



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

€10k MRR

5% Monthly Growth

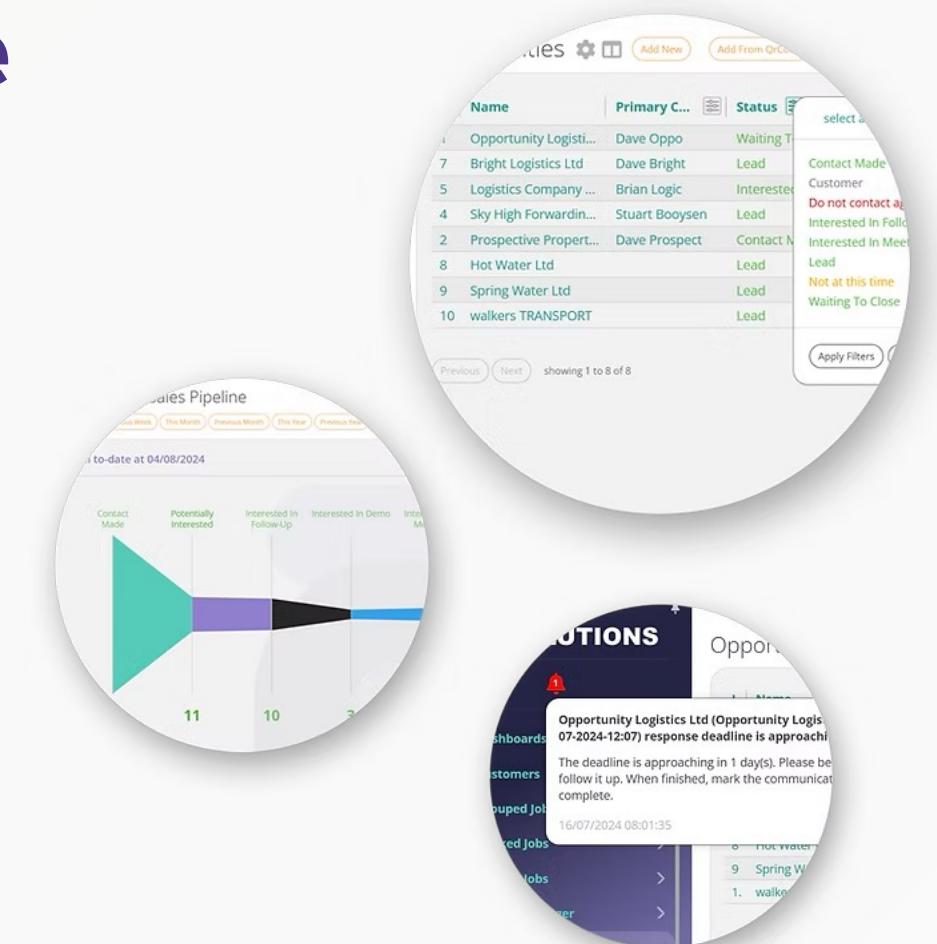
€2bn SAM (UK)



# 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 Booysen – 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 Booysen – 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

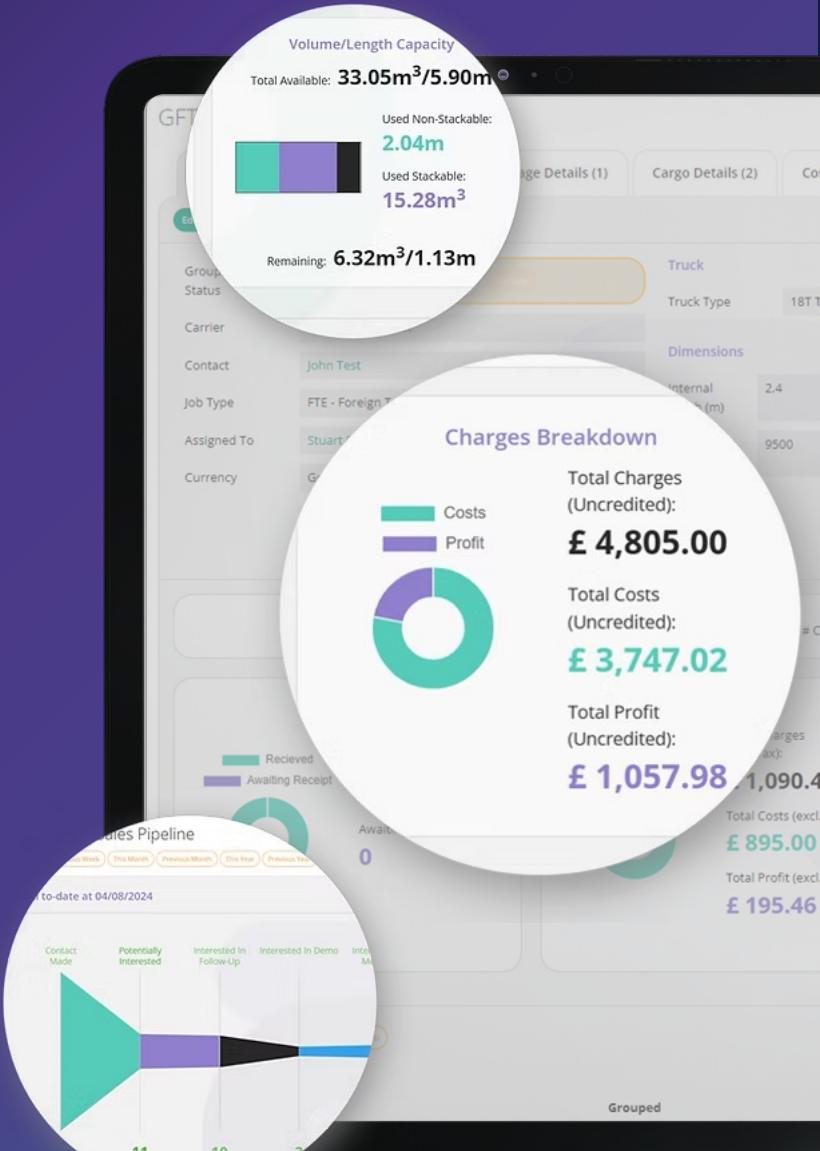
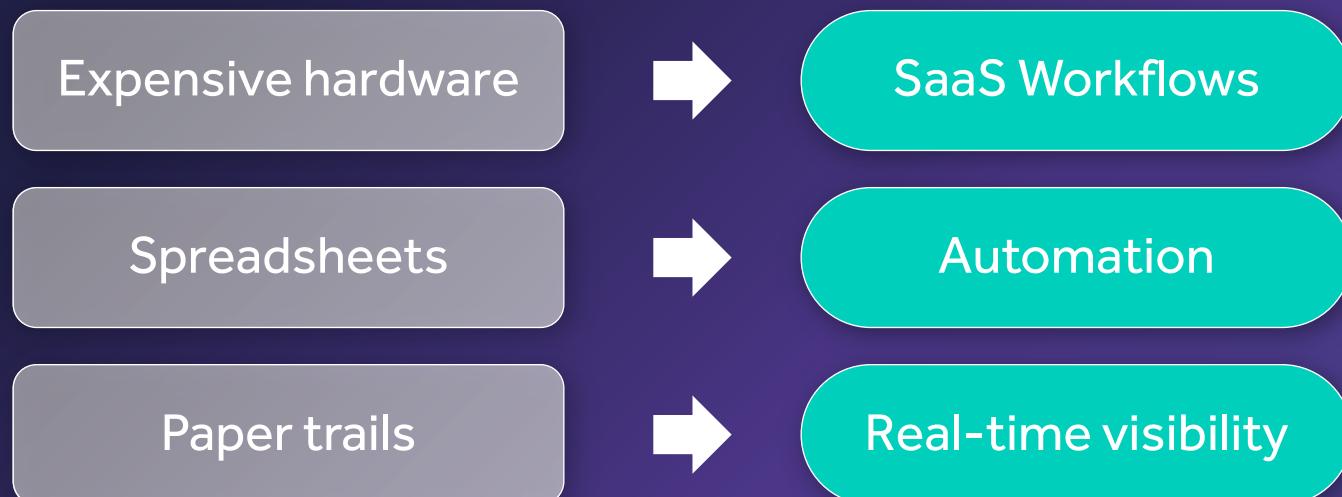


Manual workflows breed errors, delays and compliance risks



# 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.



# 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

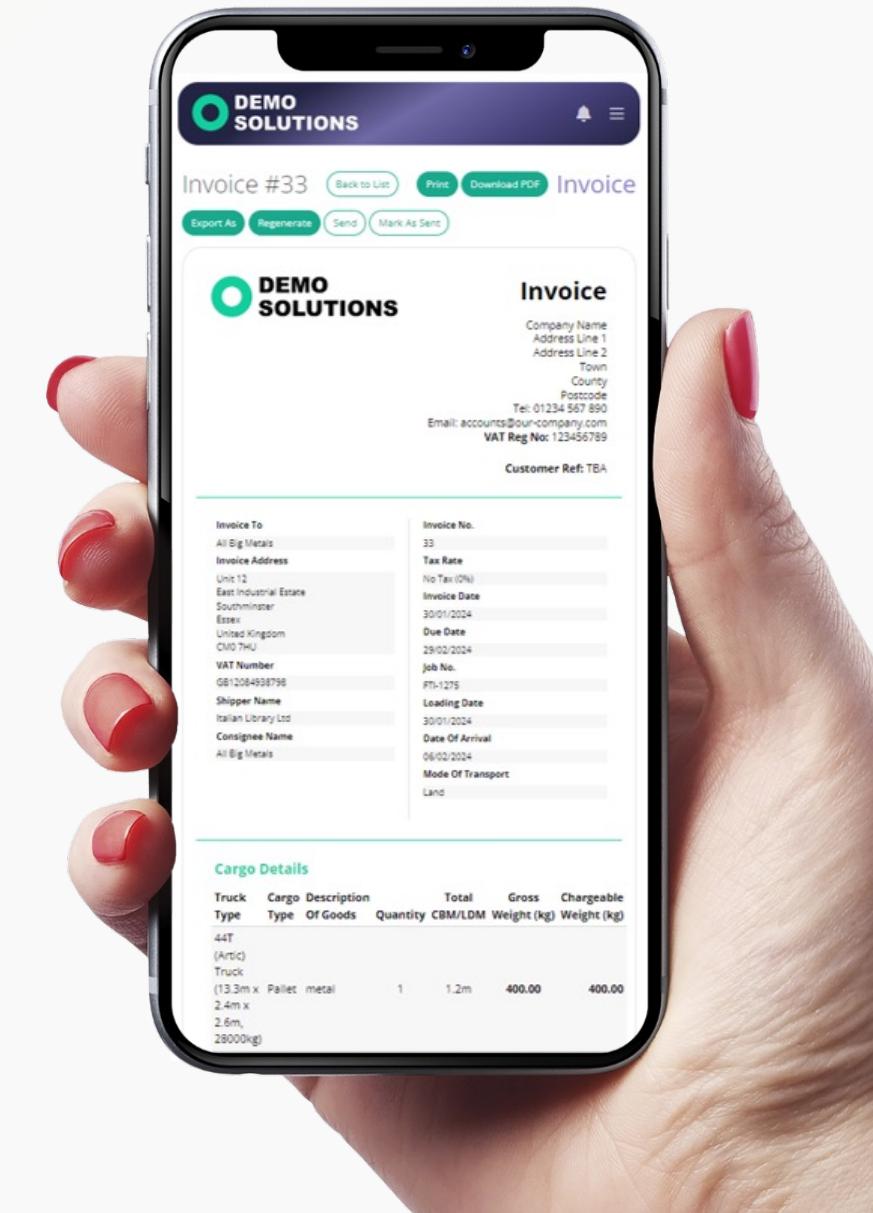
Customs + emissions tracking require reliable digital systems



## 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.

T A M

**£13bn**

The annual tech expenditure in the EU logistics market

Our long-term expansion target

S A M

**£2bn**

The annual tech expenditure of SMEs in the UK logistics market

Our scale-up focus

S O M

**£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

**YEAR 1**

200 new customers

Product R&amp;D

Increase ARR/LTV

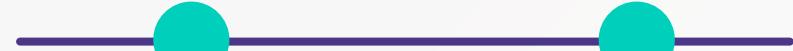
**YEAR 2**

500 UK customers

Expand modules,  
increase LTV**YEAR 3**

1,000 UK customers

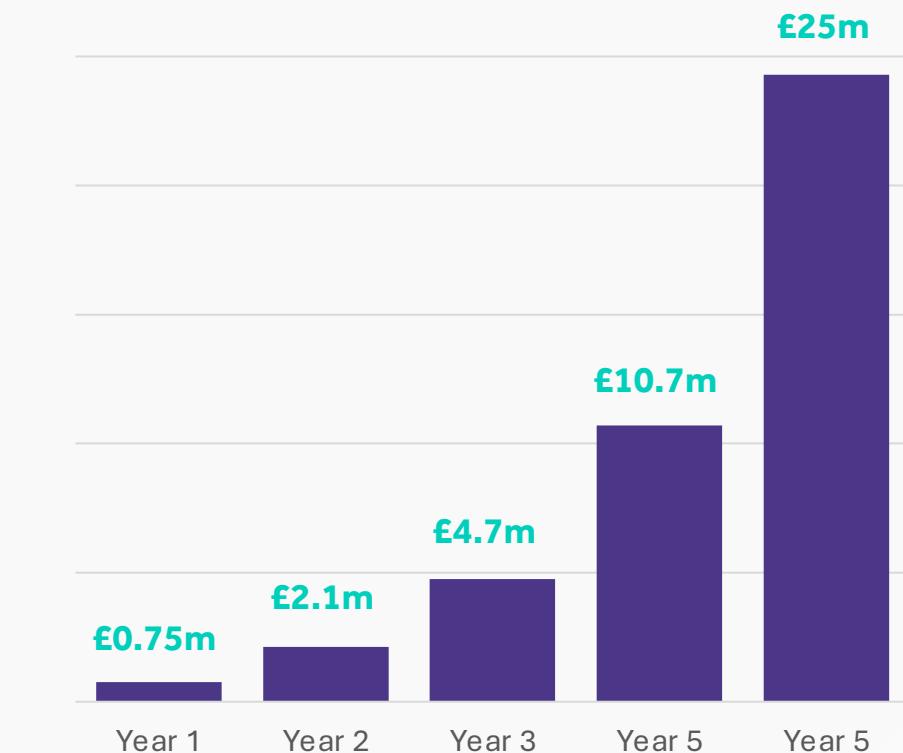
Prepare EU launch

**YEAR 4**2,000 UK + EU  
customers

UK + EU expansion

**YEAR 5**4,500 UK + EU  
customersAssess options for  
exit / further expansion

## 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

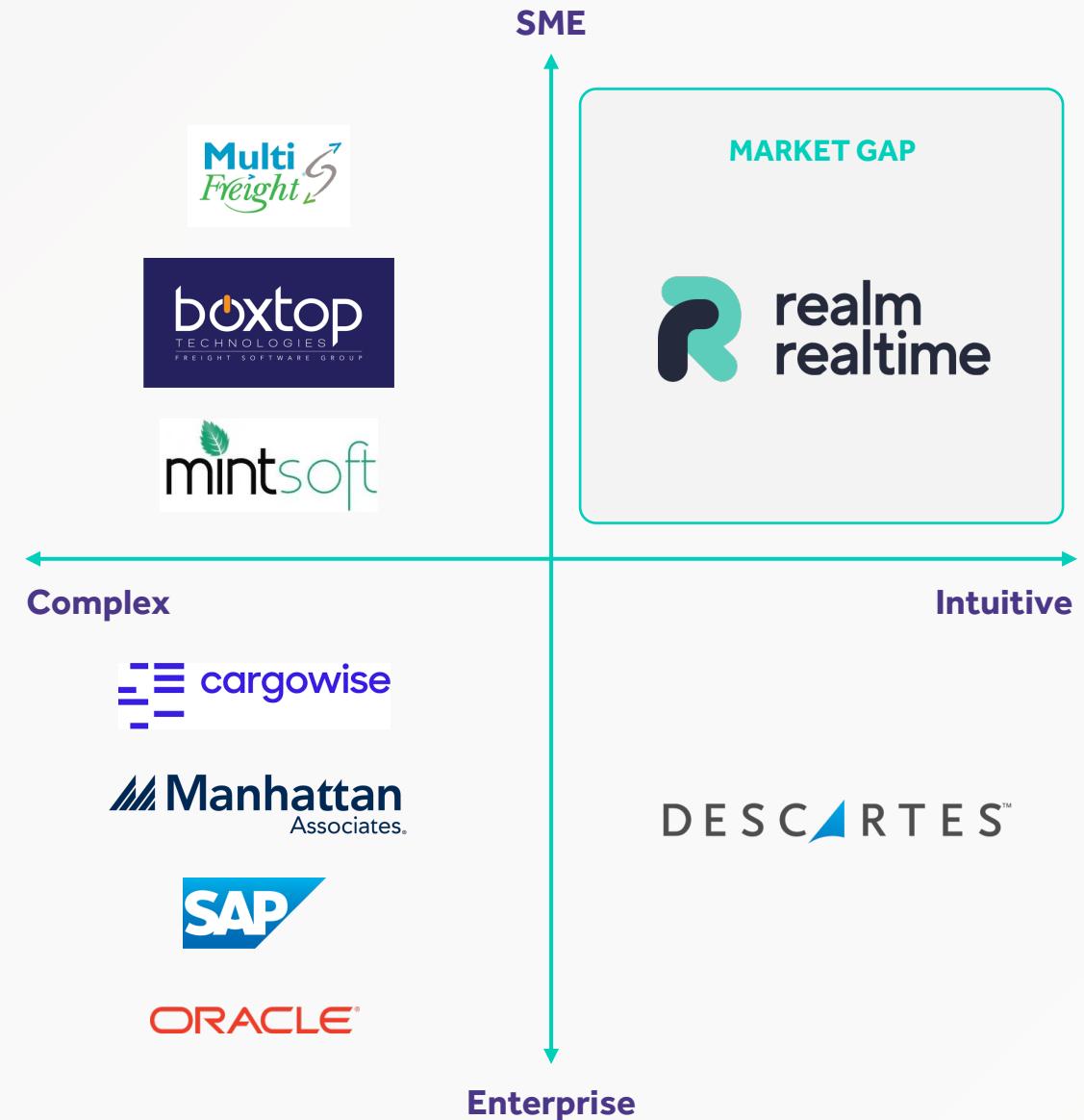
We've identified a SaaS specialist marketing agency, **Gripped Ltd**,  
and will grow our sales capacity with strategic hires.

# 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
<b>Revenue</b>	£0.40m	£1.43m	£3.59m	£8.31m	£19.82m
<b>Cost of Sales</b>	£0.04m	£0.14m	£0.36m	£0.83m	£1.98m
<b>Expenditure</b>	£0.85m	£1.53m	£2.77m	£5.35m	£11.07m
<b>EBITDA</b>	<b>-£0.49m</b>	<b>-£0.24m</b>	<b>£0.45m</b>	<b>£2.13m</b>	<b>£6.77m</b>

**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

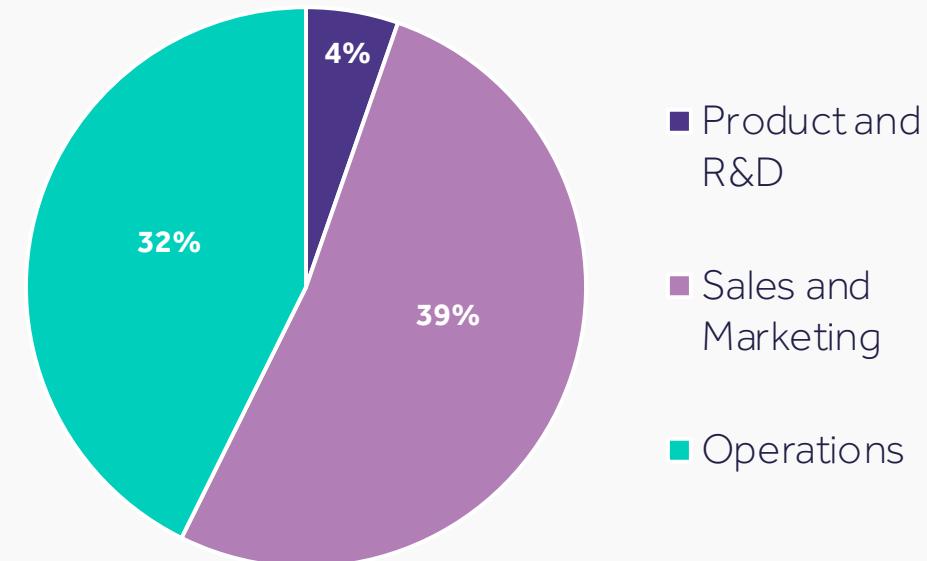
**20%**

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.

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

