

Blu Sky Accountants
Growth Services

Growth Services

Working with, coaching and supporting ambitious high growth businesses, the Blu Sky team hears daily about the different and challenging situations entrepreneurs find themselves in. Some are purely tactical day-to-day obstacles, others are much more complex and form part of a wider strategic shift.

The unique nature of your business – the vision, the values, the beliefs, your products, your people and a whole bunch of other special ingredients – are all the reasons which ensure your business has the potential and capability to soar to new heights. They are also the reasons why your challenges can be subtly different from everyone else's.

We have learned that whilst certain principles can and should be applied, there is no fixed path or recipe to grow a business and the commercial landscape every business works in is constantly changing.

We know this from great experience. We were a startup ourselves, and we've been officially a scale-up for some time. Since startup in 2007 we've worked with hundreds of other businesses aspiring to do the same.

What does this mean for you?

Research tells us that the most successful entrepreneurs are those that recognise early that no-one can know everything about everything and that they alone cannot tackle every challenging situation they encounter...

So what could the answer be? Well let's take a breath... There are many! Blu Sky though believes in simplicity, and the simplest answer we have heard is to get in the experts to support, coach and advise you on the areas where you believe those future challenges – and opportunities – could lead to real commercial problems further downstream, and free up your time to do what you do best!

Well we would say that!!

Of course we would, because here at Blu Sky we take our own medicine! We know our own areas of expertise, and we know the areas better suited to other professionals and experts. We know from asking our clients – today's entrepreneurs – that support and deep technical expertise is what is expected by ambitious, high-growth businesses from their accountants... and that's what we provide.

For example...

- SEIS, EIS – appealing to business angels is all part of investor readiness process...
- R&D tax credits – let's celebrate your innovative activity with a reduced tax bill or even cash back...
- Cloud accounting and business process set up – efficiency and consistency is key to realising your scale up potential...
- VAT, Corporation Tax and every day tax planning – you need to get the basics right to have any chance of a smooth exit...

We know from our clients' feedback that having the support of an accountant with a growth mindset and deep empathy for the practical and commercial challenges you face is invaluable. This is what truly sets Blu Sky apart. We are a scaleup too. Available services include:

- Regular Business review and planning sessions – daily team meetings, monthly board meetings, bi-annual strategic off site workshops - habitual rituals that drive results.
- Strategic vision coaching and support setting forecasts and budgets - measure what you treasure...

- Use of tools to help set team objectives and monitor key results through bespoke management dashboards - accountability and team engagement - don't employ people to tell them what to do, employ amazing people to tell you what to do!
- Ability to provide a support network through mentoring & coaching - you can never know everything, learning never stops.

These ideals ensure Blu Sky's growth mindset is centred around helping you, by setting and monitoring measured objectives aimed at achieving your business vision, and by instilling regular focused habits into your financial processes and team management. The combination of both will ensure you and your team achieve those small incremental improvements your growth potential depends on.

So if you would like to harness the expertise of the Blu Sky Team to help you deal with those day to day tactical issues that require immediate action, or secure our services to support longer term strategy and establish a relationship integral to your businesses future growth and successes, then act now and contact us.

All our fixed fee packages cover the following:

- Software costs including the UK's leading cloud platform Xero as well as Xero add ons Receipt Bank and Blu Prints.
- Payroll
- VAT
- Bookkeeping support
- Yearend statutory accounts
- Company corporation Tax return
- Personal Tax return for the main company director(s)
- Management of the company Person of Significant Control register
- Submission of the annual confirmation statement to Companies House

All this for a fixed, agreed, monthly fee.

All our packages are designed bespoke to your specific needs and start from a little as £175 plus VAT per month.

Call us to find out more on **0191 258 7676**, or email **info@blusky.co.uk**.

Financial Performance vs Budget

Prepared for
Demo Company Limited

Report Period
Nov 2017

Prepared
30 Dec '17



PROFIT AND LOSS ANALYSIS

Last 3 Months – (in Thousands)

	Sep '17	Oct '17	Nov '17
Income	£241	£204	£264
Expenses	£134	£132	£147
Cost Of Sales	£1	£12	£12
Gross Profit	£240	£192	£252
Gross Profit %	99.67%	94.23%	95.30%
Total Operating Expense	£135	£144	£159
Operating Profit	£106	£60	£105
Net Income	£106	£60	£105

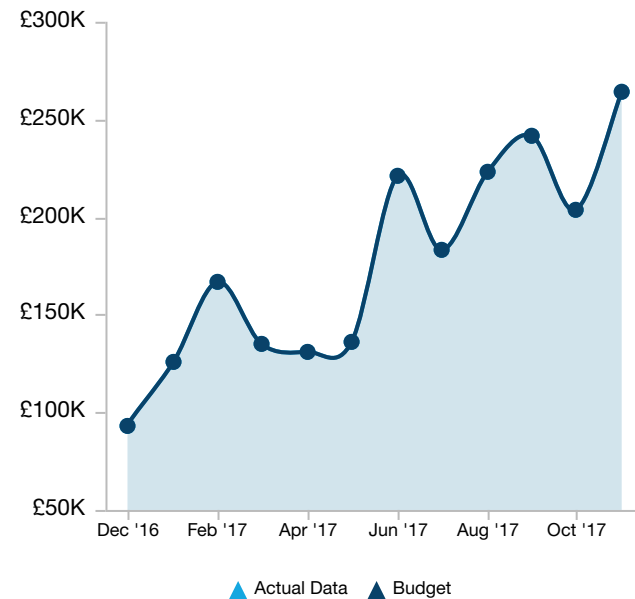
Year vs Last – (in Thousands)

	Jul '17	Jul '18	Period % Variance
Income	£1,789	£1,098	▼ -39%
Expenses	£977	£537	▼ -45%
Cost Of Sales	£202	£40	▼ -80%
Gross Profit	£1,587	£1,058	▼ -33%
Gross Profit %	88.73%	96.38%	▲ 8.62%
Total Operating Expen...	£1,178	£576	▼ -51%
Operating Profit	£615	£522	▼ -15%
Net Income	£615	£522	▼ -15%

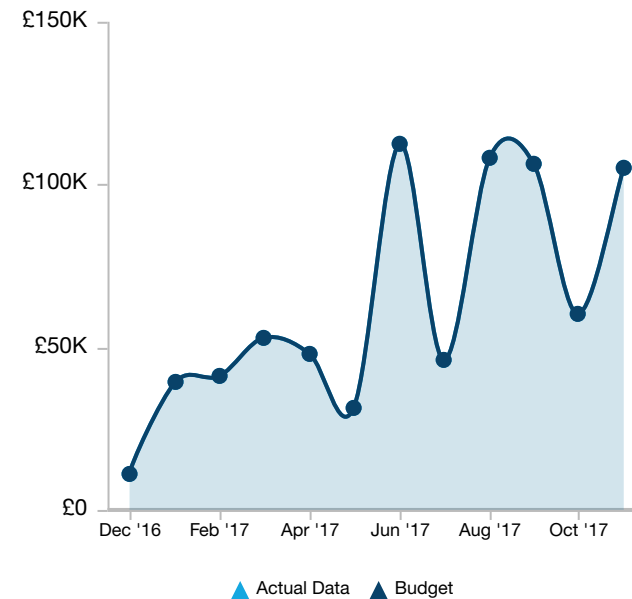
Year vs Budget – (in Thousands)

	31 Jul '18		Column % Variance
	Actual Data	Budget	
Income	£1,098	£1,312	▼ -16%
Expenses	£537	£724	▼ -26%
Cost Of Sales	£40	£137	▼ -71%
Gross Profit	£1,058	£1,175	▼ -10%
Gross Profit %	96.38%	89.57%	▲ 7.61%
Total Operating Ex...	£576	£861	▼ -33%
Operating Profit	£522	£455	▲ 15%
Net Income	£522	£455	▲ 15%

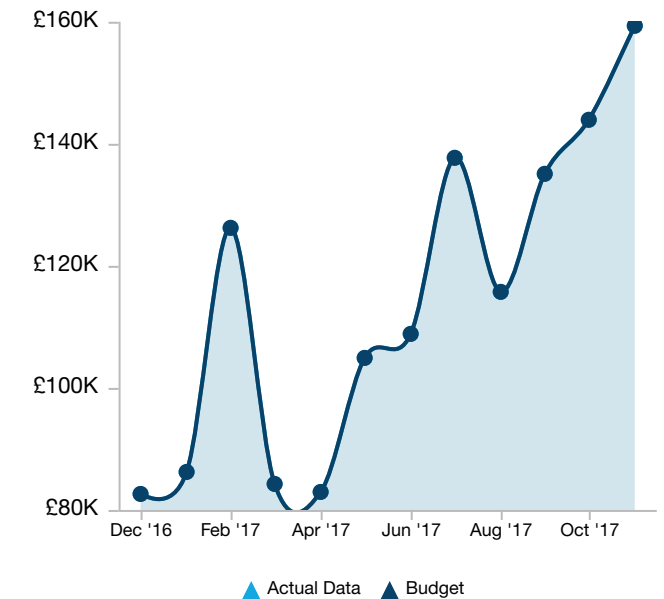
Revenue – Year vs Budget



Operating Profit – Year vs Budget



Operating Expenses – Year vs Budget



BALANCE SHEET ANALYSIS

Last 3 Months – (in Thousands)

	Sep '17	Oct '17	Nov '17
Bank Accounts	£363	£445	£416
Current Assets	£600	£429	£547
Total Current Assets	£963	£873	£964
Non Current Assets	£309	£459	£513
Fixed Assets	£39	£38	£39
Total Assets	£1,312	£1,371	£1,515
Current Liabilities	£277	£277	£316
Non Current Liabilities	£1	£0	£0
Total Liabilities	£278	£277	£317

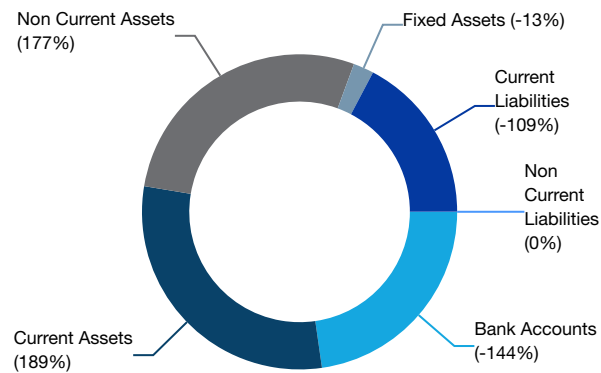
Year vs Last – (in Thousands)

	Jul '17	Jul '18	Period % Variance
Bank Accounts	£301	£314	▲ 4%
Current Assets	£404	£554	▲ 37%
Total Current Assets	£704	£868	▲ 23%
Non Current Assets	£303	£759	▲ 150%
Current Liabilities	£224	£324	▲ 45%
Total Assets	£1,045	£1,666	▲ 59%
Fixed Assets	£37	£39	▲ 3%
Non Current Liabilities	£2	£0	▼ -80%
Total Liabilities	£225	£325	▲ 44%

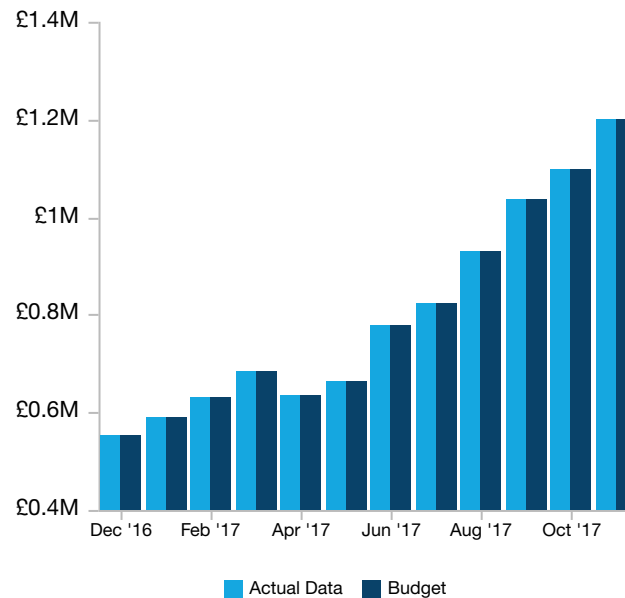
Financial Year vs Budget – (in Thousands)

	31 Jul '18		Column % Variance
	Actual Data	Budget	
Bank Accounts	£314	£800	▼ -61%
Current Assets	£554	£404	▲ 37%
Non Current Assets	£759	£303	▲ 150%
Fixed Assets	£39	£37	▲ 3%
Total Assets	£1,666	£1,544	▲ 8%
Current Liabilities	£324	£268	▲ 21%
Non Current Liabili...	£0	£2	▼ -80%
Total Liabilities	£325	£270	▲ 20%

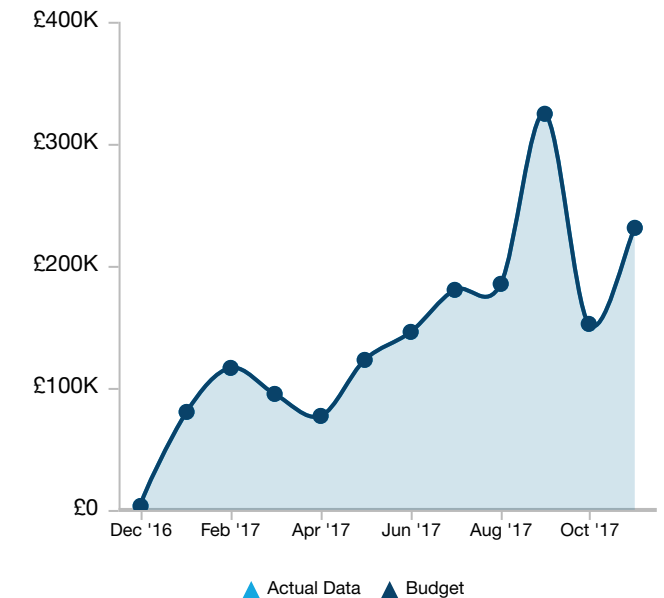
Balance Sheet Components



Equity vs Budget – Last 12 Months



Liquidity vs Budget – Last 12 Months



CASH PROFILE

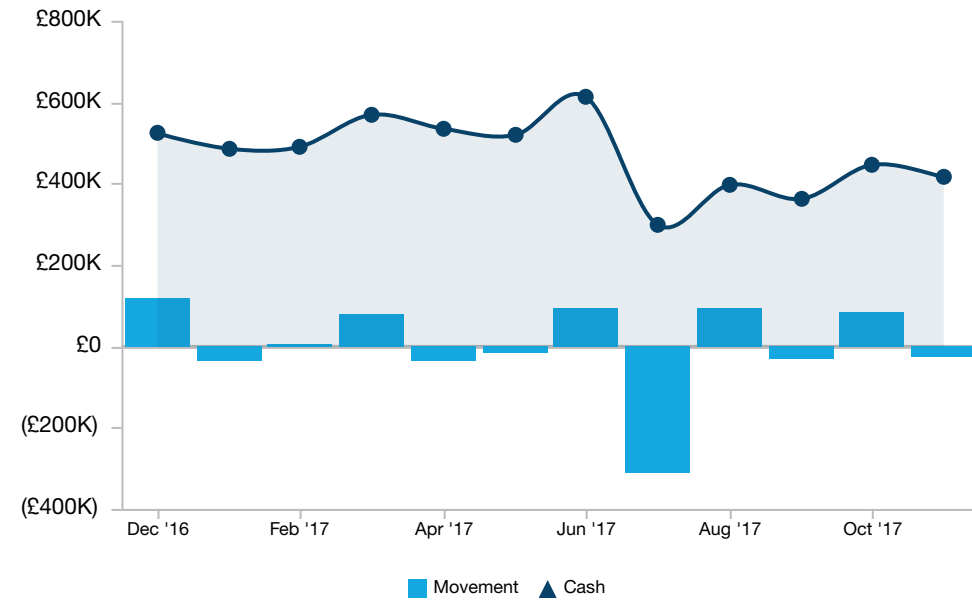
Cashflow Forecast – Year to Date

	30 Nov '17	28 Feb '18	31 May '18	31 Aug '18	Total
Payments	-	£213,439	£651,287	£592,014	£1,455,785
Receipts	-	£289,663	£852,316	£918,488	£2,059,511
Net Cashflow	£22,142	£76,223	£201,029	£326,474	£625,868

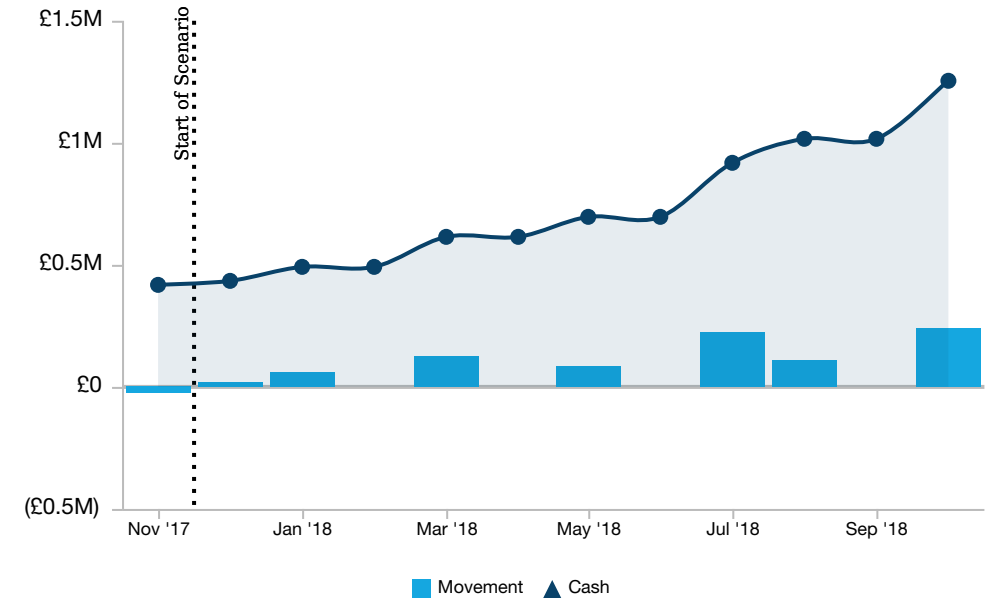
Payments vs Receipts – 12 Month Forecast



Cash Position

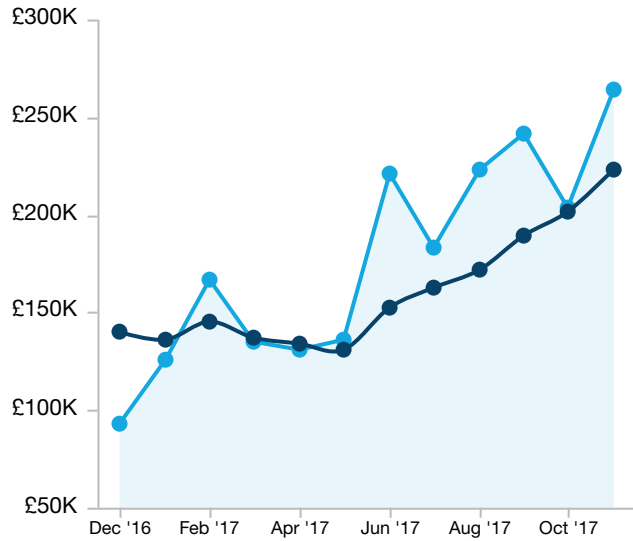


Cash Forecast



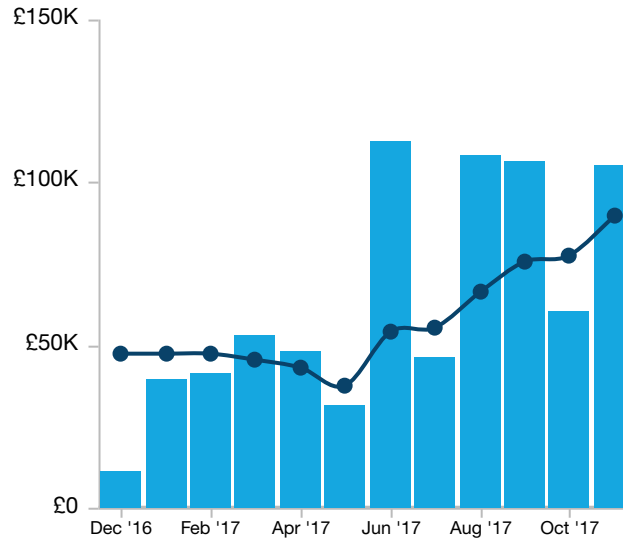
TRENDS AND FORECAST

Revenue – Trend



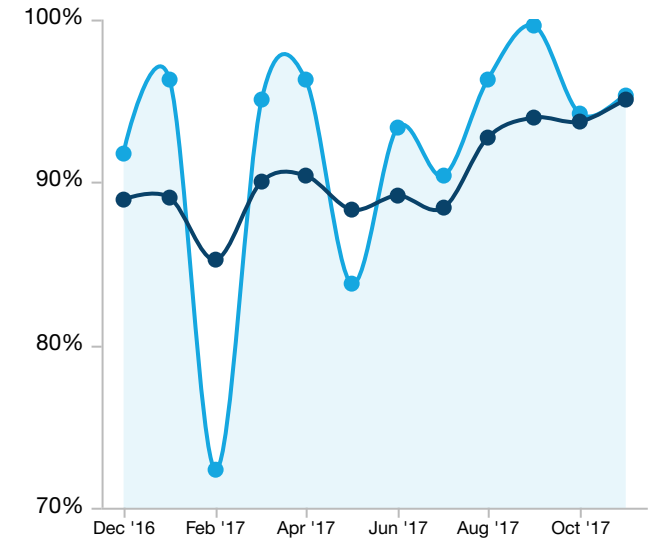
▲ Income ● Trend

Operating Profit – Trend



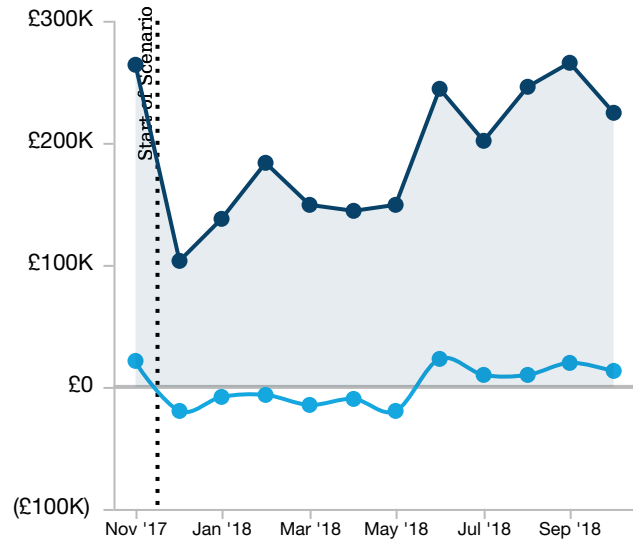
■ Operating Profit ● Trend

Gross Profit – Trend



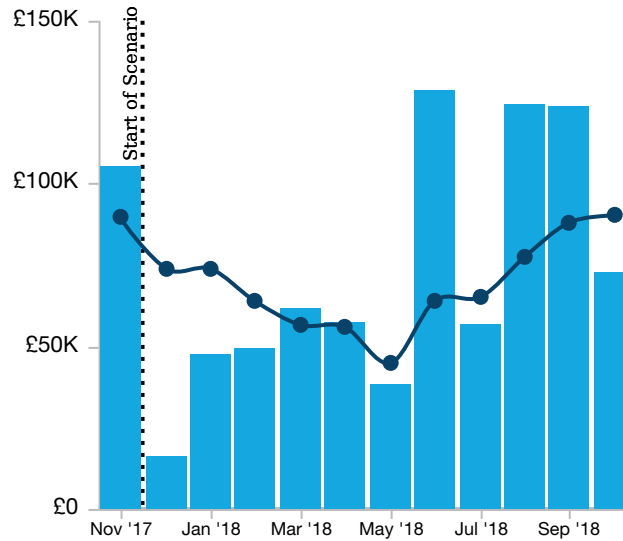
▲ Gross Profit % ● Trend

Revenue Forecast – Trend



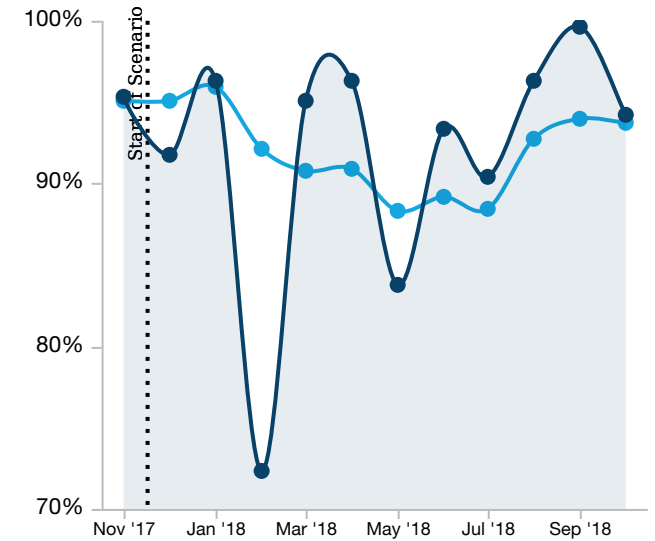
● Trend ▲ Income

Operating Profit Forecast – Trend



■ Operating Profit ● Trend

Gross Profit Forecast – Trend



● Trend ▲ Gross Profit %

GROWTH ANALYSIS

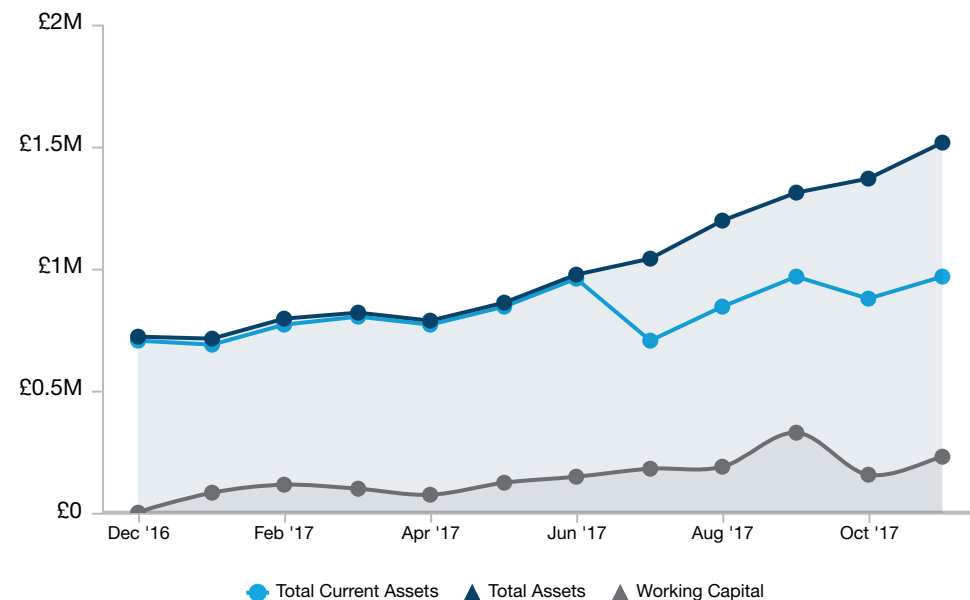
Key Drivers – vs Last Month (in Thousands)

	Oct '17	Nov '17		Period % Variance		Period Variance	2017-18 to date
Income	£204	£264	▲	30%	▲	£60	£1,098
EBIT	£60	£105	▲	75%	▲	£45	£526
Cost Of Sales	£12	£12	▲	6%	▲	£1	£40
Total Expenses	£132	£147	▲	11%	▲	£15	£532
Bank Accounts	£445	£416	▼	-6%	▼	(£28)	£314
Current Assets	£429	£547	▲	28%	▲	£119	£554
Total Assets	£1,371	£1,515	▲	11%	▲	£144	£1,666
Current Liabilities	£277	£316	▲	14%	▲	£39	£320
Total Liabilities	£277	£317	▲	14%	▲	£39	£320

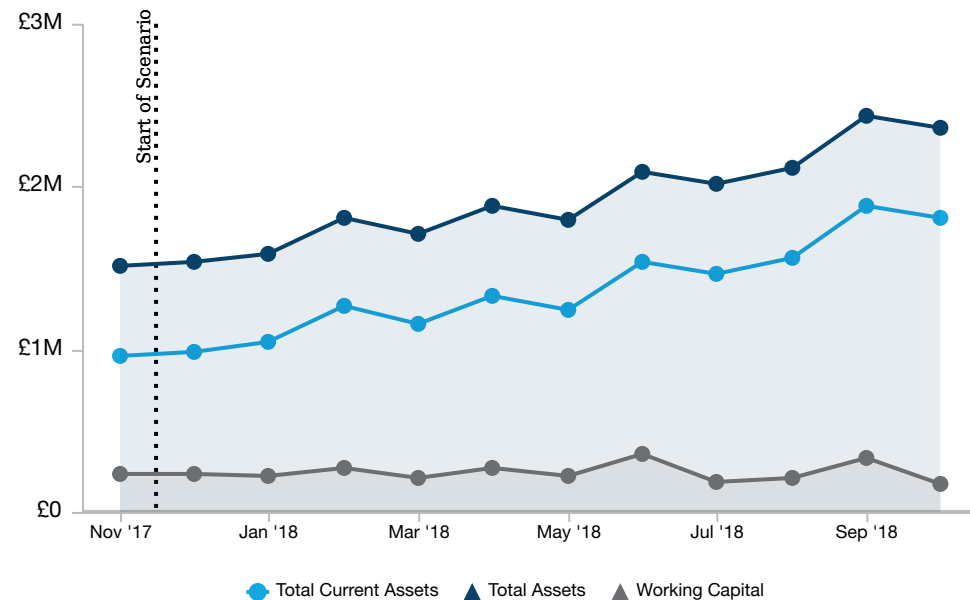
Key Drivers Forecast – Next 3 Quarters (in Thousands)

	30 Nov '17	28 Feb '18		Period % Variance		31 May '18	Period % Variance
Income	£709	£425	▼	-40%		£442	▲ 4%
EBIT	£271	£112	▼	-59%		£154	▲ 38%
Cost Of Sales	£25	£64	▲	158%		£37	▼ -43%
Total Expenses	£413	£248	▼	-40%		£251	▲ 1%
Bank Accounts	£416	£493	▲	18%		£694	▲ 41%
Current Assets	£547	£768	▲	40%		£547	▼ -29%
Total Assets	£1,515	£1,813	▲	20%		£1,793	▼ -1%
Current Liabilities	£316	£501	▲	58%		£324	▼ -35%
Total Liabilities	£317	£501	▲	58%		£324	▼ -35%

Asset and Capital Growth – Last 12 Months

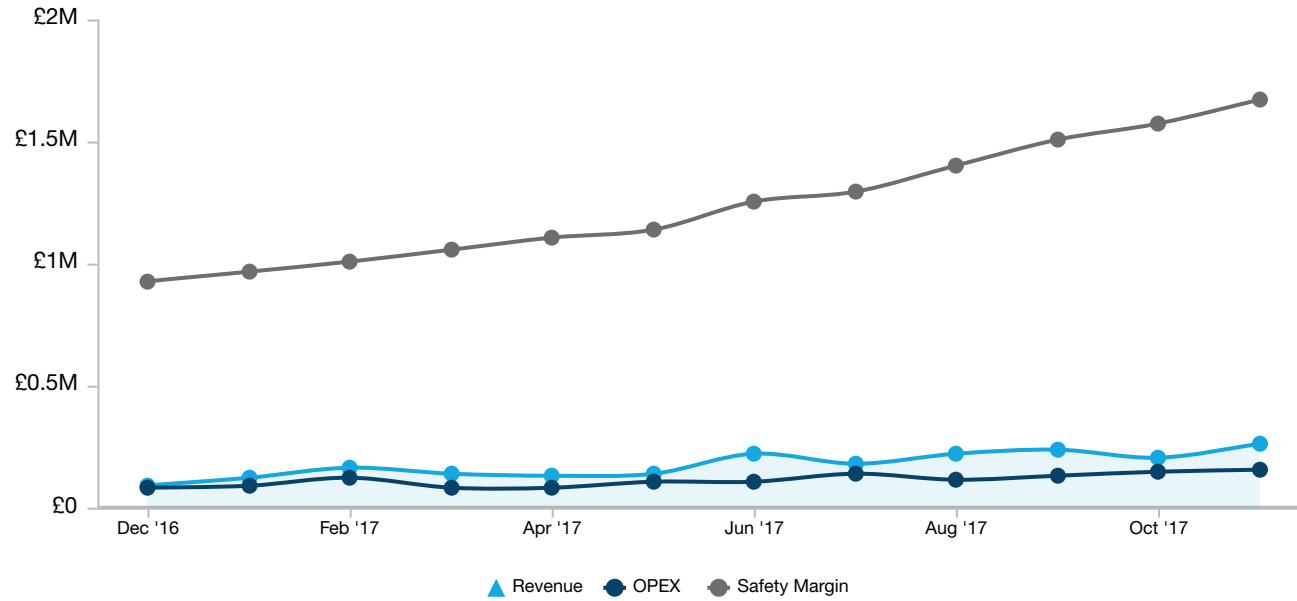


Asset and Capital Forecast – Next 12 Months

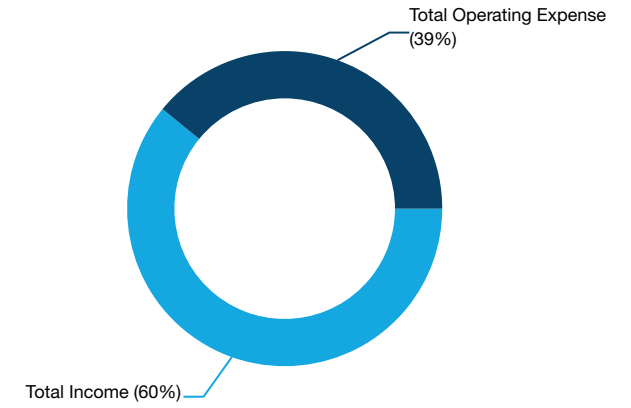


PROFITABILITY OVERVIEW

Safety Analysis



Income vs Expenses

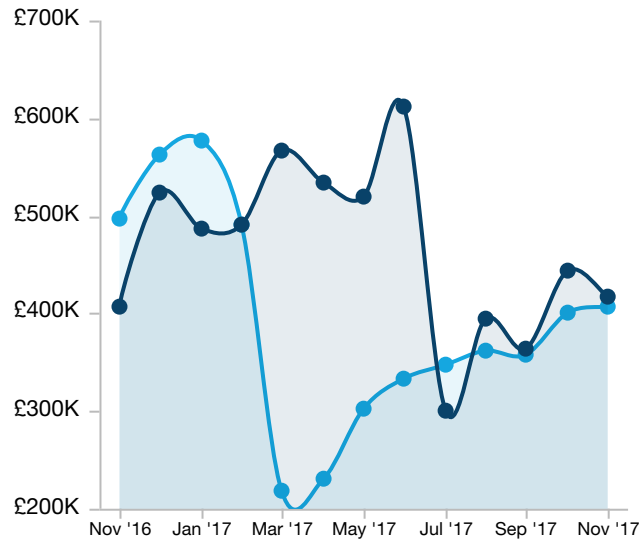


Profitability

	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Total	2017-18 to date	Start/End % Variance
Gross Profit	£120,835	£128,503	£126,104	£113,740	£206,787	£165,758	£215,309	£240,450	£192,128	£251,840	£1,761,453	£1,057,993	▲ 108%
Gross Profit %	72.33%	95.03%	96.33%	83.76%	93.41%	90.38%	96.27%	99.67%	94.23%	95.30%	92.38%	96.38%	▲ 31.76%
Operating Profit	£40,991	£52,651	£48,223	£31,094	£112,448	£46,190	£107,957	£106,239	£60,047	£105,046	£710,885	£525,923	▲ 156%
Operating Profit Margin	0.24	0.39	0.37	0.23	0.51	0.25	0.48	0.44	0.29	0.40	0.37	0.48	▲ 62.02%
Earnings Before Interest & Tax	£40,991	£52,651	£48,223	£31,094	£112,448	£46,190	£107,957	£106,239	£60,047	£105,046	£710,885	£525,923	▲ 156%
Net Income	£40,991	£52,651	£48,223	£31,094	£112,448	£46,190	£107,957	£106,239	£60,047	£105,046	£710,885	£525,923	▲ 156%

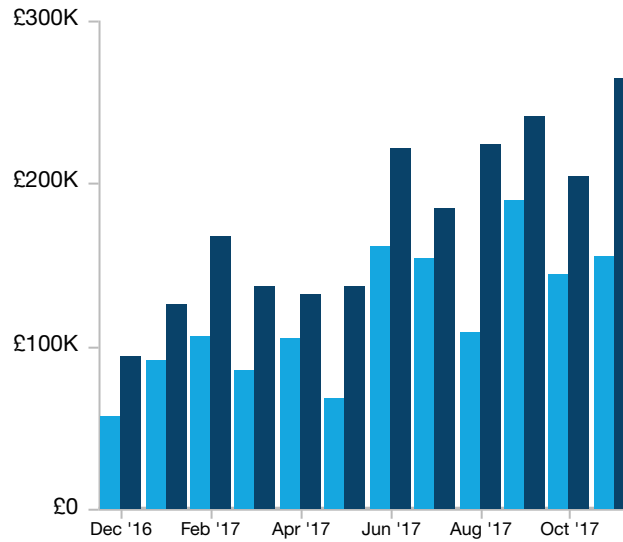
FINANCIAL SNAPSHOT

Available Cash



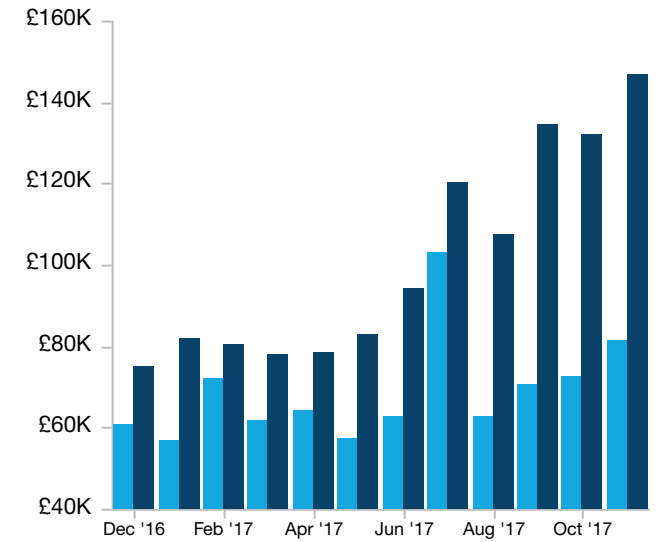
▲ 2015 - 2016 ▲ 2016 - 2017

Total Revenue



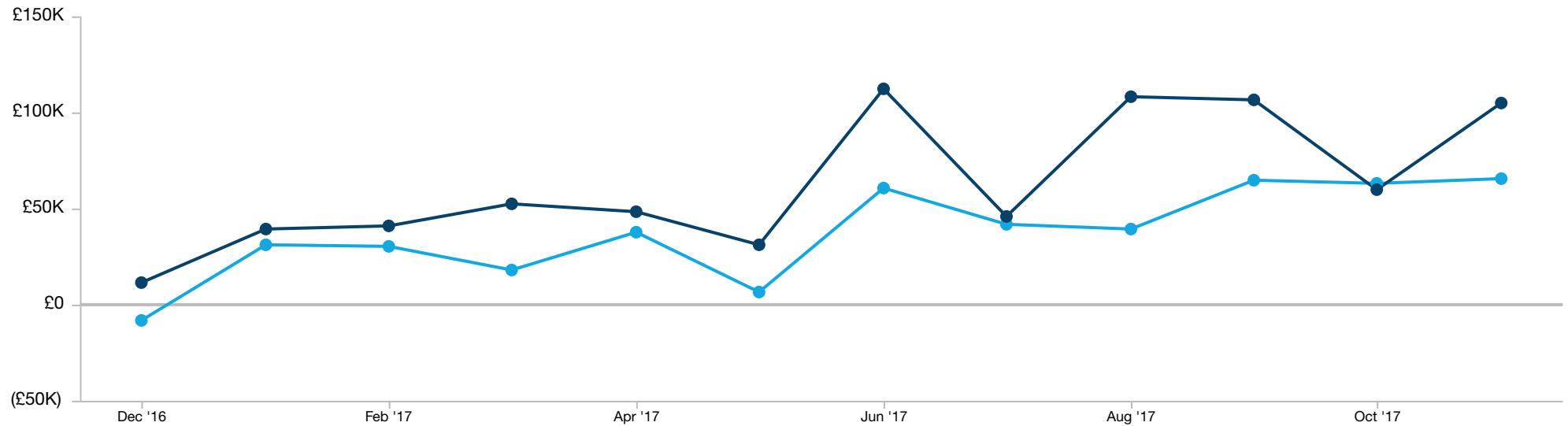
■ 2015 - 2016 ■ 2016 - 2017

Total Expenses



■ 2015 - 2016 ■ 2016 - 2017

Operating Profit



● 2015 - 2016 ● 2016 - 2017

think 

contact us today to discuss

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