



INVESTOR PROSPECTUS · JUNE 2026

The back office, taken off the trade **entirely.**

Venio Ltd operates Site Desk: an AI back-office for UK small building firms and trades. The builder sends a voice note from the job; the quote, the customer update, the invoice come back drafted, waiting for one tap of approval, on infrastructure they own. Completed work publishes to Venio Network as a marketing channel, free, as a byproduct of finishing the job.

THE RAISE

£250,000

EQUITY

25%

POST-MONEY

£1.0m

TARGET CLOSE

Q3 2026

SECTION 01

Executive summary

Venio Ltd is a UK technology company. It holds a single operating product: Site Desk, an AI back-office for UK small building firms and trades. The tradesperson sends a voice note from the job, the way they already message anyone, and Site Desk drafts the quote, the customer progress update, the variation note, the supplier-invoice routing, the subcontractor timesheet, and the customer invoice. Nothing is sent, posted, or paid until the builder approves it.

It is delivered as a fully managed service. The builder and their team interact only through WhatsApp, Telegram, web chat, and a Samba data-sync share, tools they already have or already understand. Venio runs the entire back end on dedicated infrastructure. There is no portal to log into, no server to configure, and no AI tooling to manage. The customer's jobs, customers, and numbers stay on their own dedicated instance; the operational burden of running it stays with Venio.

The category is large and badly served. There were 885,200 construction-sector SMEs in the UK at the start of 2025, the single largest sector of the private-business population. The trade loses around seven hours a week to paperwork, about forty-eight working days a year. Existing software does not remove that burden: every product in the market asks the tradesperson to learn a new app, sit at a screen, and key the data in. Site Desk removes the typing rather than relocating it.

The product is live. The public site (sitedesk.online) is published, and a production pilot with an established Hertfordshire family building firm is running real quotations through the platform. This is a post-MVP raise, not a concept raise. Venio is seeking £250,000 for a 25% equity stake, a post-money valuation of £1,000,000, funding approximately twelve months of operations to Round 2 readiness.

SECTION 02

The problem

7 hrs

LOST TO ADMIN EACH WEEK

~48

WORKING DAYS A YEAR

~£17k

 LOST EARNING CAPACITY /
YR*

UK tradespeople lose approximately seven hours a week to paperwork, around 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. Those hours go on quoting, customer updates, supplier-invoice handling, timesheets, and billing, done by hand, in the evening, by the person least suited to it. This is the cost Site Desk converts into a subscription a fraction of its size.

**The seven-hours-a-week admin figure is attributed to research (Powered Now survey, 2026), not to measured pilot data.*

SECTION 03

The product

Site Desk is the office for a building firm or trade, operated by voice. It is not a job-management app the trade logs into. It is an assistant that listens, drafts, and waits for approval. The builder never touches a server, configures a tool, or opens a dashboard. Everything reaches them through one of four interfaces they already know.

The four interfaces

WhatsApp	Voice notes and approvals from site
Telegram	The same flow, for those who prefer it
Web chat	Admin review for the principal or bookkeeper
Samba sync	Invoices in, finished PDFs out

The web chat surfaces only the final assistant message and any attached document, never raw AI output or intermediate steps. The product requires no AI literacy to operate.

The core workflows

Quotes	Narrated scope → line-item quote
Updates	Voice note → customer message
Variations	Extra work → variation note
Supplier bills	One inbox → categorised, routed
Timesheets	Days → logged, invoice drafted
Invoicing	On the firm's own cadence
Accounting	Pushed to Sage, QuickBooks, Xero

The marketing layer and Venio Network

A second value stream is built from material the firm already has. Site Desk generates a marketing website from old job photographs, social collateral from completed jobs, and a microsite per job, all drafted and held for approval before anything publishes. Completed-job content also publishes, with client name, address, and cost stripped, to Venio Network as a portfolio post, giving the firm a free marketing channel as a byproduct of finishing the work.

The materials catalog

Venio builds and maintains a proprietary catalog of products across every major UK building-materials supplier: Jewson, Travis Perkins, Toolstation, Screwfix, Saint-Gobain, Marshalls, and others. Each entry carries product name, SKU, dimensions, specification, and a proprietary photograph commissioned by Venio, owned outright rather than scraped. The catalog serves quote accuracy, supplier-invoice matching, and portfolio richness at once. Builder-tier customers see the full catalog across all trade categories; Trades-tier customers see a filtered view set at sign-up. Competitors that rely on builder-entered data or vendor imagery cannot replicate it without the same investment.

SECTION 04

The market

UK construction and trades is the largest single segment of the British business population and one of the most under-digitised. The work Site Desk removes, quoting, customer updates, supplier invoices, timesheets, billing, and marketing, is universal across every firm in the segment and is today done by hand. The opportunity is to convert that unpaid administrative time into a low-cost monthly subscription.

Market sizing

- **The business population.** 885,200 construction-sector SMEs in the UK at the start of 2025, 15.8% of all private-sector businesses and the largest single sector. Around 385,000 were PAYE or VAT-registered.
- **The admin burden.** UK tradespeople lose around seven hours a week to paperwork, around forty-eight working days a year (Powered Now survey).
- **Software spend.** The UK construction software market was valued at approximately £2.2bn in 2025, growing to approximately £5.3bn by 2031 at a 15.3% CAGR. The segment is actively digitising.

TAM, SAM, SOM

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

The structural tailwind. Three forces compound. The labour shortage (the sector needs 239,300 more workers over 2025 to 2029) makes administrative time more costly every year. The general-purpose AI capability that makes voice-note-to-document drafting reliable became production-grade only recently. And the construction software market is already growing at double digits. Site Desk's wedge, removing the admin rather than adding an app, is the response to a market that has been sold software it does not use because using it is itself more admin.

SECTION 05

Business model and pricing

All of Venio's revenue flows through Site Desk: three subscription tiers, sold per firm rather than per seat. Venio has no revenue line independent of Site Desk. The production pilot is free; paying customers begin early in the funded period.

Three tiers

TIER	MONTHLY	INFRA ABSORBED	GROSS MARGIN	INCLUDES
Venio listing	£125	~£5	~96%	Portfolio presence on Venio Network; the marketing channel without the AI back-office
Site Desk Trades	£375	~£100	~73%	Full AI back-office; trade-filtered materials catalog; Venio listing included
Site Desk Builders	£750	~£200	~73%	Superior project management; complete materials catalog; Venio listing included

The Trades and Builders tiers absorb the full infrastructure cost per install. Infrastructure is bundled into the subscription, not a pass-through. The pricing sits below the all-in cost of the directory and per-seat alternatives the trade already pays while delivering a categorically different value: the work disappears rather than moving into a new screen.

The value proposition. A builder's admin runs to around seven hours a week (research). Priced at £25/hr for a virtual assistant 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. For context, Checkatrade costs UK trades around £400/month all-in and Houzz Pro £139/month on a twelve-month minimum: Site Desk redirects budget the trade is already spending, and removes the work rather than adding another monthly line.

Unit economics

METRIC	VALUE	BASIS
Blended ACV	~£5,000	Blended monthly ~£420 × 12
Blended gross margin	~76%	Infrastructure absorbed; listing tier high-margin
CAC (Round 1 blended)	~£1,400	Go-to-market spend over customers acquired
LTV (5-year, gross-margin)	~£19,000	£5,000 × 76% × ~5-year life
LTV : CAC	~14 : 1	Gross-margin LTV ÷ blended CAC
Burn multiple	~0.7	Net burn ÷ net new ARR over the funded period

Once a firm runs its office through Site Desk, leaving means going back to evenings of paperwork and disconnecting an accounting feed the bookkeeper relies on. Retention is a function of the workflow, not of a contract.

SECTION 06

Moat and competition

The UK trade-software market is busy but uniform. Every product in it, whatever its price or polish, shares one assumption: that the tradesperson will learn a new app, sit at a screen, and key the data in. Site Desk rejects that assumption. The work arrives as a WhatsApp voice note, the software does the drafting, and the human approves.

PRODUCT	CATEGORY	INPUT MODEL	REMOVES TYPING?
Powered Now	Per-seat job app	Manual entry in app	No
Tradify	Per-seat job app	Manual entry in app	No
Commusoft / Joblogic / BigChange	Field-service mgmt	Manual entry in app	No
AdminBase	Installer CRM	Office staff key data	No
Scopey Onsite	AI site records	WhatsApp → records	Partial
Elyos AI	AI phone-answering	Phone → structured data	Partial
Site Desk	AI back-office (managed)	Voice note, fully managed	Yes

The four compounding properties

- **No new app.** Input is a voice note, the only interface a tradesperson will use from site, so adoption does not depend on behaviour change.
- **Builder-owned instance.** The product runs on the builder's own dedicated server, so their operational data is sovereign rather than pooled. A trust feature and a sales argument against incumbents.
- **Venio Network.** The same completed job that runs the office also publishes to Venio Network and markets the firm at no extra effort, a content-driven acquisition loop that compounds with every customer.
- **The materials catalog.** An owned data asset no incumbent can replicate without years of investment, deepening quoting accuracy, invoice matching, and portfolio richness the longer it grows.

A competitor can add a voice-note button. It cannot, without abandoning its own architecture, become no-new-app while its business is a per-seat app, become builder-owned and single-tenant while its economics depend on a shared cloud, or build an equivalent of Venio Network. The moat is not a feature; it is the shape of the product.

SECTION 07

Traction and the financial plan

The pilot is in production, issuing real quotations across jobs ranging 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. Every workflow in the product section has been run against real jobs at the pilot firm. Completed pilot jobs have published, with client details stripped, to Venio Network: the first content on the feed.

Monthly burn by phase

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

MRR ramp

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

Use of funds (Round 1)

BUCKET	%
Founder time	~30%
First hire (CS/onboarding, from M3)	~17%
Infrastructure	~18%
Go-to-market	~25%
Legal + working-capital buffer	~10%
Total	100%

Opening cash of £242,000 funds approximately twelve months of runway. Exit-rate ARR at M12 is approximately £226,800 against a £250,000 raise, the basis for the sub-1.0 burn multiple. The model carries a buffer so Round 2 is negotiated from traction, not a cash emergency.

Valuation support. The Round 1 pre-money of £750,000 is supported by a live, post-MVP product with a production pilot, a recurring-revenue model with strong unit economics, the largest under-digitised SME segment in the UK as the addressable base, and an owned content network with built-in network effects.

SECTION 08

The raise

Round	£250,000 seed
Equity offered	25%
Post-money	£1,000,000
Pre-money	£750,000
Instrument	Ordinary shares
Issue price	£1.00 / share
Target close	Q3 2026

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%

SECTION 09

Risk factors

RISK	MITIGATION
Trade adoption slower than projected	The wedge needs no behaviour change (voice notes the trade already sends). The first hire is in onboarding, the retention lever. The pilot proves end-to-end use.
Incumbent adds a voice or WhatsApp feature	A bolt-on does not change a multi-tenant, per-seat, log-in-and-type architecture. The model is structural, not a feature.
Pricing pressure from low-cost per-seat apps	Site Desk competes on removed work, and undercuts the all-in cost of the directory plus job-app stack already paid.
Concentration on a single pilot	The funded period diversifies into paying customers across multiple trades from early in Round 1.
Platform dependency on third-party AI	Per-install isolation contains failures; the underlying components are commodity-replaceable, not single-vendor locked.
Key-person dependency on the founder	The first hire and documented per-install configuration reduce single-person reliance through the funded period.

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