KNOWLEDGE INTENSIVE COMPANY · EIS · NOVEMBER 2026

SkootEco

The ESG operating system, from SMEs to enterprise

The platform is built. The pilot goes live in November.

We are raising to take it to market.

£1.1M	£6.80	£10.9M	£333K EBITDA on c.£950K revenue expected in 2026
Raising under EIS	Per share	Pre-money	FY2026 forecast. A trading business, not a concept.

Greg Gormley · CEO & Co-founder · greg@skoot.eco

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THE UNDERLYING BUSINESS

£333K EBITDA on c.£950K revenue in FY2026

A profitable trading company with four revenue lines, which funded the platform build from reserves, without new capital.

c.£950K
FY2026 revenue expected
£726K booked to 31 July.

£333K
FY2026 EBITDA expected
Unaudited.

56%
Group gross margin
Up from 37.5% in 2025.

85%+
SkootEco AI margin
Modelled. The pilot tests it.

Carbon credits
£1.7M, three-year Good Energy contract delivered. Renewal in procurement.

Consulting
External ESG lead for a national law firm and two Premier League clubs.

Eco and events
Per-event calculation, embedded in partner platforms and venues.

SkootEco AI
The platform this raise exists to scale. Pilot from November.

TRUSTED BY

good energy · ORACLE · DE VERE · ADDISON LEE · TAYLOR ROSE · EDWARD CHARLES & PARTNERS W1 CHARTERED SURVEYORS · COVENTRY Building Society arena · Amazónico

THE TURNAROUND FY2024 £545K revenue, (£931K) loss → FY2025 £975K, (£207K) EBITDA → FY2026 forecast c.£950K, **£333K EBITDA**.

THE PROBLEM

SMEs are being pulled into carbon reporting by their customers, and new standards now set what they must produce

73%

Facing data requests

of UK SMEs report increased customer requests for sustainability data.

2 in 3

Cannot categorise

of UK SMEs do not understand how to split emissions into Scopes 1, 2 and 3.

37%

Already asked

of medium-sized UK businesses were asked for carbon data by a customer in the last 12 months.

70-90%

Sits in Scope 3

of a typical footprint is in the value chain, the hardest part to measure.

GLOBAL · FEB 2027

SBTi Net-Zero Standard V2.0

Required for new targets from February 2028.

EUROPE · JULY 2026

The Voluntary Standard

One specification replaces bespoke questionnaires from 2027.

UK · IN FORCE

PPN 006

A carbon reduction plan to bid for central government contracts above £5M a year.

WHY TODAY'S OPTIONS FAIL Consultants charge £895 to £3,995 per report. Spreadsheets cannot show their working when procurement checks.

Sources: UK SRS, 2026; edie SME research, 2026; British Business Bank; The Carbon Stamp published SME pricing, 2026; SBTi Corporate Net-Zero Standard V2.0; Directive (EU) 2026/470; Commission delegated act C(2026) 5011.

THE SHIFT

AI agents are taking over expert work. Legal went first. ESG is next.

Agentic AI does the work, not just the search: it gathers the data, applies the rules and produces the document. Investors have already backed this in legal, at scale.

$15.5bn

Harvey

Valuation after a $550M raise in September 2026. Legora, its closest rival, is reported to be raising at $10bn.

$100M

Wordsmith

Raised since 2023 by the UK in-house legal AI, including a $70M Series B in June 2026.

40%

Of enterprise apps

Will include task-specific AI agents by the end of 2026, up from under 5% in 2025 (Gartner).

$450bn

By 2035

Agentic AI's forecast share of enterprise software revenue, about 30% of the market (Gartner).

Legal: crowded and well funded

Harvey, Legora, Wordsmith, Spellbook and others compete head to head, and all are still raising and growing. Rule-bound, document-heavy work billed by the expert hour is exactly where agents win.

ESG: the same profile, years behind

Fixed rules (GHG Protocol, DEFRA factors, SECR, PPN 006, SBTi), data already sitting in the ledger, and consultants billing £500 to £2,000 a day. Agentic ESG players are only at seed stage today.

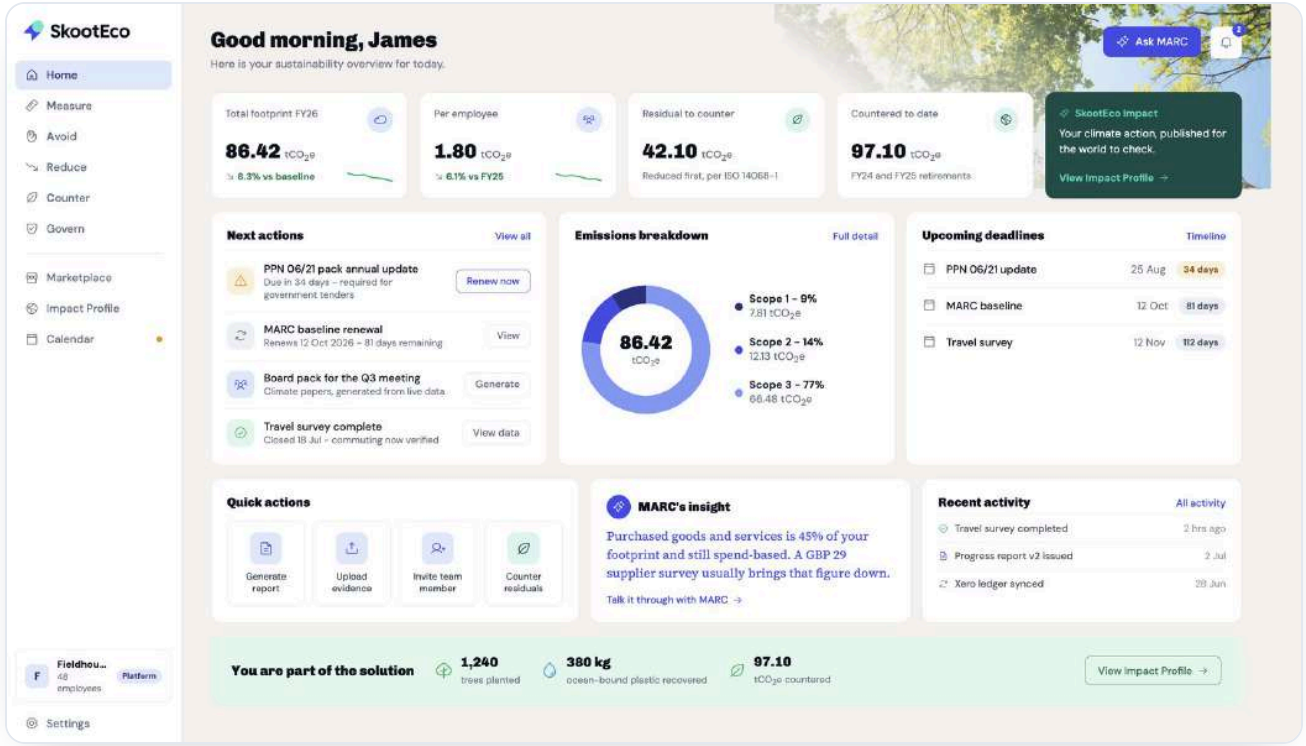
WHERE WE SIT SkootEco is one of the first movers into agentic AI for ESG, with a profitable consulting and carbon business underneath it. This market will change significantly in the next three years.

Sources: Artificial Lawyer, 9 Sept 2026; Bloomberg Law and Legal Tech Monitor, June 2026; Sacra; Gartner, August 2025, via UC Today. Legora valuation is reported, not confirmed.

THE PRODUCT

Measure, Avoid, Reduce, Counter, with a human in the loop

Not a mockup. Three products are built and being tested ahead of the November pilot: SkootCommute, the MARC Baseline and the Carbon Reduction Plan.



M **Measure**
Full baseline across all three scopes, to the GHG Protocol with DEFRA factors.

A **Avoid**
Cut out emissions that don't need to happen at all.

R **Reduce**
A sector-specific pathway and board-approved transition plan.

C **Counter**
Residuals matched to verified credits from our own supply.

G **Govern**
The audit trail behind every figure: what procurement actually asks for.

EXPERT SIGN-OFF No report type ships until Dr Naomi Marden, Head of Operations, has signed off its methodology and claims.

BUSINESS MODEL

Free to start, paid by the report, subscribed by size

Compliance spend is event-driven, so customers enter free, pay when a need arises, and subscribe once the needs repeat.

1. ENTER

Free

Carbon calculators, and Scope 1 and 2 shown during the baseline conversation.

The first data in the account.

2. BUY FOR THE JOB

From £49 per report

Twelve reports, up to £795 each.

Bundles from £395 to £1,495. Documents already owned are deducted at checkout.

3. SUBSCRIBE: SKOOTECO COMPLETE

From £149 /month, 12-month contract

All reports, as released. Indicative list prices by annual turnover.

Under £5M	**£149**	£50M to £125M	**£399**
£5M to £50M	**£249**	Over £125M	**£599**

The first 50 customers receive founders' rates for 12 months.

THE CONVERSION Lighter customers buy two or three reports. Heavier ones convert to Complete once their compliance calendar shows it is cheaper.

Launching in stages. MARC Baseline, Carbon Reduction Plan and SkootCommute go live first.

What the pilot will prove. 20 businesses from November: conversion to paid and price by band.

ROUTES TO MARKET

One engine, three routes

SMEs direct, venues through IACC, large operators through IACC and direct: one platform, one methodology and one carbon supply.

SMES DIRECT

c.1,050

SkootEco AI subscribers in the 2030 forecast, at an average of £249 a month across turnover bands.

Report-first entry, with the compliance calendar driving conversion.

VENUES THROUGH IACC

400

Member venues in 17 countries. IACC has opened its network to us, with each venue choosing whether to adopt.

County Hall in London goes live first, in November, with countering quoted by default and an opt-out for the booker.

ENTERPRISE LICENCES

$75K

Expected average, from $50K per revenue stream per year.

In discussion with a US-listed hospitality group across 11 revenue streams; no licence is signed yet.

34 licences and £1.9M of 2030 revenue in the forecast, or 23 and £1.3M without the US group.

INNOVATE UK Funding would add an AI assurance layer and extend licences to stadiums and arenas, on top of the forecast.

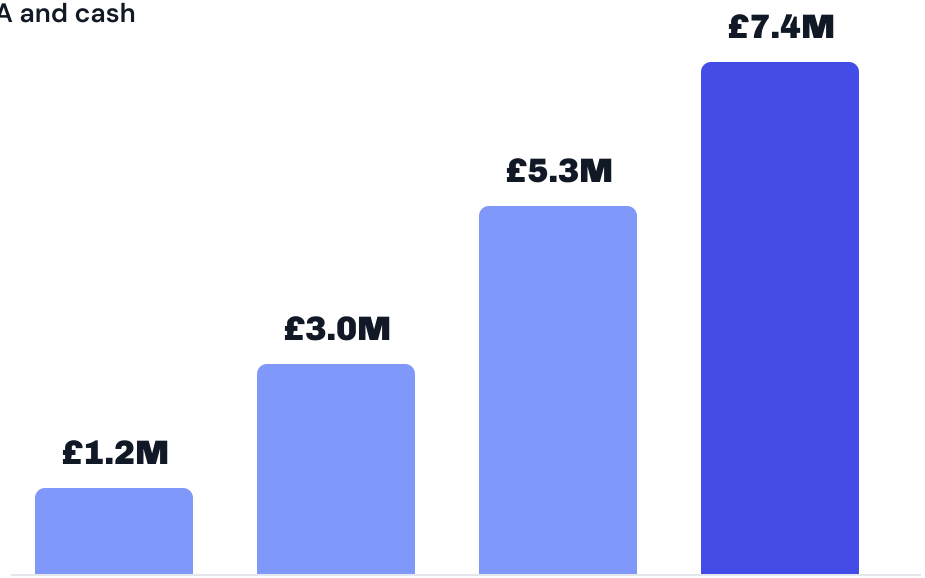
Pricing is indicative. SME comparison uses an average of £2,988 a year per customer at current exchange rates. Grant applications in preparation; not awarded.

FORECAST TO 2030

£7.4M revenue and £3.75M EBITDA by 2030

At an average of £249 a month across turnover bands, the forecast needs about 1,050 SkootEco AI subscribers by 2030, alongside 34 enterprise licences.

Revenue, EBITDA and cash



	2027	2028	2029	2030
EBITDA	£90,079	£759,912	£2,216,144	£3,750,415
Closing cash	£1,007,934	£1,708,868	£3,943,479	£7,729,301

£7.4M

Revenue, 2030

Mix shifts to platform output and enterprise licences.

£3.75M

EBITDA, 2030

A 51% EBITDA margin. Gross margin rises to over 80%.

2027

EBITDA positive at launch

£90,079 EBITDA while £275,000 goes into winning customers.

c.1,050

Subscribers, 2030

At an average of £2,988 a year, plus 34 enterprise licences.

IN THESE NUMBERS Good Energy renewal at a third of the last contract (assumed, subject to procurement). Enterprise licences on today's engine. No grant.

Downside case (no Good Energy renewal, half the SME additions, enterprise six months later): £5.7M revenue and £2.2M EBITDA in 2030, with no extra funding needed.
Forecast assumes 2% monthly subscriber churn (about 21% a year). It is before founders' rates for the first 50 subscribers, an estimated cost of about £50K in 2027, and excludes report-only sales and subscriber countering.

TEAM

Operators who build infrastructure

Proven leadership across fintech, ESG, product and commercial domains. All intellectual property is owned outright by SkootEco Group Ltd.



Greg Gormley
CEO & Co-founder

35+ years in technology. Co-founder of Bink, deployed with Barclays and Lloyds. Accountant by training and mentor to multiple startups.



Mark Stringer
CMO & Co-founder

30-year marketing career across blue-chip brands including Red Bull, Nando's and Virgin.



Ashish Devi-King
Chairman

20+ years in M&A and corporate finance at Credit Suisse and Deloitte. Runs a technology specialist investment advisory firm.



Dan Leitão
CTO

10+ years in product and engineering. Previously headed product at Onfido. Acting CTO overseeing the SkootEco AI build.



Dr Naomi Marden
Head of Operations

BA, MBA, MSc and PhD. A decade in technology startups including autonomous vehicles and green tech. Holds sign-off across methodology and claims.



Richard Berenson
Commercial Director

Trained lawyer and entrepreneur with multiple successful exits. Leads professional services and channel partnerships.

OWNERSHIP 100% of intellectual property retained by SkootEco Group Ltd.

USE OF FUNDS AND TERMS

£1.1M funds the year we go to market

The platform is built and was paid for out of trading profit. A quarter of this raise goes into winning customers in 2027, and about £250,000 is held in reserve.



Customer acquisition	**£275,000**	25%
Team	**£123,500**	11%
Scaling and core operating costs	**£262,650**	24%
Platform development	**£175,000**	16%
Finance and compliance	**£12,200**	1%
Reserve	**£251,650**	23%
Total	**£1,100,000**	**100%**

Equity timetable

December 2026: £200,000 first close, including about £125,000 expected from pre-emption (expected, not committed). February to July 2027: £150,000 a month.

Liquidity

Lowest month-end cash is £59,900 before borrowing and £97,600 after, in November 2026, before the first close. That uses £37,700 of an assumed £200,000 working-capital facility, not yet arranged.

£1.1M	£6.80	£10.9M	9.11%	£20,400
Raising under EIS	Price per share	Pre-money valuation	Of the company offered	Minimum ticket, 3,000 shares

Grants are applied for, not awarded, and are not assumed in the forecast. Unaudited management forecasts. Option pool excluded; fully diluted position in the data room. EIS relief applies to individual UK taxpayers, not normally to investment through a company or trust, and may be withdrawn. Not an offer of securities. Capital at risk.

The build is done. Now we go and sell.

£1.1M EIS · £6.80 per share · £10.9M pre-money · Knowledge Intensive Company approved

See it working
A live walkthrough of the platform, not a slide about it. Fifteen minutes.

Read the data room
Financial model, forecast to 2030, pilot cohort, methodology and KIC documentation.

Greg Gormley · CEO & Co-founder · greg@skoot.eco · skoot.eco

BACK-UP

The detail behind the deck

How customers grow, how the customers are won, and how the round is funded.

HOW CUSTOMERS GROW

Report first. The calendar sells the subscription.

Competitors gate the product behind a subscription. We do not. A customer buys the report they need today, the platform tracks every dated obligation, and the plan is offered the moment it is cheaper.

1 · Free tools
£0
Carbon calculators put the first data in the account.

→

2 · First report
from £49
Solves today's request with no commitment.

→

3 · A bundle
£395-£1,495
Owned documents deducted, so the next job costs less.

→

4 · SkootEco Complete
from £149/mo
Offered when the calendar shows it is cheaper.

→

5 · Countering
c.£500/yr
Carbon credits from our own supply at the Counter stage.

FIELDHOUSE, 48 STAFF: OBLIGATION	DOCUMENT	DUE	PRICE
PPN 006 annual update	PPN 006 Procurement Pack	25 Nov 2026	**£795**
MARC baseline renewal	MARC Carbon Baseline	12 Dec 2026	**£795**
SECR filing window	Annual SECR pack	15 Jan 2027	**£795**
Travel survey refresh	Travel survey by Skoot Commute	2 Feb 2027	**£199**
Policy suite review	ESG Policy Suite	10 Feb 2027	**£495**
Year-end climate paper	Board pack	4 Mar 2027	**£295**
Six renewable obligations, at list			**£3,374**

£3,374 of obligations. £2,988 for all of it.
The customer's own compliance year makes the case, on screen, in their own numbers. That is the conversion mechanic.

Why average spend is £3,000+
Lighter customers buy two or three reports; heavier ones convert to Complete. Carbon credits add around £500, and statute brings the same obligations back every year.

Enterprise · £25K–£250K a year
Watershed, Persefoni, Sphera, Workiva

Mid-market · £8K–£15K a year
Greenly, Plan A, Sweep, Zevero

UK SME software · £3K–£6K a year
Seedling, EcoHedge, Flotilla, Sage Earth

Consultancies · £895–£3,995 a report
The Carbon Stamp, Carbon Trust

SkootEco · £49 to £7,188
Free to enter, with owned carbon supply

Sources: published vendor pricing and independent 2026 UK comparison guides. Figures are indicative published ranges; several vendors do not disclose pricing.

GO-TO-MARKET

How the customers are won

£275,000, a quarter of the raise, goes on winning customers in 2027, with a customer success manager from April in the team budget. Partners lead, because they bring customers who already have a reason to buy.

CHANNEL	WHAT IT BUYS	2027	SHARE
Partner channels	IACC, venue groups and referral partners: co-marketing, member campaigns and partner fees	**£82,000**	30%
Paid digital	LinkedIn and search, driving businesses into the free tools and the £49 entry reports	**£74,000**	27%
Content and search	Deadline-led content on PPN 006, SECR and SBTi V2.0, timed to when buyers are searching	**£40,000**	15%
Events	IACC Knowledge Festival, trade shows and regional business events	**£36,000**	13%
Sales conversion	Commission and converting the consulting book onto the platform	**£26,000**	9%
Brand and PR	Pilot case studies and published Impact Profiles as proof	**£17,000**	6%
Total acquisition		**£275,000**	**100%**

The unit economics: a target

£300 is a target acquisition cost, to be validated in the pilot. Against an average of £249 a month it pays back in under two months of subscription margin.

What the budget covers

The £275,000 also wins venues, enterprise pilots and consulting, so dividing it by the 160 new subscribers is not a measured SME CAC. Subscriber additions, pilot conversion and retention are assumptions the pilot will test.

Free tools do the first sale

Carbon calculators bring businesses in with real data before any commitment.

The calendar does the second

Each dated obligation in the platform is a purchase decision, priced with the plan alongside it.

Measured monthly

Spend moves to the channels with the lowest cost per paying customer, starting from the pilot results.

Proposed allocation of the 2027 acquisition budget. Not in the forecast until the pilot gives evidence: report purchases by non-subscribers and countering bought by subscribers (slides 6 and 13).

HOW THE ROUND IS FUNDED

£1.1M of equity, sized to unlock up to £900K of grant

The equity round is matched to Innovate UK's Growth Catalyst Investor Partnerships, which provides grant alongside equity led by an approved investor partner. If awarded, investors back about £2M of work for £1.1M of equity.

£1.1M

EIS equity

Funds the 2027 plan, with a quarter going into winning customers, at £6.80 per share.

£900K

Grant programme ambition

Across BridgeAI Phase 1 and the Growth Catalyst research. SkootEco's share about £630K; about £270K to partners.

£154K

BridgeAI Phase 1

Inside the £900K: £117,600 to SkootEco. Applying by 8 December 2026 to deploy live with Convene, April to August 2027.

c.£2M

Combined, if awarded

Grant is non-dilutive and adds capability. The enterprise licence does not depend on it.

Equity sells

The £1.1M funds the 2027 plan: £275,000 into winning customers, the team to serve them, core platform upkeep tapered to £100,000, and a reserve of about £250,000.

Grant extends

The grant is spent on additional research: an AI assurance layer and the capability to license stadiums and arenas, where data is largest and most complex. If no grant is awarded, we still deliver the SkootEco enterprise licence on today's engine.

IN THE FORECAST Neither grant is assumed in the forecast. The grant adds capability and new venue types; the enterprise licence goes ahead either way.

Grants applied for, not yet awarded. Figures are indicative. Sources: Innovation Funding Service, BridgeAI Deployment Catalyst, AI for Assurance and Compliance; Innovate UK Growth Catalyst Investor Partnerships.