



Site Desk. The AI back-office for UK builders and trades.

A voice note from the job becomes the quote, the customer update, the invoice. Nothing sends until the builder taps approve. Delivered through Venio Network.

THE RAISE

£250,000

EQUITY

25%

POST-MONEY

£1,000,000

TARGET CLOSE

Q3 2026

THE COST OF THE BACK OFFICE

Seven hours. Every week. Evenings and weekends. Unpaid.

The admin burden, quantified

- UK tradespeople lose around seven hours a week to paperwork: about forty-eight working days a year.
- For a heating engineer on a £355 day rate, that is roughly £17,000 of lost earning capacity a year.
- For a landscaper on £230 a day, roughly £11,000 a year.

Admin-hours figure attributed to research (Powered Now survey, 2026), not to measured pilot data.

What those hours go on

- Quoting: narrating a job scope, then typing a line-item estimate.
- Customer updates: turning site progress into a written message.
- Supplier invoices: reading, categorising, routing each bill.
- Timesheets: reconciling subcontractor days against jobs.
- Invoicing: drafting, formatting, chasing.

The incumbent response

Every UK trade-software product, Powered Now, Tradify, Commusoft, AdminBase, asks the tradesperson to log in, sit at a screen, and type the data in. Powered Now's own 2026 survey shows their customers still lose seven hours a week. The software digitised the paperwork. It did not remove it.

SITE DESK

A voice note from site. A draft back by the time the kettle boils.

The builder sends a WhatsApp voice note from the job, exactly as they would message a colleague. Site Desk transcribes it, works out what is wanted, and drafts the document in the firm's own format. The draft comes back to review. One reply sends it. No portal, no form, no app to learn.

Four interfaces, all ones the trade already uses

| INTERFACE | WHO USES IT | WHAT FLOWS THROUGH IT |
|-----------------|--------------------------------|---------------------------------|
| WhatsApp | Builder and team, on site | Voice notes, approvals |
| Telegram | Builder and team, on site | Same as WhatsApp |
| Web chat | Principal, bookkeeper | Draft review; approve or modify |
| Samba data sync | Office, bookkeeper, accountant | Invoices in, PDFs out |

Fully managed

Each customer runs on their own dedicated server and their own AI subscription, managed entirely by Venio. The builder never touches a server, configures a tool, or holds a key. The service arrives; the work is done.

THE OPPORTUNITY

885,200 UK construction SMEs. The largest single sector. The **most under-digitised**.

| LAYER | DEFINITION | ESTIMATE |
|-------|--|---|
| TAM | UK construction and trades software and admin-tooling spend | ~£2.2bn (2025) → ~£5.3bn by 2031, 15.3% CAGR |
| SAM | Back-office and marketing tooling across the 885,200-firm SME base | Hundreds of millions a year at Site Desk subscription rates |
| SOM | 3% to 8% of the addressable SME base over five years | 1,000 to 3,000 paying installs at ~£5,000 blended ACV |

Three tailwinds that compound

- Labour shortage.** The sector needs 239,300 more workers over 2025 to 2029. Every admin hour is a more expensive hour.
- AI capability.** Voice-note-to-document drafting became reliable enough for production only recently.
- Software spend rising.** UK construction software is growing at 15.3% a year. The segment is buying.

Market figures: Business Population Estimates 2025; Market Research Future. Sources in the prospectus appendix.

THE FULL BACK OFFICE

Every task the builder least wants to do: drafted, approved, **sent**.

Core workflows, all triggered by voice note

| | |
|--------------------|--|
| Quoting | Narrated scope → line-item quote in the firm's format |
| Customer updates | Voice note → professional progress message to the WhatsApp group |
| Variations | Narrated extra work → variation note for approval |
| Supplier invoices | Arrives at one inbox → categorised, routed, approved before the bookkeeper sees it |
| Timesheets | Days reported → logged against the job, invoice drafted |
| Customer invoicing | Raised on the firm's own cadence, drafted for approval |
| Accounting sync | Approved records pushed to Sage, QuickBooks, or Xero. No re-keying. |

The marketing layer

Completed jobs also generate a social post for approval, a microsite per job, and a portfolio post to Venio Network, all as a byproduct of signing the job off. Marketing the firm becomes a side effect of finishing the work.

The materials catalog

A proprietary catalog from every major UK supplier (Jewson, Travis Perkins, Screwfix, Toolstation, Saint-Gobain, Marshalls). Owned photography, not scraped. Builders see the full catalog; Trades see a trade-filtered view set at sign-up.

THREE TIERS

All include the Venio listing. None ask the customer to **manage a server**.

Venio listing

£125/mo

Infrastructure absorbed ~£5 · margin ~96%

- Portfolio presence on Venio Network
- The marketing channel, on its own
- No AI workflows

Site Desk Trades

£375/mo

8 GB server + 5× AI · margin ~73%

- Full AI back-office for specialist trades
- Trade-filtered materials catalog
- All four interfaces; accounting sync
- Venio listing included

Site Desk Builders

£750/mo

16 GB server + 20× AI · margin ~73%

- Everything in Trades, plus superior project management
- Multi-job tracking, subcontractor scheduling, per-job costing
- Full materials catalog · Venio listing included

The value framing. A builder's admin runs to about seven hours a week (research). At £25/hr for a VA up to £100/hr at the builder's own rate, that is £175 to £700 a week. Site Desk at £375 to £750 a month works out at £87 to £173 a week, the Venio listing included. The blended mix (25% listing, 55% Trades, 20% Builders) carries a ~76% gross margin. For context: Checkatrade runs about £400/month all-in; Houzz Pro £139/month on a twelve-month minimum.

THE STRUCTURAL INVERSION

Every competitor shares one assumption Site Desk *rejects*.

| PRODUCT | CATEGORY | INPUT MODEL | REMOVES THE TYPING? |
|----------------------------------|-----------------------------------|--|------------------------------------|
| Powered Now | Per-seat job app (UK) | Manual entry in app | No — own survey: still 7 hrs/week |
| Tradify | Per-seat job app (NZ/UK) | Manual entry in app | No |
| Commusoft / Joblogic / BigChange | Field-service management | Manual entry in app | No |
| AdminBase | Installer CRM | Office staff key the data | No |
| Scopey Onsite | AI site records (UK, SEIS-backed) | WhatsApp → structured records | Partial — site records only |
| Elyos AI | AI phone-answering (YC, \$13m) | Phone call → structured data | Partial — front office only |
| Site Desk | AI back-office (managed) | WhatsApp, Telegram, web chat, Samba | Yes — the whole back office |

Why incumbents cannot copy the model. Adding a voice-note button does not change a per-seat, multi-tenant, log-in-and-type architecture. An incumbent cannot become no-new-app while its business is a per-seat app. It cannot become single-tenant while its economics depend on a shared cloud. And it has no equivalent of Venio Network. The category is being created; Site Desk is competing to own the operating layer, not one feature of it.

FOUR COMPOUNDING PROPERTIES

None retrofittable by an incumbent.

1

No new app

Input is a WhatsApp or Telegram voice note, the only interface a tradesperson will actually use from site. Adoption needs no behaviour change.

2

Builder-owned instance

Each customer runs on their own dedicated server. Operational data is not pooled in a shared cloud. Your jobs, your customers, your numbers, not ours.

3

Venio Network

The same job that runs the back office publishes to Venio Network as a portfolio post. The firm markets itself as a byproduct of completing work. The network grows with every customer.

4

The materials catalog

Proprietary photography across every major UK supplier, owned, not scraped. As it grows it deepens quote accuracy, invoice matching, and portfolio richness at once.

A firm whose quotes are more accurate, whose customer comms are professional, whose bookkeeper's ledger is live, and whose completed jobs market the firm automatically does not leave. The accounting sync (Sage, QuickBooks, or Xero) means leaving Site Desk also means disconnecting a feed the bookkeeper relies on.

A POST-MVP RAISE

The product is live. Real jobs. Real quotations. *A real pilot.*

What exists today

- Public site live: sitedesk.online.
- A production pilot at an established Hertfordshire family building firm is running real quotations through the platform, from a single-room extension to a six-figure side-and-rear extension.
- The pilot's back office was reverse-engineered from the firm's own workflow: structured job filing, weekly valuation spreadsheet, WhatsApp customer groups, single invoice inbox, bookkeeper routing.

This is not a concept raise

Every workflow on the product slide has been run against real jobs at the pilot firm: voice note to quote draft; customer update to WhatsApp group; supplier invoice to bookkeeper routing.

First content on Venio Network

Completed pilot jobs have published, with client details stripped, to Venio Network: the first posts on the feed. Round 1 funds the move from one free pilot to paying customers from the first month of the funded period.

THE 12-MONTH MODEL

£250k funds 12 months. Exit-rate ARR ~£227k.
 Round 2 triggered on **traction**.

MRR ramp

| MONTH | CUSTOMERS | EST. MRR |
|-------|-----------|----------|
| M3 | 4 | £1,680 |
| M6 | 14 | £5,880 |
| M9 | 28 | £11,760 |
| M12 | 45 | £18,900 |

Blended subscription ~£420/month. Exit-rate ARR ~£226,800.

Burn by phase

| | |
|-------------------------|-------------|
| Founder-only, M1-M2 | ~£8,500/mo |
| With first hire, M3-M12 | ~£13,500/mo |

Unit economics

| | |
|----------------------|----------------|
| Blended ACV | ~£5,000 |
| Blended gross margin | ~76% |
| CAC | ~£1,400 |
| LTV (5-yr, GM) | ~£19,000 |
| LTV : CAC | ~14 : 1 |
| Burn multiple | ~0.7 |

Use of funds

| | |
|----------------------|------|
| Founder time | ~30% |
| First hire (from M3) | ~17% |
| Infrastructure | ~18% |
| Go-to-market | ~25% |
| Legal + buffer | ~10% |

Acquisition cost recovered inside the first year.
 The model carries a buffer so Round 2 is negotiated from traction, not a cash emergency.

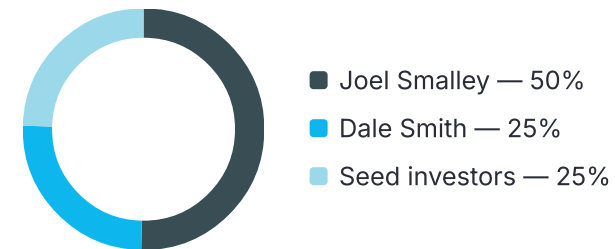
THE DEAL

£250,000 for 25%. Venio Ltd.

Simple terms, **fast close.**

| | |
|-------------------|---|
| Legal entity | Venio Ltd (to be incorporated, UK) |
| Operating product | Site Desk · marketplace Venio Network |
| Round size | £250,000 |
| Instrument | Ordinary shares |
| Issue price | £1.00/share (£0.01 nominal + £0.99 premium) |
| New shares | 250,000 |
| Pre-money | £750,000 |
| Post-money | £1,000,000 |
| Equity offered | 25% |
| Target close | Q3 2026 |
| Follow-on | Round 2 milestone-triggered, M9–M12 (up to £1m) |

Post-round cap table



| SHAREHOLDER | SHARES | % |
|------------------------|------------------|-------------|
| Joel Smalley (founder) | 500,000 | 50% |
| Dale Smith (strategic) | 250,000 | 25% |
| Seed investors | 250,000 | 25% |
| Total | 1,000,000 | 100% |

THE CATEGORY IS ALREADY CONSOLIDATING

Strategic acquisition in five to eight years.

Named acquirers

| | |
|-------------------------|--|
| The Access Group | Acquired Tradify, COINS, Lightyear. Most active UK construction-software consolidator. |
| Sage | UK SME-software major moving into construction back-office; a direct adjacency. |
| IRIS Software | UK SME accounting and payroll, active buy-and-build. Accounting sync is the entry point. |
| Simpro Group | FSM platform running UK buy-and-build (bought BigChange 2024). |
| Joblogic | UK FSM platform; active acquirer in construction and field-service. |

The precedent

The Access Group bought Tradify, the category-leading UK trades platform with ~20,000 customers, in 2024 (reported ~US\$100m). BigChange, a Leeds field-service platform, was valued at ~£100m when Great Hill Partners took a majority stake in 2021, before its 2024 sale to Simpro. A Site Desk embedded across a comparable base, with a no-new-app moat the incumbents cannot retrofit, is a credible target in that range.

Exit routes

- Strategic acquisition by a construction or field-service consolidator (primary).
- UK proptech or vertical-SaaS private equity (secondary).
- IPO at substantially larger scale (tertiary).

TWELVE-MONTH CADENCE

Four milestones. One demonstrable product. Round 2 from traction.

| | |
|-----------------------|---|
| M0 — Close | Venio Ltd incorporated. IP assigned. Round 1 funds received. First paying customers onboarding. |
| M3 | First hire in place. ~4 paying customers live. First portfolio posts on Venio Network. |
| M6 | ~14 paying customers. Marketing layer in production. Retention evidence forming. |
| M9 | ~28 paying customers. MRR ~£11,760. Round 2 preparation begins from cash strength. |
| M12 | ~45 paying customers. Exit-rate ARR ~£226,800. Round 2 initiated. |

Compliance

- DMCC Act 2024: clearly priced monthly subscription to business customers. No subscription trap, no drip pricing.
- UK GDPR / Data (Use and Access) Act 2025: a human approves every output; per-install single-tenant architecture keeps each customer the controller of their own data.
- This presentation is a financial promotion for persons who self-certify as High Net Worth or Sophisticated Investors under FSMA 2000.

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