



bidwedge
EASY TO DO

Funding Plan Executive Summary

Swap Cash Currency the Smart Way

#jointherevolution

#everytradecounts



Company Name: Bidwedge Ltd

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Disclaimer

The financial projections and written assumptions that appear in this Business Plan and any Appendices are based on research and the assumptions discussed throughout this Business Plan. They represent the best of the management's knowledge. The Company's expected revenues, expenses, and cash flow for the projected periods are subject to the Company's ability to develop sales at the levels and at the price and costs estimated by management and its expected course of action if such sales and production levels are attained at the price and costs anticipated.

These projected financial statements are for the purpose of providing information to existing and new investors. These projected financial statements should not be a presentation to forecast future results. Accordingly, these projections may not be useful for other purposes.

The assumptions disclosed herein are those that management believes are significant to the projections. Furthermore, even if the sales and production levels as well as the projected price and costs are attained, there will usually be differences between projected and actual results because events and circumstances frequently do not occur as expected, and those differences may be material.

Founders Statement

This is an introduction to investors to Bidwedge as it opens its second round of funding. The investment required is £1.3 million, split into 2 raises. Phase 1 focuses on the need for an investment of £300k for equity of 17%, based on a pre-money valuation of £1.7 million.

This proposition can be seen as a good “old fashioned” business proposal that offers a real challenge to the industry and a real alternative to the consumer. A working business model has been proven that can only be fully replicated if others are willing to trade in the same exact way. It is this model that gives Bidwedge its distinct advantage and will if fully realised **split** the consumer market.

The plan is not full of technical gimmicks or wizardry; therefore, the IP question is not something that, at this stage, applies to us. Our technology is developed to make our working processes more efficient and this we believe adds value to the overall proposition and is already delivering a cost-effective solution allowing us to pass savings onto our consumer and increase our profit per transaction. Our technology and infrastructure are 100% owned and bespoke to meet the requirements at this point and in the future.

Our uniqueness lies within in our trading approach and we have been able to prove our method works. This process allows us to remain independent of banks or wholesalers and gives the business model stability and consistency. The market itself is worth an estimated **£6 billion** just on a consumer level and we are the first to enter the market with our all-encompassing P2P pact.

The question regarding apathy has already been answered. People like it, people accept it because we offer a real alternative. The marketing effort has to be about re-education, that small amounts of **unused cash currency** have value and that value can be realised. This process is already making us winners!

There are questions regarding the viability of a cash-based product, ie cash is dead. We have enough evidence that dismisses this completely out of hand. Tokenism will always play a part in our financial process; we like cash we can relate to it. The new polymer notes shows that investment in material currency is extremely important and more and more countries are now adopting this note manufacture. In addition, the expense of the electronic payment systems alongside the intrusiveness that they bring are now facing their own troubles, with once “free” offerings being called out as the understanding on how these payment systems work starts to come to fruition. Ever known a company to make any money when everything is free – no, neither have I.

We are proposing a properly constructed business opportunity **AND THESE ARE OUR HEADLINES:**

- 1. We have found the gap, designed the model and proven it works.**
- 2. We are real, transparent and people like what we do.**
- 3. We use our vision within the context of business.**

We have tested this proposal, survived the pandemic and are now looking for the right partners to help us continue on with our journey. This is only the beginning for us, we do have other content that we’re already investigating along similar lines again using the same process, however, let’s get this done first!

Shon Alam - Founder

Executive Summary

A Problem Worth Solving

Bidwedge is resolving a problem “**What do you do with unused cash currency**” in a market estimated to be worth **£6 billion**. The industry encourages **waste** marketing for returning currency painting it as superfluous which often leads to the “**Toblerone**” effect at returning airports or the **Jam Jar** culture at home.

The £6 billion quoted is made up of the following elements:

- £4 billion sitting in people’s drawers at home
- £1 billion wasted at foreign airports the “**Toblerone**” effect
- £1 billion returning and exchanged

Bidwedge has seen a gap in the market and is already able to demonstrate through our **Proof-of-Concept** trial that we have been able to purchase unused cash currency (**assets**) at a profit and return it to the consumer market at profit, **without using Banks or Wholesalers** as part of the transaction process, therefore remaining completely independent and producing a business model that offers a real challenge to the industry standard:

- Turnover of **£20k**, with an **ROI** return of 500% on advertising spend
- 50 end-to-end sales into and out of the company including repeat users and **continuing**
- Average commission on each sale of **£8, much higher than its cash flow predictions**
- PR campaign netting of 70 plus pieces of press including national coverage

We **DO NOT** use the “currency spread” calculation to buy or sell currency, we use the **live rate** of exchange and charge a fee. We have found this gives most clarity to the consumer and **stability** to the business model.

We are also able to dispel the myth that cash is a dying form of tokenism. Below we have set out the results of an independent survey undertaken on our behalf by PR company 42 Bruton:

- **60% of Brits** still try to have some cash on their person as it makes them feel financially secure - **28,82000**
- **55% of Brits** when they go on holiday will still be utilising cash as their main payment method – **17,780,000**
- **16% of Brits** have enough foreign currency lying around at home to cover a week’s living expenses – **6,329,000**
- **26% of Brits** still have foreign currency from holidays that happened over ten years ago – **10,119,00**

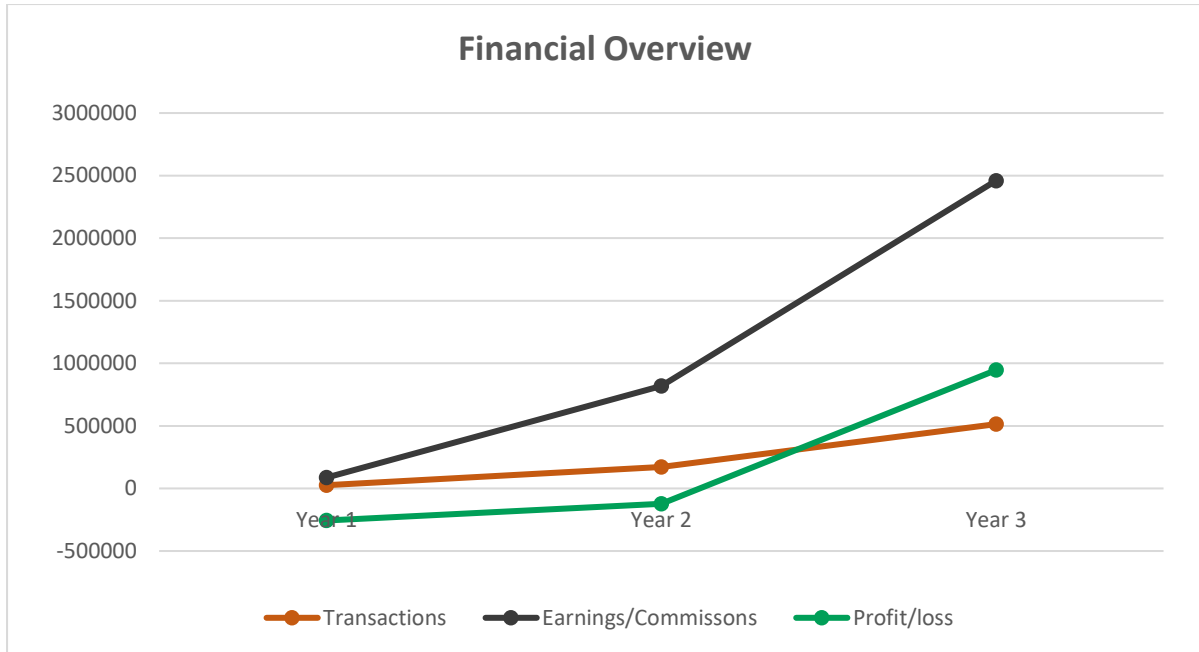
This is now more relevant as the concept of the “free” card banking or travelcard process is starting to implode with charges being added by many providers and being passed onto the consumer, due in the main to the **REAL** lack of ownership of their infrastructures, with costs being generated at every part of the transaction process.

Financial Overview

At the heart of our business philosophy lies our **3 Pillars of Success**:

- Buy from **People for People**
- **NEVER** buy currency from Banks or Wholesalers
- Each transaction makes a 25% profit

Financial prudence routed in cost efficiencies is considered one of our staple concentrations and this is reflected in our financial planning which overall shows a business that makes starts to return a profit by month 21 with its first yearly profit in Y3. We have set out a snapshot of the next 3 years with a full Cashflow Summary Document available in our BP:



Year one:

Number of Transactions:	26,000
Turnover:	£1,785,700
Earnings/Commissions:	£87,000
Total Costs:	£343,000
Profit/Loss:	- £256,000
Income Per Transaction:	£3.35
Profit Per Transaction:	£0.84

Year two:

Number of Transactions:	171,000
Turnover:	£12,250,800
Earnings/Commissions:	£820,000
Total Costs:	£932,000
Profit/Loss:	- £122,000
Income Per Transaction:	£4.78
Profit Per Transaction:	£1.20

Year three:

Number of Transactions:	514,000
Turnover:	£38,228,300
Earnings/Commissions:	£2,460,000
Total Costs:	£1,496,000
Profit/Loss:	£946,000
Income Per Transaction:	£4.78
Profit Per Transaction:	£1.20

- Over the 3-year cycle strong growth resulting in a higher sales traction is driven in part through the company's marketing activities, but also the drive toward capitalising on direct marketing opportunities with its partners. Partnerships are of considerable interest with foundations already being laid and marketing opportunities being developed with its current affiliates.
- Bidwedge earns its money by the charging of fees, on a stepped scale, for both the Sell to us and Buy from us products. All numbers have been calculated on a 5 to 1 ratio favouring the Sell to us product. Our Transaction numbers are individual sales, and this includes any potential repeat business. This business model offers real stability and **DOES NOT** put us at the whims of market forces.
- In summary our **Earnings/Commissions** increase substantially after the first years trading, increasing by **842% in Y2** and then a further **200% in Y3**. These increases are due to the completed number of transactions in Y2 and Y3 increasing by **560% and 200%** for those respective years. This can be justified given the increase in marketing activities for the 3-year term.
- Looking solely at the **Transaction** level these numbers represent **1.3%** of the **holidaying** population, which gives a real perspective in the overall potential of the proposal

It is worth noting that our **PoC** results show significant higher returns on the overall **Income Per Transaction** metric with an average return of **£8**.

Marketing spend over the 3 years sees significant increases in Y2 and Y3, **71% in Y2** and a further **26%** increase is expected for **Y3**. The target for marketing spends by Y4 is 25% of the company's **Earnings/Commissions** and is to remain stable thereafter. Increases in the marketing spend are taken into consideration in the **Total Costs** section for each year.

Technology, Coding, and IP

We see owning our own infrastructure as a fundamental part of our drive toward efficiency and controlling costs. This can be seen in our continued development of the "back office" of the platform. With the final goal of an automated CRM that is capable of providing a full accounting procedure to audit, a stock analysis functionality with the intelligence to spearhead stock acquisition and dictate the direct the digital marketing team to that stock requirement. This coding will all be internal and although yet to be ratified, we are assuming, certain aspects of the development potentially will attain some IP.

In addition, the collection of data through Google Analytics has already shown the need to develop Mobile Apps, with 50% of views being from Mobile phones, therefore at the front of the investment pot will be the development of Apps for both Android and IOS.

Competition

Bidwedge are the **ONLY** current supplier who transact currency using this approach. We will always see the banks as our competitors; however, our business model allows us to remain independent operating without restriction. In order for others to compete they have 2 simple choices, **trade at a loss or change their trading method**.

The Management Team

A breakdown of the Board and Management team is detailed in the Management section of the plan. The founder has put together a strong Board of Non-Executive Directors in order to advise and help deliver the project ensuring that strong governance is being kept at all times. The BoD has a wealth of experience covering all sectors from general management, banking, and accountancy, with the founder specialising in project management and all have invested financially into the project.

Our Digital Footprint

Bidwedge is a strong believer in sustainability for the planet and its inhabitants alike.

Our partnership with the **Born Free Foundation** has been welcomed as we chose to put ourselves into a position of being able to help those creatures that have no idea as to why they are treated in such an inhumane way. Our association began at the start of the pandemic as it became clear that charities were going to suffer.

We feel equally as responsible for our Digital Footprint. Bidwedge was designed to give the end user the easiest journey to complete a transaction, to the point that so long as the consumer writes the reference number on the envelope, we are able to take over from there. Given our Y3 transaction prediction, this will save an awful lot of paper and consumables. Our Freepost system adds to that, find a post box and away it goes. All adding to the easiest user journey, requiring the least amount of energy!

Internally our policy is only to use paper as and when needed.

We do not see ourselves as doing our bit, we see this as the start, all new companies should be.

Conclusion


Bidwedge are **NOT** currency speculators but these simple headlines **will** focus the industry:

- We offer a Fintech solution and a **commercial methodology** that is completely different that has the potential to **divide** the sector
- A completed PoC proves that our product works and delivers
- Totally 100% independent and in charge of our own destiny

The vision offers a real challenge to those who run the industry. We have not set out on our journey to challenge the industry leaders, but it is clear that the business model allied to the simple consumer interaction platform does offer a real consumer alternative.

Is the possibility that the model could be copied a real weakness? We think not! The more that join us only adds further strength to our proposition and will split the industry even further. For others to join our side of the rift they will have to become us and trade in the same format. This alone offers the industry the dilemma. If the industry challenges, they will have to run at a loss, again we do not rely on banks or wholesalers. The choice will then be, who will survive and more importantly how.

Company Structure

Company Name	Bidwedge Limited
Trading Name	Bidwedge.com
Registered Address	Victoria House Desborough Street High Wycombe Buckinghamshire HP11 2NF
Current Trading Address	23 Wordsworth Road High Wycombe Buckinghamshire HP11 2UR
Platforms 	www.bidwedge.com https://twitter.com/bidwedge https://www.facebook.com/bidwedge/ https://www.linkedin.com/company/bidwedge/ https://www.instagram.com/bidwedge/
Founded	31 July 2017
Company Registration Number	10890104
VAT Registration Number	323929101
Founder	Shon Alam
Current Directors	Shon Alam Michael Winslow Greg Mizon
Company Secretary	Michael Baines
Company Accountants	Morgan Keen Ltd Victoria House Desborough Street High Wycombe Bucks HP11 2NF
Solicitors	BDP Pitmans LLP 1 Bartholomew Close London EC1A 7BL
Bankers	Advance Payment Solutions Ltd 6 TH Floor One London Wall London EC2Y 5EB
Current Share Capital Issued	1000 Ordinary A Shares 100 Ordinary B shares
Current Shareholders	Shon Alam Michael Winslow Greg Mizon Other
SEIS/EIS Status	Granted - £120k SEIS Available Full EIS