

# Virtual Assistants lose up to £7,000 annually to “Browser Tab Hell”

We recapture this for the 5.9 million-strong Virtual Assistant market



**40% monthly user growth • 26% Freemium Conversion • Ex-Google CFO Investor**

*Raising £500K EIS to scale the only VA productivity platform*

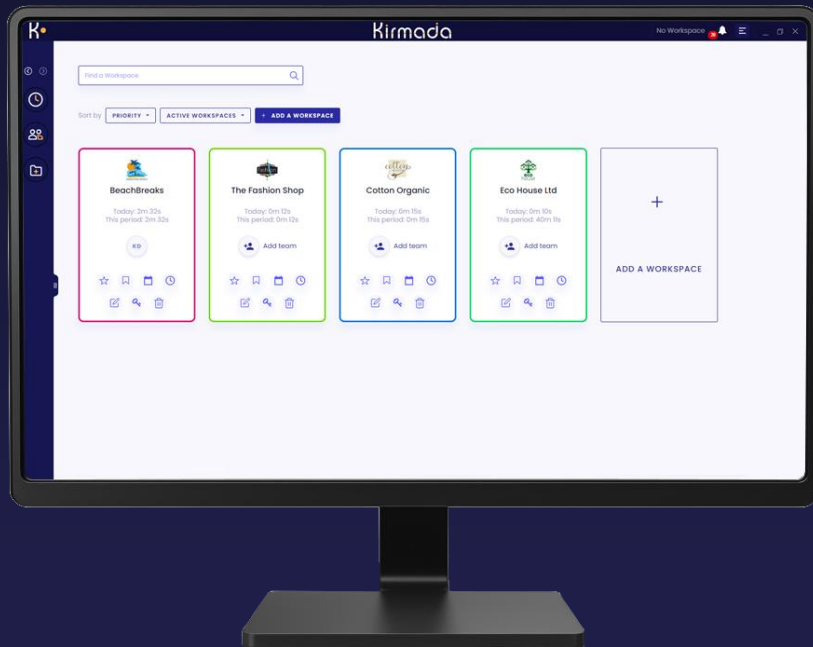
# VAs lose £7k in Lost Revenue & Struggle with Focus

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

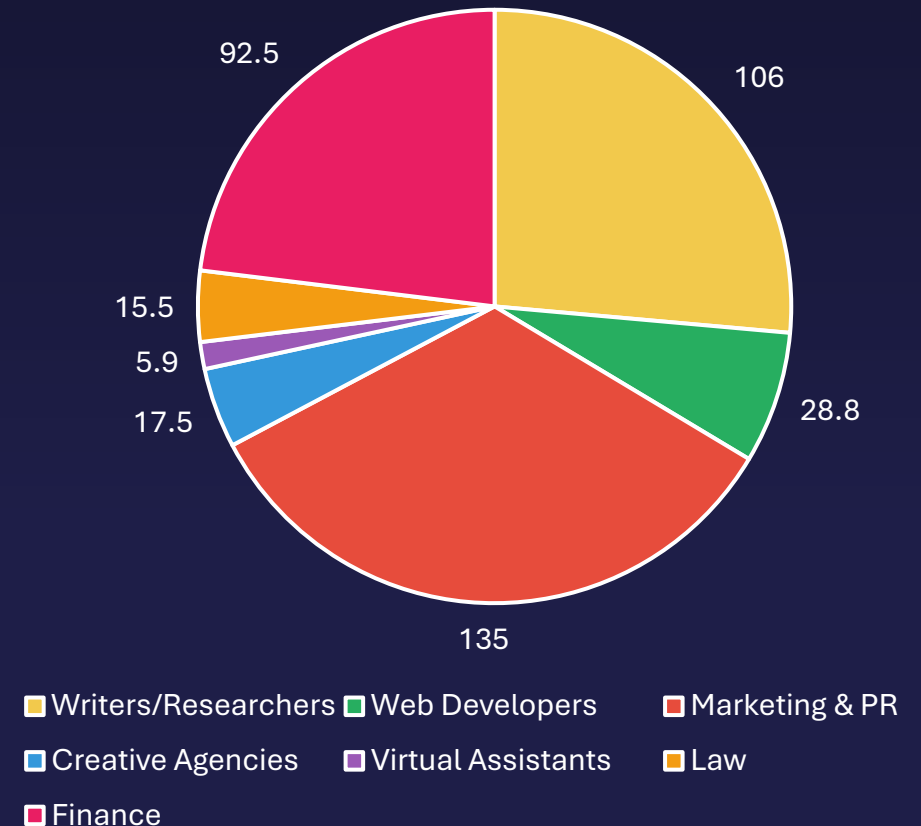


# Future Verticals: 400m+ users

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.

Since launch Freemium users growing at 40% per month. 26% of Freemium users go on to become 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: £5.7m 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)                        | £380k |
| 2026 | Rest of World VAs & OBMs, Web Developers, PR Agencies                             | £2m   |
| 2027 | Digital Marketing Agencies, Law, Financial Services, Journalism, Content Creators | £5.7m |



# 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.



**Maksim Paukovs**

*CTO*

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



**Tim Heywood**

*Business Development*

Tim has successfully grown startups from concept to IPO and is advising us on the market, competition and business opportunities.



**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 EIS to hit £2m ARR

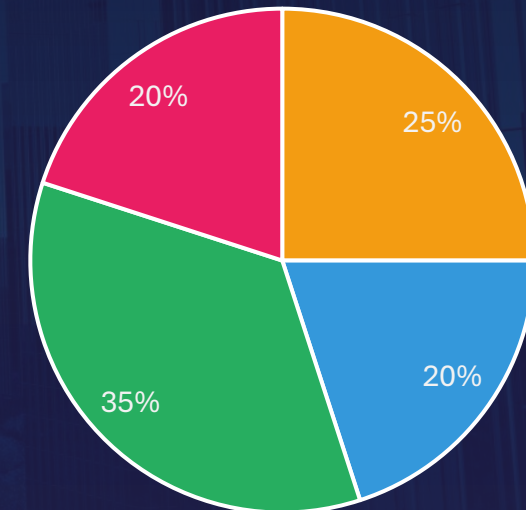
With the goal of achieving 10,000 users (£2m ARR) by end of 2026

Currently raised **£200K** of target £500K

- Previously raised £325k from private investors, including the ex-CFO of Google
- EIS tax relief is 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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