

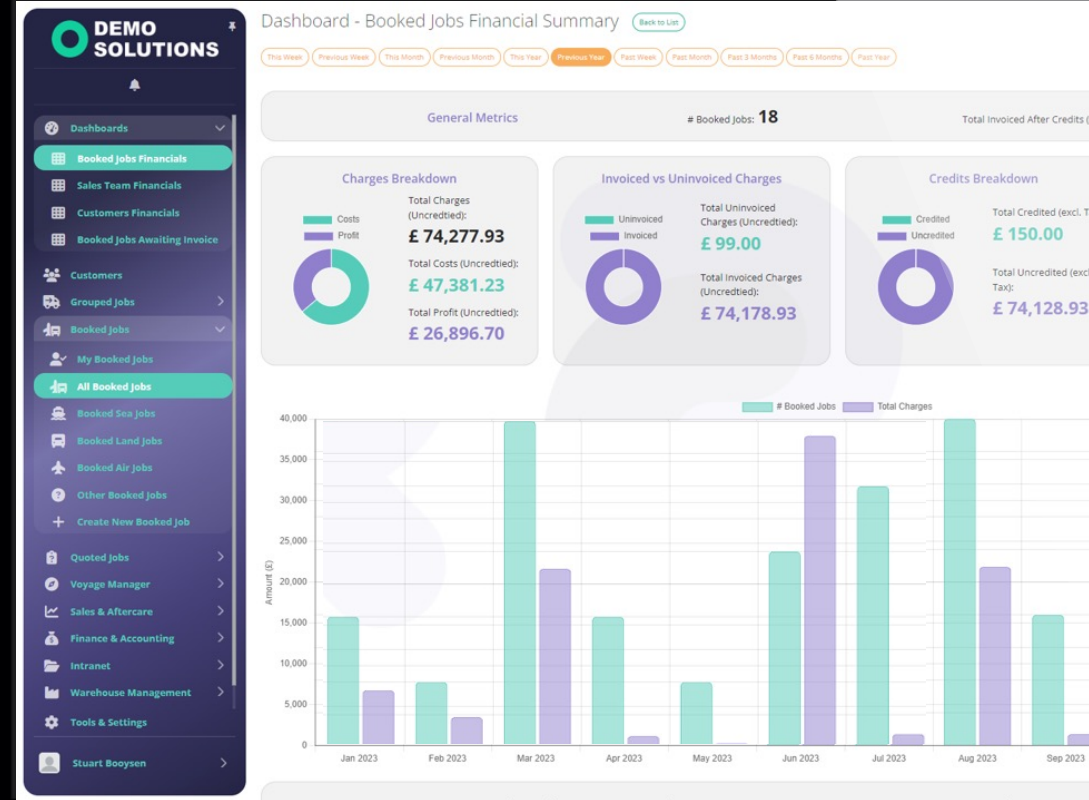


The SME-first logistics platform
replacing legacy systems with
modular SaaS infrastructure

£10k MRR

5% Monthly Growth

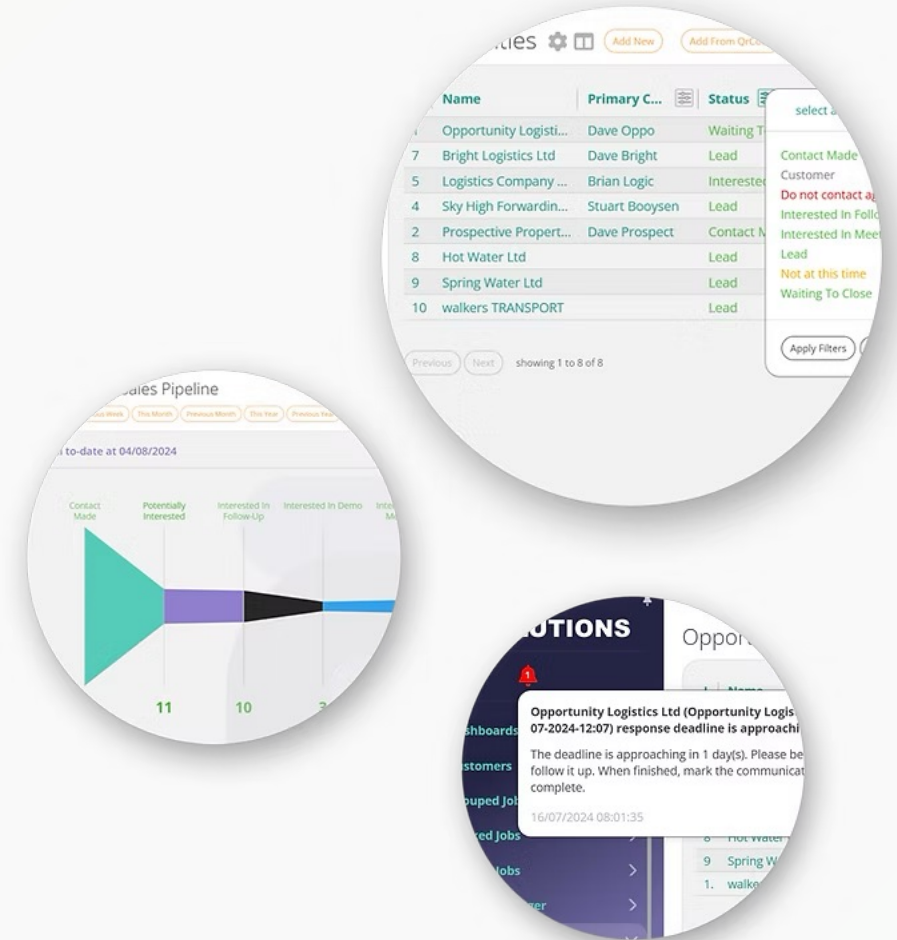
£2bn SAM (UK)



Redefining logistics software for a £2bn UK market

SME logistics operators are trapped in manual workflows – spreadsheets, emails, and paper chains – because legacy platforms price them out with enterprise complexity.

Realm Realtime is a purpose-built SaaS for this ignored majority. At £10k MRR and 5% monthly growth, we've proven product-market fit. **Now we're ready to scale.**



3x co-founders: Scaled and exited SaaS + deep-domain expertise



Misty-Anne Booyesen – CEO

Ex-enterprise SaaS delivery lead
(Heineken, NHS, De Beers)

Driving strategy, operations, and
product-market fit



Daniel Jones – CTO

Ex-MD and exited founder
with SaaS M&A experience

Leads product development and
long-term AI/automation vision



Stuart Booyesen – CCO

13+ years in
freight forwarding

Drives sales with deep sector
knowledge + industry relationships

99.7% of logistics companies are ignored by incumbent software

Enterprise platforms are built for multinational operators – not the SME freight forwarders and warehouses that dominate the market.



Entire operations run on spreadsheets, emails and paper documentation



Manual workflows breed errors, delays and compliance risks



From paper trails to full-stack logistics ops

We're transforming logistics operations with a flexible modular SaaS platform, designed to deliver enterprise efficiency to 214,000 UK freight and warehousing SMEs.

Expensive hardware



SaaS Workflows

Spreadsheets



Automation

Paper trails



Real-time visibility



Digital transformation in logistics is no longer optional

SMEs face mounting pressure to digitise.



BEHAVIOURAL DRIVER

Amazon-era expectations

Customers expect real-time updates and transparency



LEGISLATIVE DRIVER

UK/EU compliance

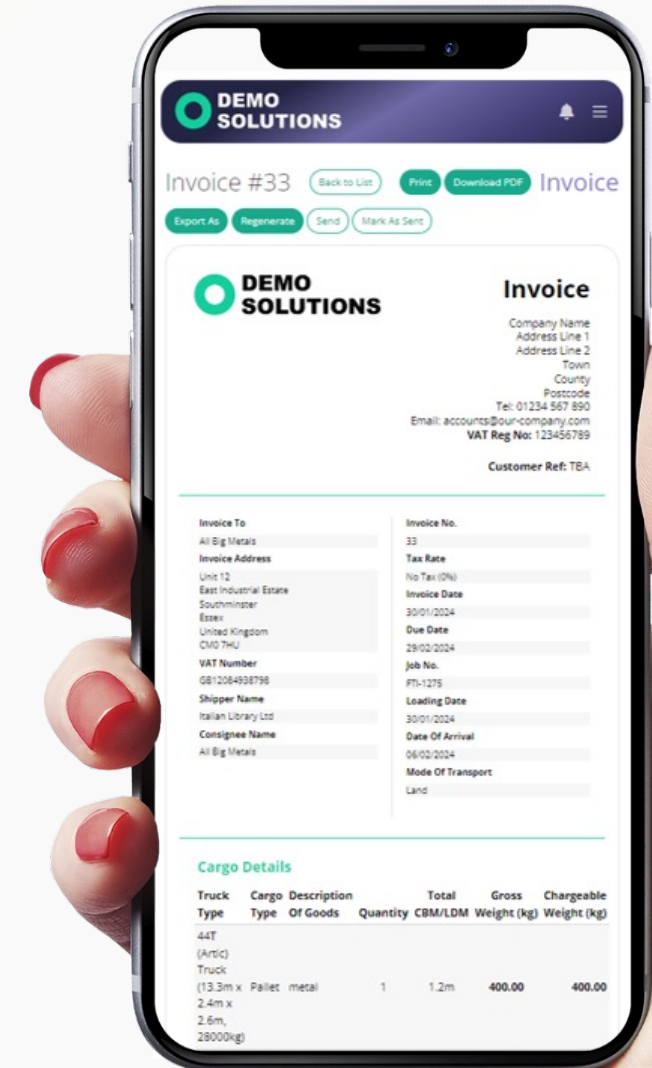
Customs + emissions tracking require reliable digital systems



ECONOMIC DRIVER

Sustained digital investment

Logistics providers continue digital spending despite economic headwinds (McKinsey)



Post-revenue with proven product-market fit

Consistent traction via founder-led outreach, with a 3.2% conversion rate over 12 months – no paid acquisition, just cold outreach and word-of-mouth.

26

active customers

144

users

£10k

MRR

5%

monthly growth rate

1.3%

monthly churn

We're not competing with legacy software – we're already replacing it

Our clients' actions prove an industry ready to switch and adopt.



"Migrating my data from Data Freight made it so easy to switch!"

– NMC Logistics



"Switching to Realm was one of the best decisions we've made"

– Freightex Logistics



"Realm Realtime has been a game-changer for our business"

– Gonder



"It's revolutionised and streamlined our operations like never before"

– GB Warehouse & Transport Ltd

Targeting £2bn of SME tech spend that incumbents have ignored

We offer enterprise efficiency to **214,000**
UK freight and warehousing SMEs for the first time.

TAM

£13bn

The annual tech
expenditure in the EU
logistics market

Our long-term expansion target

SAM

£2bn

The annual tech
expenditure of SMEs in the
UK logistics market

Our scale-up focus

SOM

£25m

ARR based on
2% UK adoption
(4,500 subscribers)

Our Year 3-5 target

The EU Logistics market is growing at a CAGR of 5-7%

Modular SaaS model: low-churn + high-margin performance

We monetise through a mix of subscription and transactional revenue, designed to maximise affordability for SMEs while driving predictable cash flow.



Core: Modular SaaS

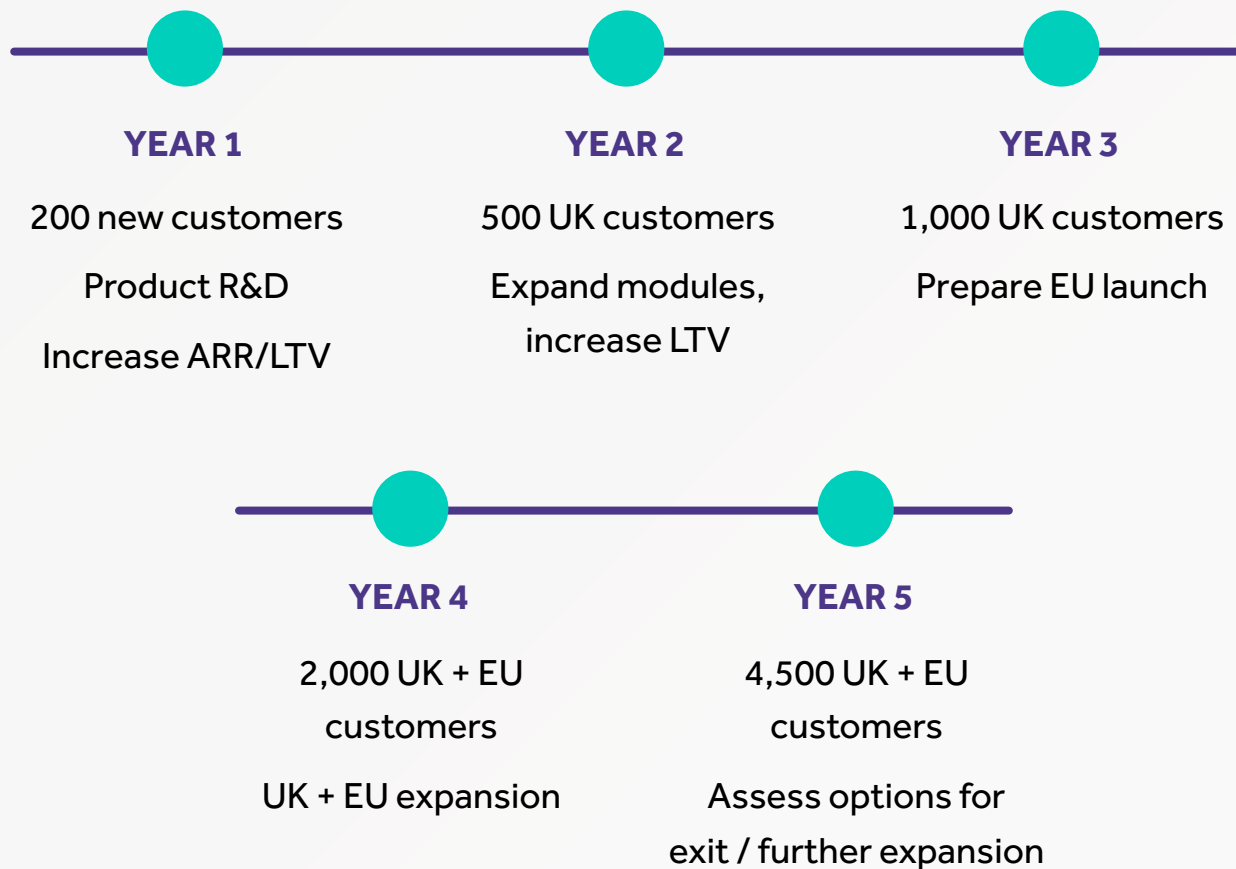
- Freight, customs, and warehouse modules
- £125–£1,050/month
- Scales with features + users



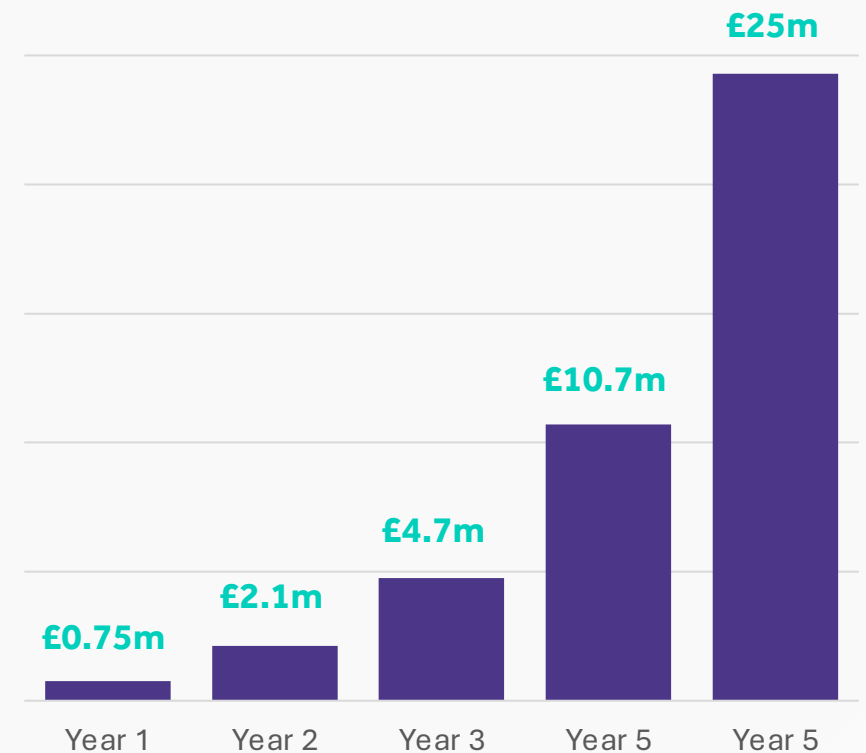
Secondary: Transactional

- Commissions from integrated product vendors
- Insurance policies (already live)
- 50% increase in LTV

Targeting 4.5k users and £25m ARR in 5 years



ARR Development by year



From founder-led outbound to scalable growth engine

We've validated demand through direct (founder-led) outreach.
Now it's time to develop repeatable, scalable acquisition.

CURRENT

Proven outbound channels

LinkedIn and cold calling = 3%+ conversion rates

NEXT

Repeatable funnels

Automation, Ads + referral loops = expand reach

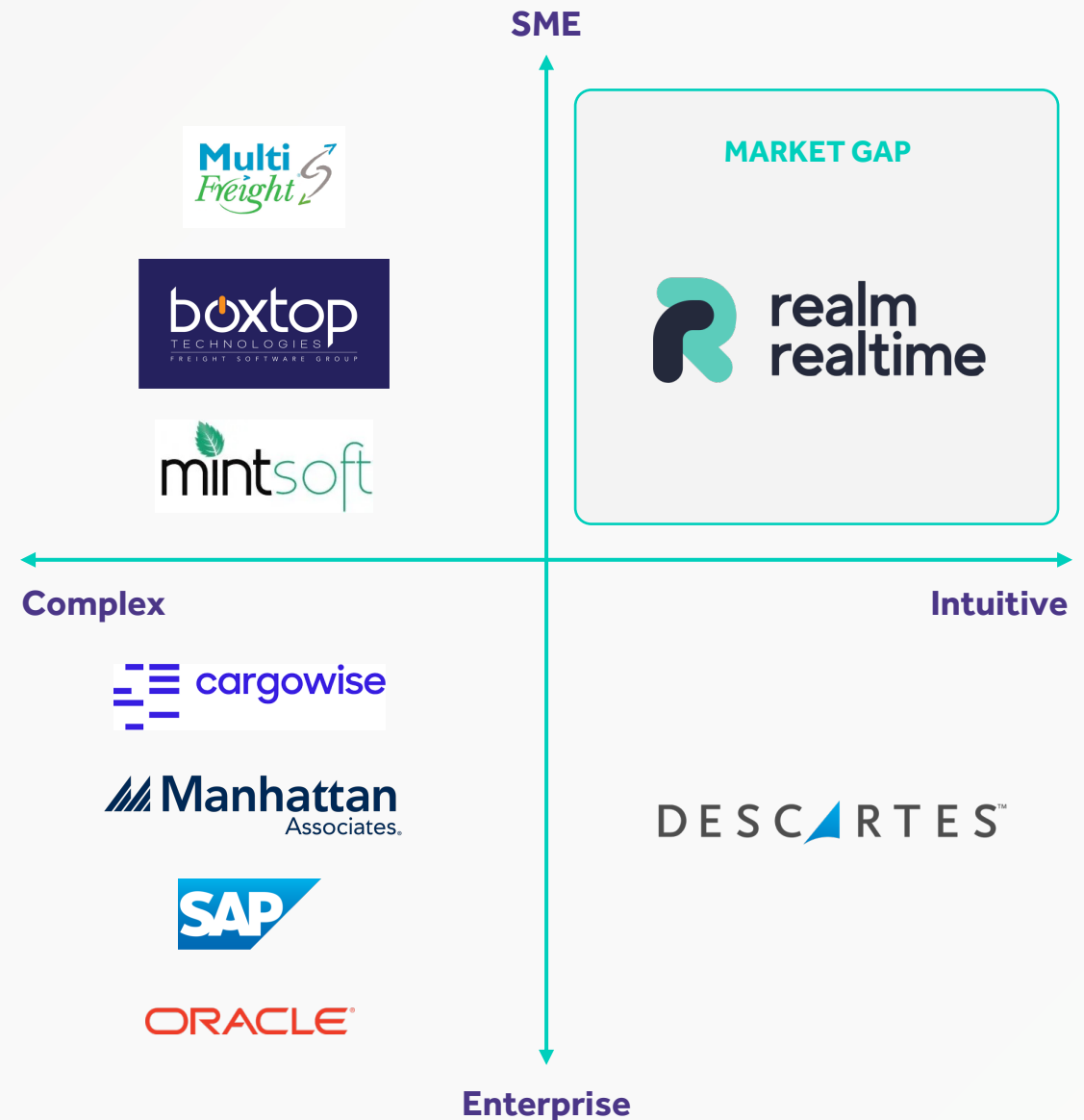
We've identified a SaaS specialist marketing agency, **Gripped Ltd**, and will grow our sales capacity with strategic hires.

Logistics SaaS built for the 99.7% underserved by enterprise systems

Unlike legacy providers, we offer intuitive tools that eliminate manual workflows, reduce overheads, and deliver enterprise-grade visibility – without enterprise complexity.

Realm vs BoxTop

BoxTop is “all or nothing”. Realm is built for flexibility – fully modular & SME-first



Targeting £6m EBITDA by Year 5

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	£0.40m	£1.43m	£3.59m	£8.31m	£19.82m
Cost of Sales	£0.04m	£0.14m	£0.36m	£0.83m	£1.98m
Expenditure	£0.85m	£1.53m	£2.77m	£5.35m	£11.07m
EBITDA	-£0.49m	-£0.24m	£0.45m	£2.13m	£6.77m

**24**Breakeven
Month**90%**Gross margin
(YR5)**34%**EBITDA margin
(YR5)**£68k**LTV
(YR5)**£3k**CAC
(YR5)

We're raising £750,000

(SEIS/EIS Advanced Assurance)

TARGET PRE-MONEY

£3m

EQUITY STAKE

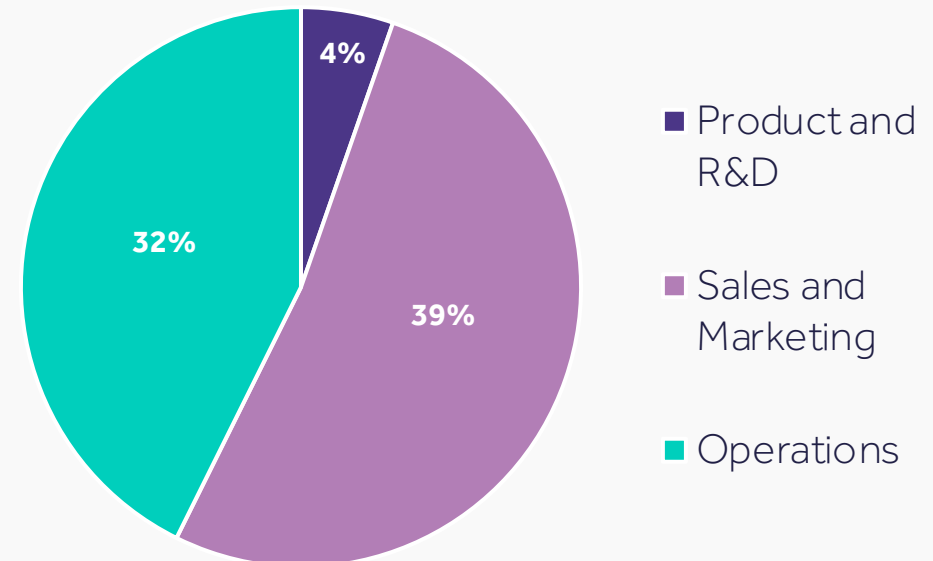
20%

RUNWAY

24 months

OBJECTIVES

- Reach 500 customers (breakeven)
- Surpass £2m ARR
- Extend LTV with secondary sales
- Enhance product and prepare for scale





Transforming the backbone of UK logistics

99.7% SME freight and warehousing are underserved.
We're building the logistics tech they need to scale.

Misty-Anne Booyesen

misty@realmrealtime.com

<https://www.linkedin.com/in/mbooyesen/>

A full business plan, financial model and valuation report is available on request.

