

December 2023

Smart Diagnosis

SORT IT AI

Brief presentation of the startup

SORT IT AI

#AI

#Subscription

<https://sortit.ai>simeon.gow@sortit.ai[07511941440](tel:07511941440)

Elevator pitch

We cost construction projects in seconds. Why? 98% of the UK market is SMEs and have little/no why of validating/ retrieving materials prices instantaneously.

Maturity stage of the startup



Key information

Identity

Country: United Kingdom
City: London
Founders: Simeon Gow, CEO
 Robert Blankson, CTO
 Alex Ferrao, Executive (other)
Type of company: Limited Company
ID number: 13772743
Business Model: Subscription
Target: SMEs, Freelancers & Self-employed
Expert committee: Yes
Scientific committee: Yes
Looking for funds: Yes

Key numbers

Funds targeted: 230 778 €
N° of previous rounds: -
Amount raised: -
Social capital: 0 €
Shareholders equity: 115 €
Treasury fund: 24 285 €
TAM: 117 000 000 000 €
Number of employees: 4

Results of the Smart Diagnosis

According to your answers, your startup profile is:

The challenger, in the ring

Your startup is competitive, and therefore has chances of success! You are fighting to capture market share, and your organizational, operational and financial elements provide initial reassurance about your chances of winning.

However, you still have room for improvement to perfect your attractiveness.

First of all, you will have to work on your positioning to improve your commercial potential, and thus appear as attractive as possible to your partners and investors. To do this, you can essentially focus your strategic plan on a larger market or larger market shares, made possible by a stronger competitive advantage (price, quality, differentiation or technology).

Your second lever for progress is to solidify your project to convince people of its chances of success. You will naturally appear more robust as your offer gains in maturity and as the financial results follow, but you can also complete the management team and surround yourself with experts to achieve this.

Valuation Range



Development potential

6.8/10



Overall risk level

3/10

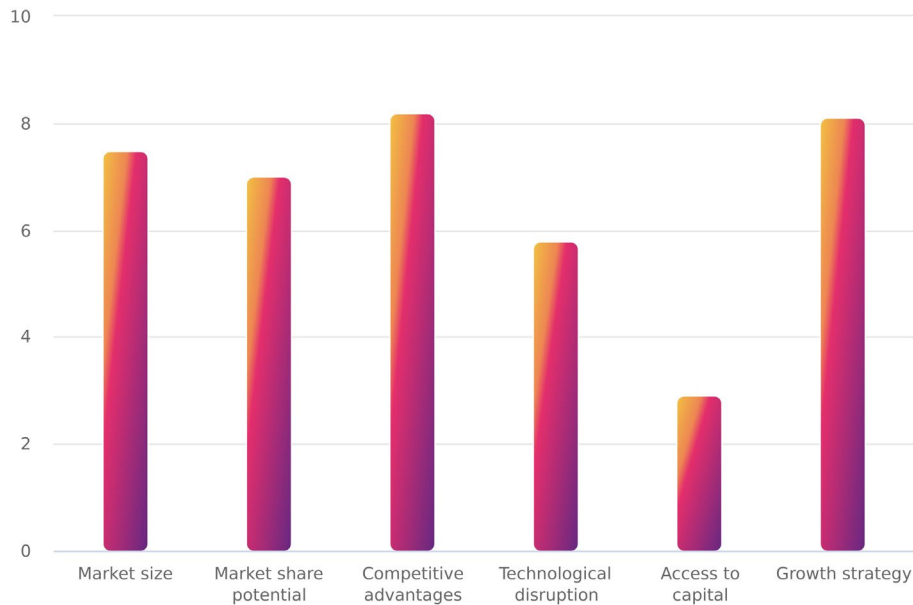


Social and environmental impact

Social responsibility under implementation

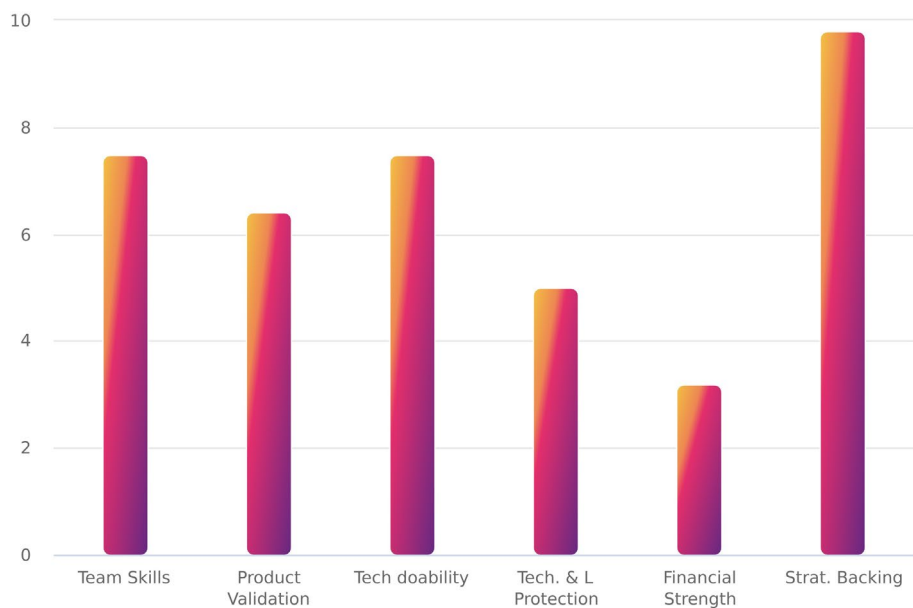
Breakdown: development potential

Development potential integrates several dimensions related to the activities implemented by the founders, the addressed market and its competitive landscape. It also includes criteria such as the level of technological disruption of the solution along with the growth prospects formulated by the management team.



Breakdown: overall risk

Companies that manage their risks undeniably contribute to reducing uncertainty among investors and stakeholders. The overall risk level refers to the degree of uncertainty associated with the successful development of a project.



In-depth results for each category: potential

Market size
7.5/10 | Medium

The startup is operating in a market large enough to offer substantial growth potential. This positioning confirms an initial potential for interesting activity, although the diversification of the offer would help to enlarge the targeted market.

Market share potential
7/10 | High

The offer developed by the startup and the characteristics of the market in which it operates shape a potential for capturing significant market share.

Competitive advantages
8.2/10 | High

The startup stands out from the competition both in terms of its offer and the quality of its product or service. The project presents differentiating elements on price or on technological aspects.

Technological disruption
5.8/10 | Medium

The startup's offer is based on a new technology. It demonstrates some level of human or financial investments around this innovation.

Access to capital
2.9/10 | Low

The startup's financial and operational foundations limit its ability to access capital to finance its growth.

Growth strategy
8.1/10 | High

The growth strategy adopted allows the startup to expand. It has put in place strategic acquisition levers and unite resources to maximize growth.

In-depth results for each category: risk

Team Skills

7.5/10 | Medium

The skills required for the company's development are being brought to light within the management team. A certain level of complementarity has been established among the founders. A part of the operational team has been put together with some recruitments to be expected in order to consolidate the activity and to reduce the level of operational risk.

Product Validation

6.4/10 | Medium

The adequacy of the developed offer in relation to the market needs as well as its business model sustainability are currently being demonstrated. The startup has initial customer feedbacks on the expected benefits of its solution.

Tech doability

7.5/10 | High

The technical viability of the developed offer is fully demonstrated. The startup has achieved its commercialization phase and is already generating revenues, therefore reducing the technical risk level of its solution.

Tech. & L Protection

5/10 | Medium

Initial research, development efforts and legal protection of the innovation made by the startup creates a first barrier to market entrance against potential new entrants. This initiates the establishment of sustainable competitive advantages.

Financial Strength

3.2/10 | Low

A special attention must be paid to the overall financial situation of the startup. In spite of its maturity stage, the financial statements communicated by the management team do not attest to a sufficient autonomy capacity to sustain the activity, especially in terms of solvency and profitability.

Strat. Backing

9.8/10 | High

Efforts to support the strategic dimension of the startup have been made by the management team, ensuring a good credibility to the project, a low operational risk level, and a favorable strategic potential for the management team.

in



f

