Consultation**

OFFICIAL WINNER OF
STARTUP SUMMIT
2021 COMPETITION
STARTUP SUMMIT #SUS21
Know it

Oct 2021

Oct 2021

Nov 2021

Dec 2021

**Mind Map of Credit Control
Process**

Trademarks Filed

**Beta Launch
After Investing More Than
£1M in Development**

**Named one of the
five Scottish Rising
Stars by Tech
Nation.**

TECH NATION
RISING STARS

Creation of Basic Services

Check it   Chase it

Collect it

**In-house Creation of the 4
Accountancy App Integrations**

xero   sage

FreeAgent

intuit quickbooks

SCOTTISH EDGE
WINNER
Round 18 | 2021

User Case

Customer in Construction Industry, Turnover £1.8M

£1M worth of stock at risk

Connected Sage ledger

Went to main contractor to keep kit on site

Customer Liquidation

3 Days **5 Days** **7 Days** **5 Days** **2 Weeks**

Gazette notification 'Meeting of Creditors'

Secured £1 million in stock & £25k future monthly charges

Lost outstanding charges but secured future payments & stock
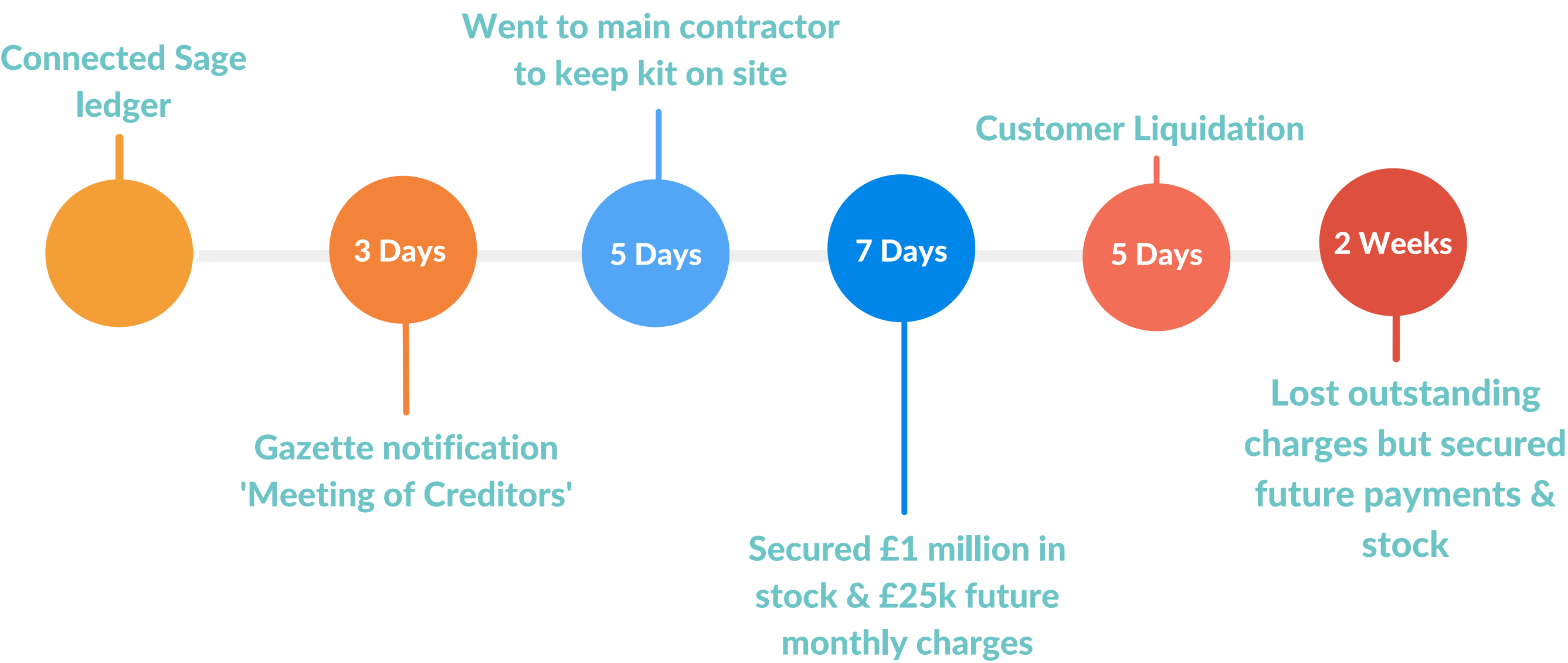
User Case

High Growth Scale-up in Manufacturing Industry, Turnover £850k

Connected Xero ledger

£356,000 combined limits available

Increased sales

1 Day **1 Day** **10 Days** **21 Days** **21 Days**

Updated customer credit limits

Provided to business development team

Ongoing monitoring
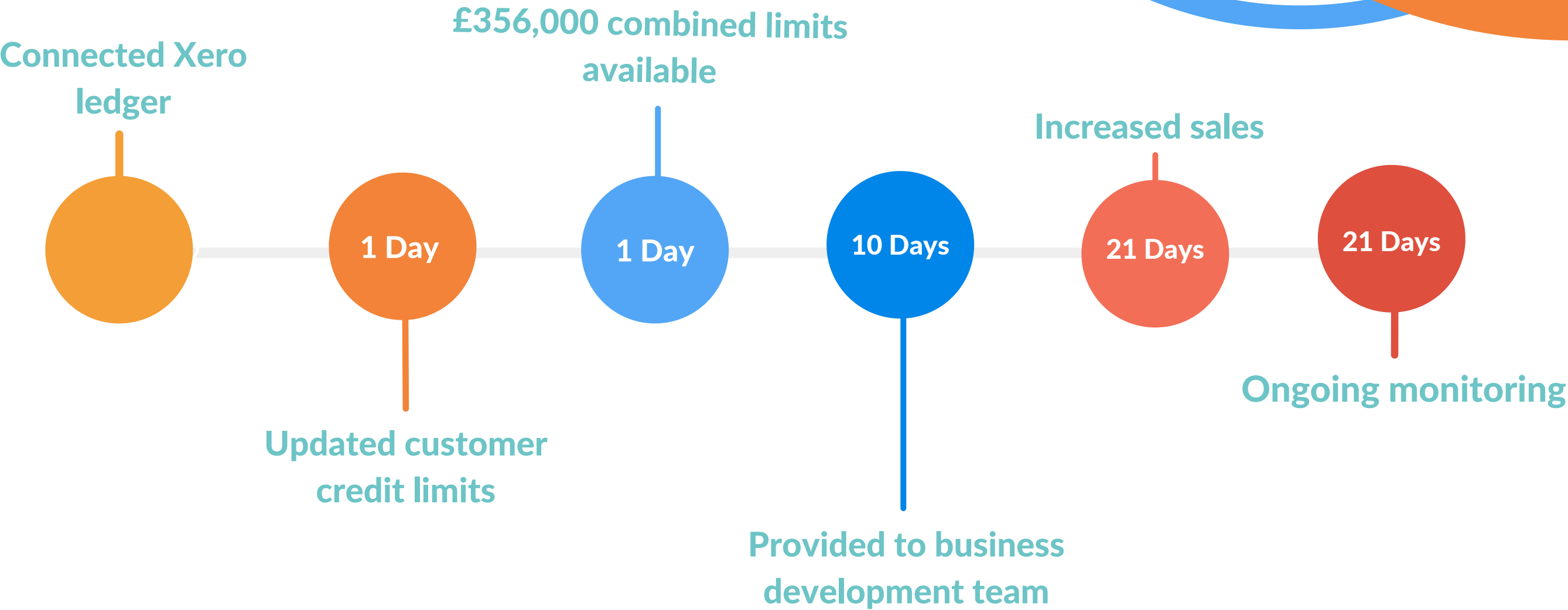
User Case

Micro SME In Marketing Industry, Turnover £300k

Connected FreeAgent ledger

Reduced average debtor days by 19 days

1 Day

30 Days

30 Days

Set up tight chasing schedule

Percentage of overdue invoices reduced by 60%