

SECOND ROUND



THE CLUBERLY APP LTD

Equity SEIS EIS Funds Secured +£500,000(25%)

Welcome to Cluberly, where technology meets community spirit.

Cluberly is not your typical savings app; it's a revolutionary platform that seamlessly blends financial management with philanthropy. At its core, Cluberly is a user-friendly app designed for the modern saver who values both financial growth and community support.

We're pioneering a unique concept in the fintech space - half of our subscription and transaction fees are donated to grassroots sports clubs, charities, and schools. This not only incentivises users to save and invest through our platform but also resonates with their desire to contribute to meaningful causes.

Our business model leverages a multi-layered marketing strategy, significantly reducing user acquisition costs. By tapping into the sports community, we aim to engage a broad and affluent demographic who are already attuned to saving and investment practices.

Following our successful seed funding round (part one), we're now seeking to raise the remaining £1,500,000 of our £2 million target in exchange for equity. This second round of capital will primarily fuel our initial marketing campaigns and team development, setting the stage to acquire 20,000 users in our first year.

With a proven management team, a strategic marketing approach, and a unique value proposition, Cluberly stands poised for success.

Invest in Cluberly, and join us in revolutionising the way people save, invest, and give back to their communities.

Company	The Cluberly App Ltd
Company no	13213572
Address	North Lodge, Hawkesyard, Armitage Lane, Rugeley, United Kingdom, WS15 1PS
Board	Kevin London Darren Dackombe John Lewis
Sector	SaaS
Stage	Final Development
SEIS/EIS	Advanced Assurance Secured
Corporate Officer & Security Trustee	Whitehawk Corporate Services Ltd
Accountants	Richards Associates Ltd
Auditors	Wilson Wright LLP
Legals	Maddox Legal Ltd
First Round Raise	£500,000 (Complete)
Second Round Raise	1,500,000
Valuation	5,600,000
Share Price	£0.56

Conservative Forecast

	DEV YEAR	YEAR 1	YEAR 2	YEAR 3	YEAR 4
	£'000	£'000	£'000	£'000	£'000
Revenues	143	1,730	3,797	6,080	8,580
Costs	2,000	2,537	2,743	2,972	3,222
Donations	69	808	1,683	2,558	3,434
Total Costs, including Donations	2,069	3,345	4,427	5,530	6,656
EBITDA	-1,925	-1,615	-629	549	1,924
Users (,000)	20	73	126	179	233
Aum (£,000)	11,340	109,220	313,074	622,903	1,038,707
Valuation (,000)	9,758	22,735	45,987	79,348	124,348

Latest Updates

- App development is on track for the January 2025 release.
- A newly identified marketing strategy aims to reduce user acquisition by 80%.
- Potential for substantial grant funding due to the social impact of the company.
- Substantial interest from clubs in the UK to become affiliates.
- Proudly sponsoring Rugby for Heroes in 2025.

