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Most marketing software **costs £350+ a month.**

Small businesses, sole traders and freelancers can't afford this.
They also don't need around 80% of the available features.

hubmonkey offers every essential content marketing feature
and nothing more...
...at a price they can always afford.



Small businesses also can't afford to create all the content they need, in order to run compelling and competitive marketing campaigns.

Long term, hubmonkey will automate the planning and creation of their content.

No other marketing software in the world can currently do this...



Small Business?

Want content to be your
edge on the competition?

We got you.

Join **hub**monkey today!

**Collect, curate and create
content. All in one place.**

£17.99 a month...

Get Started

Content

- ☒

 Draft
- ☒

 Ready
- ☐
- ☒

 url
- ☒

 blog
- ☒

 video
- ☐

 advert
- ☐

 list post

- ☐

 core
- ☐

 supporting
- ☒

 promo

Planning

Producing

Promoting

URL

Promo

Big news for a big company...

f

in

🐦

URL

Promo

11 tips for getting ahead...

f

in

🐦

BLOG

Promo

How to build a business plan...

f

in

🐦

DRAFT

Promo

The top trends for 2020 and...

f

in

🐦

VIDEO

Promo

How to beat the competition...

f

in

🐦

URL

Promo

Why spending more on PPC...

f

in

🐦

BLOG

Promo

Interview with the new CEO...

f

in

🐦

DRAFT

Promo

How I turned sale around...

f

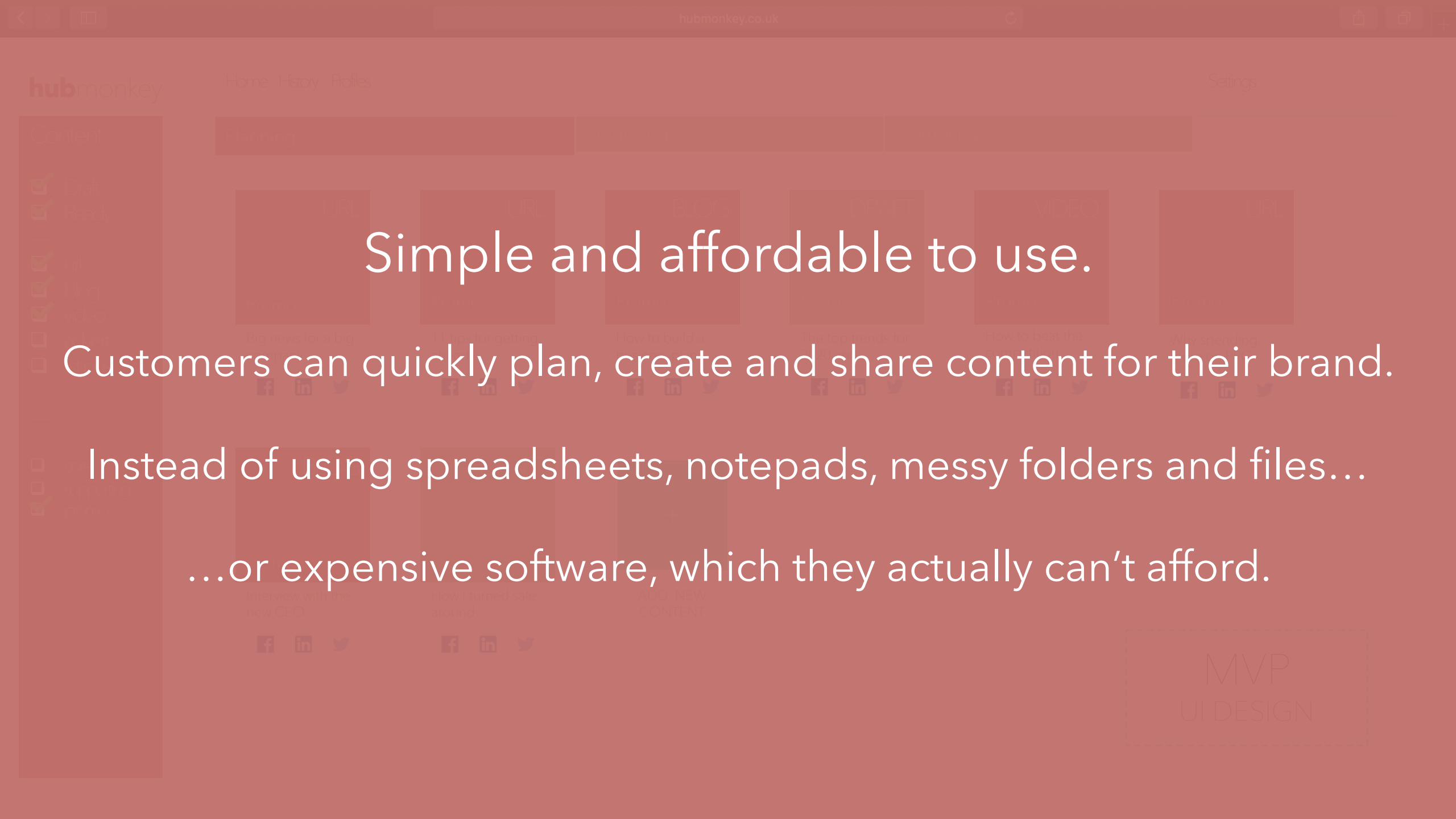
in

🐦

+

ADD NEW CONTENT

MVP
UI DESIGN



Simple and affordable to use.

Customers can quickly plan, create and share content for their brand.

Instead of using spreadsheets, notepads, messy folders and files...

...or expensive software, which they actually can't afford.

MVP
UI DESIGN

Feature Roadmap

2020

MVP

Build and share collections of content. Simple, easy and fast.

Users:

2021

Scale Up

Onboard and test with 500 users. And introduce new features including; campaign design, templates and

Users:

2022

Campaign Design & Hubs

Introduce new features including campaign design, lead generation tools and 'Public Content Hubs'.

Users:

2022

Campaign Automation

Automated, pre-made and customizable templates for content types and campaigns.

Users:

2024

Automated Content Creation

AI repurposes existing content into new content, which is then mapped to a campaign.

Users:

Business Roadmap

2020

MVP

A simple tool,
funded by service
revenue.

Onboard and test
with early adopters.

Revenue:
Costs:

2021

500+ Users

Onboard and test
the first 500 users.

Launch a multi-
channel sales
strategy including
paid advertising,
events and
partnerships.

Revenue:
Costs:

2022

Initial Investment

Secure 250k – 500k,
in order to grow the
team, accelerate
sales and invest in AI
and automation
features.

Revenue:
Costs:

2023

Campaign Automation

Onboard first 5000
users.

Focus on increasing
customer retention
and decreasing
churn.

Revenue:
Costs:

2024

Tender for Sale to a Competitor

Begin proposing the
buy-out of the
business to larger
marketing and CRM
software providers.
Aim to sell in
2025/26.

Revenue:
Costs:

Cashflow Roadmap

	2020	2021	2022	2023	2024	2025
HEADLINES						
COSTS	43,000	102,700	229,000	374,000	515,000	490,000
USERS	100	500	2,000	5,000	10,000	20,000
REVENUE	16,000	80,000	322,000	806,000	1,600,000	3,200,000
P&L	-27,000	-22,700	93,000	432,000	1,085,000	2,710,000
STAFF						
CEO	20,000	20,000	40,000	40,000	50,000	50,000
CTO		20,000	40,000	40,000	50,000	50,000
COO				40,000	40,000	40,000
DEV 1	20,000	30,000	30,000	35,000	35,000	35,000
DEV 2			30,000	35,000	35,000	35,000
DEV 3				25,000	25,000	25,000
DEV 4					25,000	25,000
SALES 1		10,000	25,000	30,000	30,000	30,000
SALES 2				20,000	20,000	20,000
MRKTNG 1		10,000	25,000	25,000	25,000	25,000
MRKTNG 2					20,000	20,000
ADMIN					15,000	15,000
SERVICES						
ACCOUNTING	1,000	1,000	2,000	2,000	2,000	2,000
IT & SOFTWARE		5,000	10,000	20,000	20,000	20,000
OFFICES		1,000	2,000	6,000	8,000	8,000
MARKETING						
ADVERTISING		1,200	12,000	30,000	60,000	40,000
EVENTS		1,000	5,000	10,000	20,000	10,000
CONTENT	2,000	2,000	5,000	10,000	15,000	10,000
SALES						
TRAVEL		1,000	2,000	4,000	10,000	10,000
CRM		500	1,000	2,000	10,000	20,000

Important numbers

Avg. yearly value of an existing customer: **£215**

Avg. yearly value of a new customer: **£161**
(25% reduction in revenue)

Target churn: **5-10%**
*not included in current calculations

Target Revenue for 2025: **£3.2 Million**

Investment

Option A

- £250k
- One of two investors
- 10% equity
- 1x board position

On a sale of £10m:

4x your investment in 5-6 years

Option B

- £500k
- Sole investor
- 25% equity
- 2x board positions

On a sale of £10m

5x your investment in 5-6 years





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