



Kirmada helps **Virtual Assistants** handle large workloads, **increasing productivity and revenue** while **lowering costs**

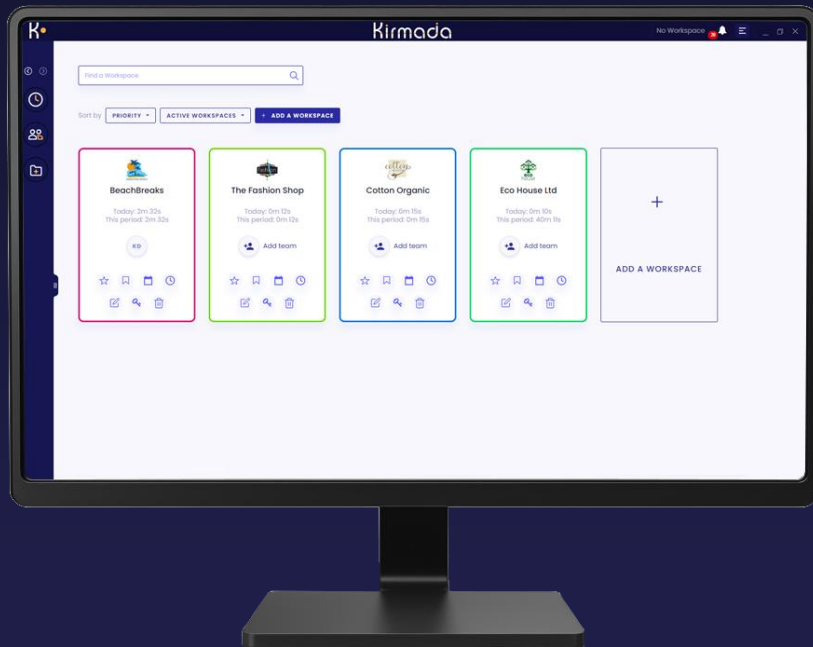
VAs lose £7k in Lost Revenue & Struggle with Focus

Virtual Assistants work entirely online, but the tools they use are a mishmash of poorly fitting apps which sabotage productivity and leak revenue opportunities

- **Generic Tools:** VAs rely on a mishmash of inefficient tools that hinder their productivity
- **Lost Revenue:** On average, VAs lose £7,000 annually due to poor time tracking, task switching and distracted working
- **Market Opportunity:** This is a significant and recognized pain point, commonly discussed in online communities
- **Kirmada's Solution:** Kirmada is a productivity platform which makes client management and task switching seamless, boosting productivity, focus and revenue



Kirmada is Game Changing Productivity Software for VAs



- **Productivity & Focus:** Kirmada reorganises workflow to make users more productive and profitable
- **Client Workspaces:** Kirmada eliminates tab clutter and distractions, boosting focus and productivity
- **Automated Time Tracking:** Our time tracking is more accurate than other timesheet software, capturing hundreds of extra billable hours per year
- **Centralised Resources:** All client and project information is at the user's fingertips, eliminating time wasted searching for files and data
- **Value for Money:** Our subscription price aims to deliver 20x value in extra billing and reduced costs

VA Market: 5.9m Users, £118m TAM, 24% CAGR

Kirmada's Initial Market :Virtual Assistants

- **Underserved Market:** There are 5.9m VAs worldwide, 340,000 of them in the UK. The market grew by 21% in the last year. Until now, there has been no software dedicated to VA productivity.
- **Strong Growth:** 24% CAGR predicted to 2030, driven by the desire for flexible working
- **Increasing Spending Power:** As their role becomes more valued, VAs in the UK have increased hourly rates by 35% since 2020 and now earn an average of £43,109
- **Maturing Businesses:** 23% of VAs are now employers, and 27% of VAs intend to hire their first or more employees in 2025

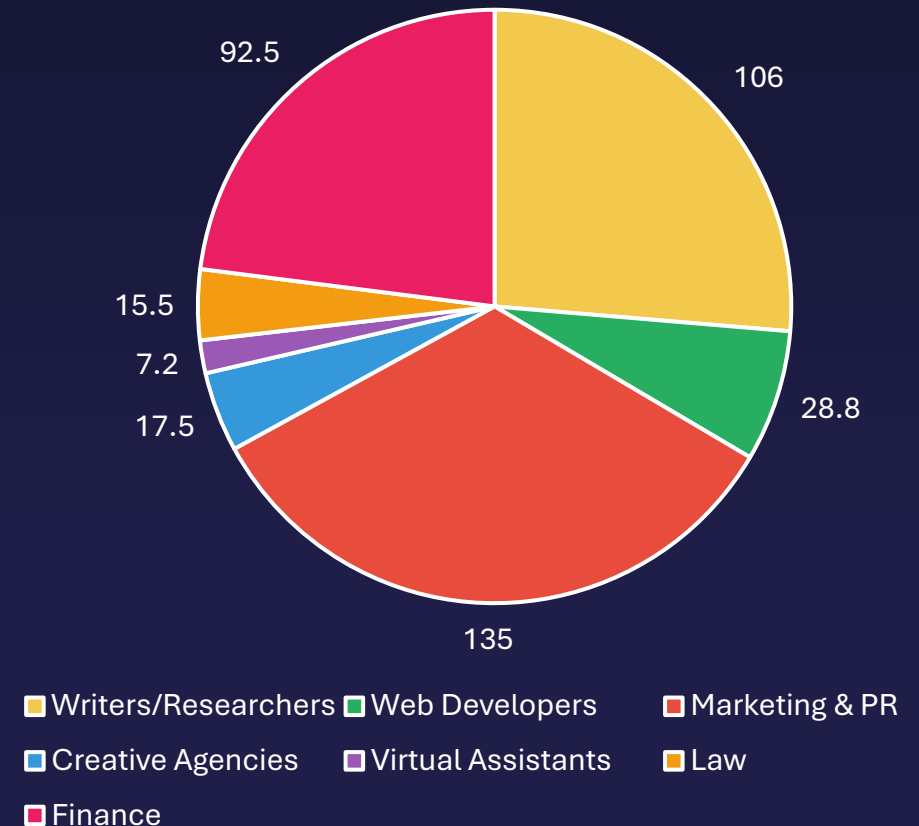


Future Verticals: 400m+ users

Kirmada has a market fit with several verticals, offering ample scope for future growth

- £97b Total Available Market
- First verticals to target are Virtual Assistants and Web Developers, with combined TAM of £8.6b
- Future verticals with strong product/market fit include law, journalism & writers, digital marketing & PR, law and financial services
- The combined CAGR of all potential verticals is 13% through to 2030

Market Size (Millions of Users)



Strong Early Traction & Enthusiastic User Reviews

Trial launch on AppSumo gained 500 early-adopters. Decided to niche down to Virtual Assistants, officially launching at the VA Annual Conference & Awards in October 2024

19% of the conference delegates became subscribers



Kirmada has been my saviour! **I can't recommend this enough** to busy VAs.

Katie Sleath, VA at Spinning Plates Virtual Assistants



Kirmada has been **an absolute lifesaver** for me and my team!

Emma Baker, Owner at The VA Workroom



Kirmada has transformed how I manage my client work. **I can't recommend Kirmada highly enough.**

Alison Shaw, VA at Integrated VA



If you're a VA or anyone managing multiple clients, I highly recommend Kirmada. For me, it's a solid **10 out of 10!**

Tia Thompson, VA at Tia Thompson Enterprise

Financial Forecast: £5m ARR in 3 Years

Kirmada is available on monthly subscription with upsells available in the future

| | Target Markets | ARR |
|------|---|-------|
| 2025 | Virtual Assistants, OBMs (in English speaking territories) | £366k |
| 2026 | Rest of World VAs & OBMs, Web Developers, PR Agencies | £2m |
| 2027 | Digital Marketing Agencies, Law, Financial Services, Journalism, Content Creators | £5m |

The Team



Rik Yapp

Co-Founder, CEO

Rik has 30 years software development experience, including developing multi million-pound inventory systems for BT.



Adam Engberg

Co-Founder, CPO

Kirmada was Adam's brainchild, when, running a web design agency, he noticed productivity and organisational problems with the way small companies worked.



Makism Paukovs

CTO

Max has long experience as a CTO, primarily in fintech, leading teams of more than 100 developers.



Jess D'Souza

Head of Marketing

Jess has 20 years of marketing expertise in SaaS companies of all sizes, from startups to behemoths like Cloudflare.

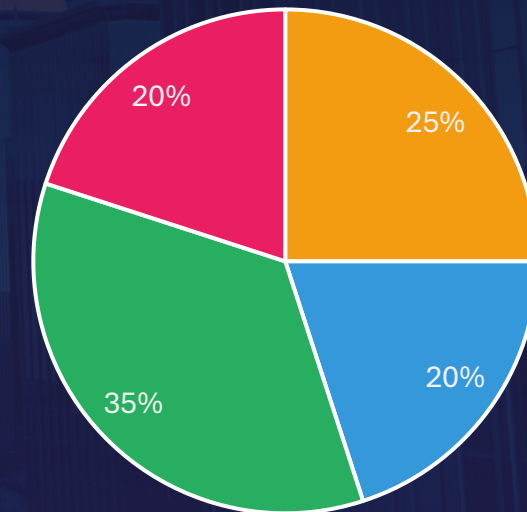
Looking for Angels: £500k to hit £2.4m ARR

With the goal of achieving 10,000 users (£2.4m ARR) by end of 2026

- Previously raised £325k from private investors, including the ex-CFO of Google
- SEIS & EIS available
- Kirmada is already launched and demonstrating excellent product / market fit, significantly de-risking investment in this round
- Funds raised will be used for product development and reaching our ICP market more effectively

Use of Investment Funds

■ Product Development ■ Marketing Hires
■ Marketing Budget ■ Costs of Business



Kirmada

Thank You

To find out more, please contact Rik Yapp at
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