



SUMMARY

SA Scurr Enterprises LTD t/a **Orders Made Simple (OMS)**

OMS is a B2B wholesaler marketplace platform dealing primarily with the hospitality industry. Making the ordering process for SMEs more efficient and cost effective.

www.ordersmadesimple.com

Contact details:

Stephen Scurr (Founder)

Mob: 07512846147

Email:

stephenscurr@ordersmadesimple.com

Address:

Orders Made Simple
84 Commercial Street,
Edinburgh,
EH6 6LX

General information:

- Est. 2019
- 7 Members of Staff
- Turnover To Date: £150,000
- Raised £60,000 in Pre-Seed round at a business value of £500k (November 2019)
- SEIS Eligible
- £50,000 for this round already raised

Key achievements:

- BETA testing began in summer 2020
- 21 users as of November 2020
- Waiting List of over 300 potential users
- Partnership with buying group
- Case Study results show 10 hours less on ordering time per week on average
- One user saved 33% on their basket of goods - £1000s a year
- 40+ suppliers are now signed up to use OMS
- Key supplier partnerships - Brakes, Bunzl, Matthew Clark

Customer Quotes:

- *Matt, Bonnie Burrigo - "It saves so much time, I wouldn't go back to the old way of ordering"*
- *Richard, Mo Beans "The savings are amazing, I will be doing all of my ordering from OMS from now on"*

BUSINESS OVERVIEW

Orders Made Simple is here to revolutionise the way SMEs interact and place orders with their suppliers in the hospitality industry. In an industry dominated by independent chefs writing orders down on a scrap piece of paper, OMS's app allows the user to order from all of their suppliers cheaper and faster than before. Saving the average user 3.5 hours a week and the business 15% on average on their stock.

Trading since June 2020 with an initial cohort of active users. OMS has proven the concept is looking to scale within 18 months. There is a waiting list of 300 customers ready to use the system.

OMS's revenue comes from a 3% commission on every transaction which equates to £600 per user per month on average. Potential further revenue streams include: subscription for further features, commission from wholesalers and wholesalers advertising.

MARKET INFORMATION

Orders Made Simple operates in the B2B wholesale SME hospitality market with a TAM of £516M in the UK. Currently, OMS only operates within the geographic limits of Edinburgh (TAM £3.8M) and is looking (as part of this investment) to expand throughout the whole of the UK.

OMS's ideal customer is an owner operator (aged <40) of an independent restaurant/cafe with a turnover <£1m a year. However, OMS has two strategic routes to market (1) independent outlets (2) Regional buying groups. OMS is already in discussions and piloting with a buying group, 'The Full Range'.

OMS's current Cost of Customer Acquisition is roughly £2,500, which is below OMS's estimated Customer Lifetime Value of **£10,399.38**.

The market is going to look different post COVID and OMS is here to capitalize: Contactless delivery; reduction in cash and carries; growth in online wholesale sales and tech solutions being embraced by people who would normally be tech adverse.

Competitors such as Rekki and Choco have demonstrated there is demand for this kind of solution.

MANAGEMENT TEAM

- Stephen Scurr - Founder & CEO - Experience in business start-up & management at Bonnie Burrigo & Bonnie Sauce Co. - MBA Business Management Edinburgh University
- Damien Rudden-Harvey - Head of Marketing - Customer ROI of 6.5 at Media Musketeer
- Charlie Boyd - Head of Design - 17 years of experience in graphic design at Paragon
- Tom Boyd - Head of Sales - Four years at Scoffable as Area Sales Manager
- Subcontractors: Neu Studios - Development & Advisors
- Advisors: Robin Knox (CEO - Boundary); Steve Derbyshire; Barry Knight (The Full Range)

FINANCIAL FORECAST

GBP £'s	Yr1	Yr2	Yr3	Yr4	Yr5
Sales	62,315	364,643	1,199,000	1,790,272	2,381,062
Net Profit	-130,314	-237,185	537,748	1,015,633	1,535,075

INVESTMENT REQUIRED

Orders Made Simple will be raising £500,000 for a 20% stake in the company. This is to be used for 18 months worth of further platform development, expanding the team, active user growth, geographical growth, exploring further revenue streams and product offerings. £50,000 has already been raised from The Full Range Limited in the form of a CLA.

EXIT STRATEGY

OMS plans to exit within 5-10 years to a competitor such as Choco or Rekki or to another brand operating in the hospitality sector, such as Deliveroo or UberEATS.