



**Comparison.com**  
the right choice.

# Business Plan

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## Disclaimer

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## Executive Summary

Financial price comparison websites (PCWs) are becoming an integral part of all our lives and have proliferated over recent years and are now seen by many as a tool of consumer empowerment. As financial services become modular, financial service providers need to understand the ever-growing challenges involved by consumers looking to acquire the right financial product that best suits their needs. Savvy consumers are beginning to shift from traditional asymmetries in information gathering and power directly between the supplier and their services. This Business Plan will provide you with an overview and resource as to why we strongly believe Comparison.com is an excellent investment opportunity. We are proud to share with you our vision, our business strategies, and our company's performance outlook.

Comparison.com is a UK aggregate comparison search platform specifically aimed at comparing the best deals from a complex myriad of financial products. The business model will bring financial service providers (sellers) and consumers (buyers) together to simplify financial trading transactions online. The site is free to use for buyers, but charges financial service providers a pre-determined fee which may be a flat rate or percentage based on the service provided.

Comparison.com places emphasis on transparency, and takes a no frills or gimmicks approach to offering the best deals. Comparison.com allows the user to compare credit cards, savings accounts, ISAs, mortgages and more; not just insurance products unlike many of its competitors. Customers will be provided with the best tools, services and products to help make their comparison and save money. With only one user interface, users can simultaneously, instantly extract and compile listings in response to their searches (through meta-search technology) using the filters on each category. Searches can be indexed to create a digital database of responses from user inquiries providing a rich data resource asset.

Comparison.com offers something different: a pleasant, direct buying and comparison experience with 24hr access to support. It will create a purchasing environment that caters to the customer's needs, as well as offering a unique platform providing financial service providers directly as well as offering an on-site meta search functionality.

We estimate an optimistic gross margin over the industry average. Comparison's success will be a result of its robust platform, competitive advantages such as our use of meta-search technology, and the drive and determination of our management team. Our future lies in dominating the marketplace by providing an exemplar focus driven customer service offering to both buyers and sellers. Comparison.com will expand to other high demand markets in the future.

## Objectives

Comparison.com's fundamental objective is to provide a unique, leading aggregated platform that targets markets in the UK.

Our key goals include:



To access a vast customer base.



To surpass the industry average profit margin within three years.



Utilise cutting-edge Meta-search Engine technology to drive traffic.



To secure investment and support from a key industry specialist.



100% customer satisfaction, measured through repeat customers, referrals and surveys.



Provide the best deals on financial products, an affordable diverse suite of online products to garner long-term loyalty.

## About Comparison.com

Comparison.com is a price comparison site and search platform for consumers looking to acquire the best deals on financial products across the UK. This includes, credit cards, savings, ISAs, mortgages, loans, pensions and insurance. The business will offer a search facility allowing customers to search for the products they are looking for using search criteria that determines the best suited product to them. Customers can then make purchases direct on the financial product provider's site.

The site provides a single-source of information on pricing and features across all financial product groups targeted in the UK. The pervasive and ever increasing use of internet in all aspects of everyday life ensures a very broad customer base spanning several demographics. Comparison.com will be an attractive proposition to customers who want to use the platform to help them make comparison on financial products.

The customer journey is designed to be as helpful and as simple as possible, with 24hr customer service, expert content and support. Comparison.com will offer financial product providers access to significant volumes of informed customers who have researched and are ready to select the financial product they want, enabling providers to target their marketing spend. Comparison.com therefore offers a compelling proposition to both consumers and to businesses in the financial products sector.

The key drivers that will be behind sustainable growth for Comparison.com will be scalability, technology, and the development of a no-gimmick brand. Growing in scale will help Comparison.com to work with numerous financial product providers, enabling them to offer users a panoramic view of leading-market deals.

Our meta-search engine technology responds to specific attributes such as keywords, phrases, and description. By tapping into relevant data, it can quickly pinpoint financial products and services and steer users toward relevant inquiry responses according to a hierarchy of relevant listings based on their keywords. Precipitous search portals conduct in-depth probes of thousands of databases, including other price comparison websites, to assess which ones contain relevant information that match their inquiries.

# The Comparison Team

## James Lawton, Founder

James Lawton is the Founder, Owner and MD at digital marketing heavyweight Online Influx, the established Teesside based digital marketing company. This means James has a team of digital marketing experts, graphic designers and SEO specialists at his fingertips. Working alongside Comparison's in-house talent which will develop the Comparison brand, James' team can bring the Comparison brand to life in the digital space.

A background in digital marketing means James knows exactly what the Comparison team needs in terms of talent, and also the expected level of output they should be functioning at. This is vital knowledge and experience to ensure Comparison is developing at the optimal rate.

James is also currently running a PCW in the gambling industry (The Betting Edge) which uses a similar marketing model to Comparison. This website has a similar target demographic and marketing strategy. With a fraction of the marketing budget Comparison will be working with, The Betting Edge has developed a customer base of 100 repeat customers in 4 months.

## Chris Taylor, Founder

Chris Taylor is a successful entrepreneur with a multi-million pound turnover facilities management company that has sites and supplies services across the UK. Chris spotted an opportunity and negotiated the purchase of Comparison.com in 2015 over a number of months knowing that similar multi-million pound companies have been founded and built on key digital assets and branding.

Chris founded the company in 2010 and has steered and lead the company successfully to where it is today and has a track record from the age of 18 in entrepreneurship and enterprise. Chris has a First Class BA (Hons) in Business Management and an MA in Marketing from Durham University.

## Andy McGlade, Director

Andy has been involved in successful businesses both in the UK and Asia. With 20 years of experience within the energy sector, 15 of which within project management, coupled with a degree in business management gained Teesside University, Andy brings a wealth of skills and experience to the team.

After being involved in many Oil & Gas projects and witnessing the downturn in the market, Andy saw an opportunity to develop a software based project delivery system (FNVi) that not only increases efficiency within medium to large scale projects but also enables real time reporting and subsequent cost and time saving decision making. FNVi is now successfully being used across several projects on an international scale.

Andrew's experience in various industries means he understands how to manage a team to extract the maximum output and develop a business from nothing to being highly profitable while managing expenses and cashflow.

## Our Mission

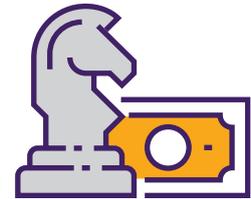
Comparison's mission is "to give consumers the tools and knowledge to make smart and informed decisions that lead to a better financial future". We aim to tip the scales in favour of the consumer, users can access Comparison.com through localised responsive website and app targeting the UK market.



The Company will provide the best online search solution for the financial service providers 'sellers' and consumers 'buyers' it serves.



Our customers will always receive a valuable service that utilises the latest in technological advances, making comparisons easy, transparent and simple.



Investors will benefit from a high yield return, and will have the opportunity to consolidate future growth and prosperity with the company.

## Keys to Success

The key to our success will be to establish a strong client base, so good PR and competitive affiliate fees are integral.

Our main keys to success include:

- A responsive website, with an uncomplicated user experience and journey.
- Establishing a network of contacts with financial service providers, suppliers, and affiliates in order to offer the best possible service to our customers.
- Great customer service, customers can call our 24hr helpline for advice and guidance on the best deals.
- Ensuring customer satisfaction and loyalty by promoting a breadth of Financial products offered at the best rates.
- Our Meta-search Engine technology, which will improve the overall user experience when comparing services online.

## Our Vision

Comparison.com has a clear vision to be the UK's forefront comparison platform attracting thousands of users per month, focused on finding the best deals, saving cash.



### User Interface:

Simple and user friendly to allow customers to instantly compare and receive quotes.



### Efficiency:

Fast and transparent comparison service.



### Diversity:

A broad range of financial products offered.



### Connecting:

We connect consumers with financial service providers across the UK.

## The Problem

Financial services touch our lives in so many ways. The demand for good financial advice and products is enormous and only looks set to grow in the UK. The number of financial products used by the average customer is increasing, and is widely recognised as a modular demand.

Financial services companies are using more third party suppliers to push their products. However, there is an issue with consumer trust in some of these third parties as they fail to meet the needs of consumers looking for unbiased, impartial advice and the best deals for their needs. Consumers often find it difficult to make comparisons and assess the value of financial products and services.

Whilst the UK economy is feeling more buoyant, we know that consumers still feel the pinch, and could be saving hundreds of pounds across different products by changing to a different provider.

Financial service providers, including banks, FinTech's, building societies and insurance companies also face unique marketing challenges. New financial regulations and an ever-changing consumer landscape mean a richer, deeper understanding of the marketplace and customers is crucial – especially if financial institutions are to benefit from emerging opportunities ahead of their competitors. For financial brands this means it is increasingly difficult to connect with customers to provide a positive brand experience.

## The Solution

The rapid development of new financial products has been highly beneficial to consumers. The accelerated use of the internet has developed into a global trading platform, and transformed the way consumers learn about and purchase goods and services, new technology is making it easier for customers to buy from multiple product providers. The advent of online comparison sites over the past decade has given customers a wider choice when buying financial products online (insurance being a prime example).

Comparison.com looks to help consumers by equipping them with the necessary tools to make informed purchasing decisions relating to financial products and information to help them take control of their finances. Comparison.com help their users in a number of ways; the company's meta-search engine technology will provide a plethora of clear choices – not only searching thousands of databases using keywords but by 'comparing the comparisons' – other price comparison websites. Also, through the content and tools on the Comparison.com website and our 24hr support service supporting those channels, by providing technical support - which can make all the difference to a customer's peace of mind.

## Revenue Model

Comparison.com combines content on financial products and services from various sources on its platform using its meta-search engine technology. Financial products are displayed to users based on their keyword search criteria. Comparison.com helps users get the best rates by providing a comparison for several products from thousands of sites. Purchases are made directly with the financial service provider as they are directed to their website.

Comparison.com earns scalable revenues in a variety of ways:



### **Commissions:**

Commissions from financial product providers listed on the Comparison.com website - referral revenue. Revenue is generated when users click on a particular product from the search results.



### **Subscription Fee's:**

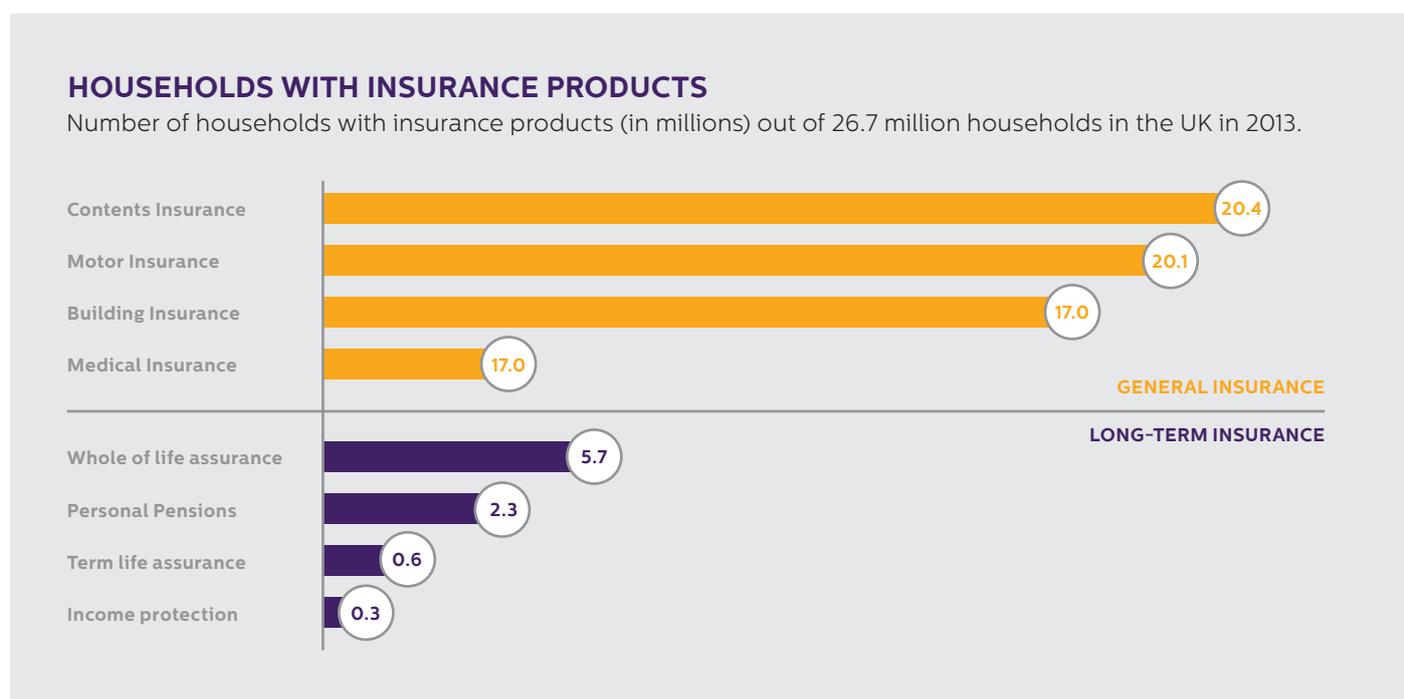
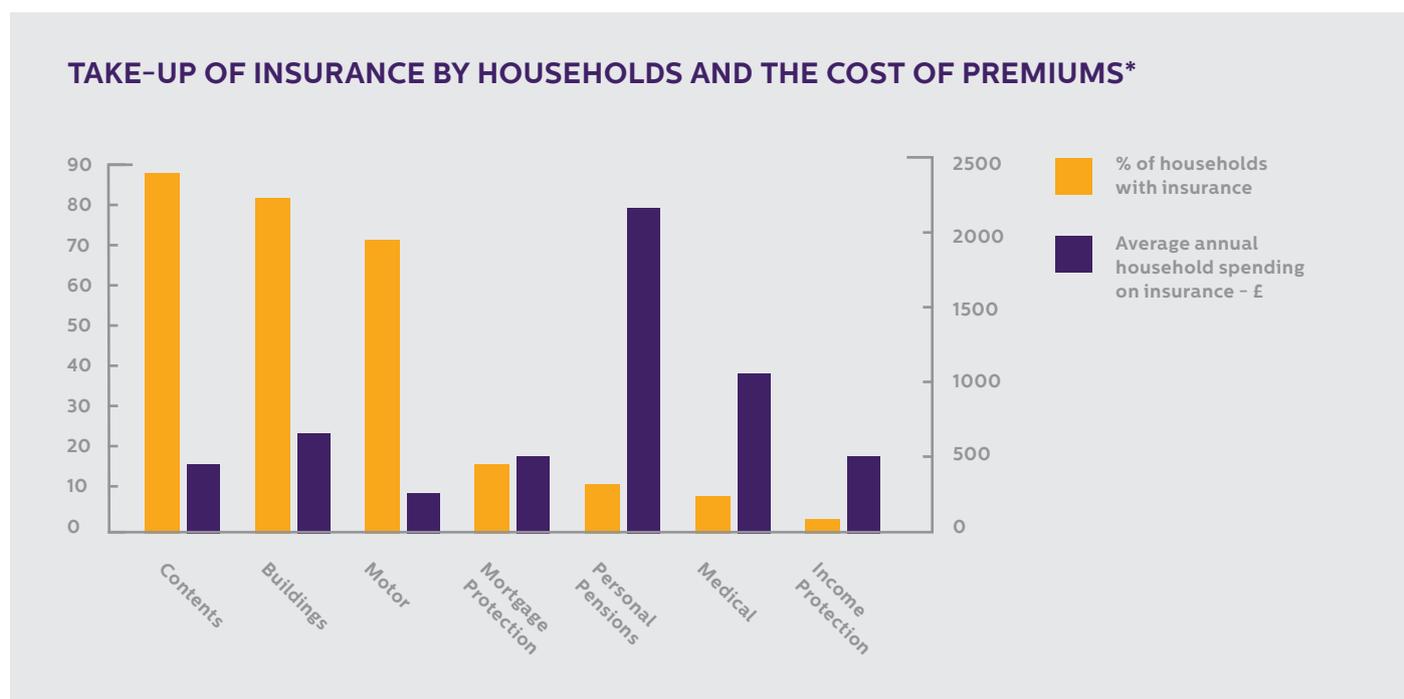
As Comparison.com becomes more established, it will introduce subscription fees - fees paid by financial product providers for services provided on the Comparison.com's site.

We anticipate that in the first year most of our revenue will be generated via CPC, CPL and commissions.

## Market Size

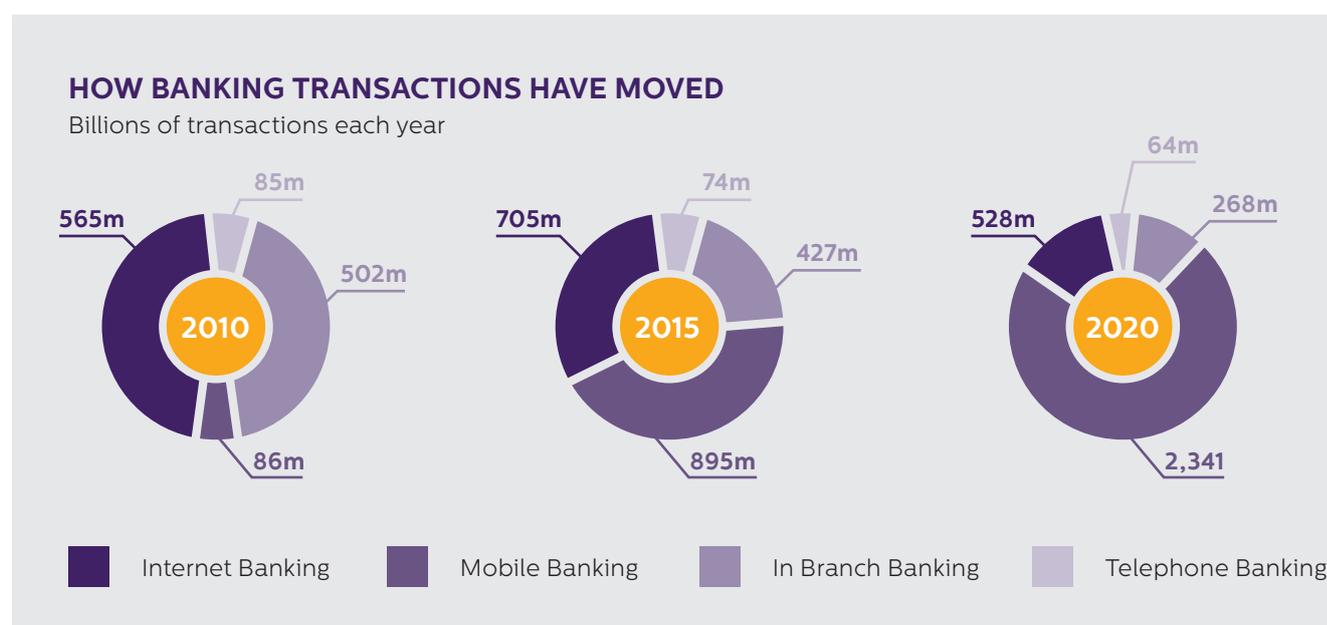
The financial services sector – which includes banking, insurance, savings, pensions, mortgages, credit cards, fund management and securities dealing, is one of the UK’s largest industries. In 2017, the financial services sector contributed £119 billion to the UK economy, 6.5% of total economic output.

The UK insurance industry alone, is the largest in Europe and the third largest in the world. Nine out of ten households in the UK estimated to have at least one insurance product, contributing a total of £29bn to UK GDP in 2015.



The UK financial services sector industry has been subject to many reviews, several of which have raised concerns regarding competition particularly in retail banking. Retail banking is of fundamental importance to consumers and to the UK economy as a whole. There were around 65 million active Personal Current Accounts (PCAs) in the UK as of 2018 and PCAs generate revenues of approximately £10 billion. In the UK 97% of adults have a PCA and 5.6 million PCAs were opened in 2015.

The financial crisis had a lasting and profound impact on the way consumers interact with banks and other financial institutions. Following the financial crisis there has been a rise in the number of financial product suppliers, such as the growth of FinTech companies, and retail banks, M&S, Tesco Bank, Google Pay, Apple Pay and PayPal. Consumers are afforded more choice, with better competitive rates, and are now able to shop around for credit cards, loans, ISAs, mortgages, insurance and can easily switch current accounts with the help of the government backed service midata. As a consequence of the financial crisis, consumer trust in the sector has diminished, and with lack of trust comes lack of loyalty. According to a recent survey, UK consumers are the least loyal to any particular financial institution, only 11% of respondents surveyed were deemed to be loyal holding more than four products with their main bank, compared to 40% of consumers in Spain. 74% of respondents only had one kind of financial product with each of their different banks – which suggests that customers are becoming increasingly selective. As financial products become modular, financial transactions have shifted enormously and are now conducted more online, with more mobile transactions as indicated below.



With consumers spreading their loyalties thin, the financial services industry is facing both opportunities and threats, fighting for market share and baying for consumer’s business.

## Affirmative Actions Outlined by Comparison.com

- ‘Back to basics’ approach – clarity and transparency on all financial products, clearly explained to the customer.
- Innovate around the customer journey and experience – via Meta-search Engine technology.
- Improve customer relationships with better use of search channels.
- 24hr exemplar personal customer care service.

## Competitive Landscape

A small number of established online comparison services currently operate in the UK, GoCompare, Moneysupermarket.com, Comparethemarket.com, Uswitch, Money.co.uk and Confused.com.



### Comparethemarket.com

Geographies:	UK
Year Established:	2006
Turnover:	£507m
Marketing Spend:	£30m

### Confused.com

Geographies:	UK
Year Established:	2002
Turnover:	£125m
Marketing Spend:	£22m

### Uswitch

Geographies:	UK
Year Established:	1998
Turnover:	£107.6m
Marketing Spend:	£8m



### Money Super Market

Geographies:	UK
Year Established:	2007
Turnover:	£248.1m
Marketing Spend:	£28m

### Go Compare

Geographies:	UK
Year Established:	2006
Turnover:	£654.1m
Marketing Spend:	£27m

### Money.co.uk

Geographies:	UK
Year Established:	2000
Turnover:	£23.3m
Marketing Spend:	£3.65m

## Competitive Advantage / USP

Although there are approximately 45 PCW's offering financial products and services all with various USP's, none have put together this combination, which will enable us to stand out from the rest:

- Comparison.com competitive advantage stems from a combination of meta-search technology and market focus. Providing UK consumers with the information they need to make an informed decision to compare, switch and buy financial products. This technology is market disruptive and there is nothing else like this being used by any other PCW offering financial products and services. This technology will allow the user to search multiple comparison sites bringing the results back to one place. This allowing the user to choose the most competitive offering for their search from Comparison.com
- Comparison.com will address the already present need for a more sophisticated and increasingly bundled comparison service. In contrast with current competition, Comparison.com focuses on quality of service first, simplicity and transparency with no gimmicks. Greater emphasis on quality sets the business apart from its competition.
- Our Marketing Strategy will effectively and efficiently use its budget to maximise return and closing the gap on existing competitors whose marketing budget is not used as effectively. The target demographic is similar to that of another PCW the Comparison management team have recently brought to market. This strategy has yielded positive results initially and is picking up traction with each passing month.
- Our free app gives users easy and quick access to the Comparison.com product. App users should be more likely to become repeat users and have higher frequency using the Comparison.com tool than website users, creating an advantage over website-only competitors.
- 24hr Technical Support Line helping convert the maximum amount of website traffic to sales/ enquiries.
- We will offer a soft credit check to enable users to find if they will be accepted for credit. This will be a feature we will push to drive traffic.
- Having comparison.com and comparison.co.uk means the team have been able to develop a strong brand identity.

## Customer Profile

The availability of multiple financial products and the highly competitive PCW landscape enables consumers to compare, switch and buy an array of products from different providers easily and motivates them to continuously search for better quality and price. This allows Comparison.com to position itself as an integrated service portal rather than just a niche comparison site.

### UK Consumer Landscape – Customer Profile

- Household decision makers
- 16-24-year-old UK young adults, who are likely to spend 11-20 hours online a week
- Gen X'ers and Baby Boomers: less likely to spend as long online, but nine in ten will shop around for better financial deals
- Within the ABC1 Social Grade (i.e. middle class)
- People of all ages, living in the UK that are looking for loans, PCAs, insurance,
- ISAs, mortgages, pensions and credit cards

## Customer Journey

Comparison.com aims to develop a predictive customer journey model, as a data-driven model, that clearly shows how customers behave, revealing buying patterns and trends. This enhances the customer experience by making transactions more intuitive.

### Customers (Users)

Comparison.com will provide users with a free, easy to use, online service so they can compare on our platform as a single resource, a wide range of financial products, and make an informed choice when taking out the product most suited to their needs. With a few simple clicks, customers can save money on a selection of financial products. The Comparison.com platform will enable customers to compare products by price, product features, reviews and service. In addition, we help and support our customers through our dedicated 24hr customer service, offering expert advice. We ensure that our users can access our services wherever they are by using a mobile responsive website.

### Providers

Comparison.com offers financial product providers access to large volumes of informed consumers who, having researched and compared what is on offer in the market, are actively looking for a financial product. This means we are able to offer product providers a highly targeted, scalable, efficient and success-based marketing solution.

# Sales & Marketing Strategy

## Sales Strategy

The main purpose of Comparison.com sales activities is two-fold – to sell to various financial service providers in the UK, and to drive consumer traffic to its website, which in-turn will drive conversions (sales), spread its name and build its reputation. Sales revenues are generated and maintained through different agreements with financial providers based on CPC, CPL, commissions and subscriptions at varying levels dependent on the partner. Typically, transaction volume and conversion rates can be anywhere between 0.5-35% revenue share.

Total income projections table are outlined below.

In (£)	Year 1	Year 2	Year 3
PCW Sales	£126,450	£723,559	£1,952,878
Employment	4	5	6

## Marketing Strategy

Comparison.com will undertake a strategic marketing campaign leveraging digital platforms such as social media and search engines, as well as both digital and traditional press and media where it is deemed to offer the optimal ROI. Comparison.com will aim to execute a more cost efficient strategy than current industry leaders who are spending large sums on less cost effective marketing methods such as TV advertising.

### Marketing Goals:

- Raise awareness of Comparison's website and free app.
- 24hr Call Centre & Technical Support Line for users.
- Grow a following across social media platforms.
- Collect customer feedback for publicity and to inform development of the Comparison.com product.
- Attend trade shows and exhibitions.

## Route to Market

Comparison.com intends to develop its core business, platform and the services it offers to perfection en route to the UK market. Comparison.com will work hard at cultivating its relationships with those who cut the checks, i.e. the financial service providers. In addition, Comparison.com will take the reins on some aspects of the pre and post-purchase of their financial products by offering 24-hour user support.

An online demand generated platform that is customer driven, and customer focused where Comparison.com is seen as the preferred partner of financial service providers.

### Brand Strength

By focusing on putting the users' needs first and being completely transparent with the user Comparison will build a loyal user base which trust the Comparison brand. Transparency and authenticity is becoming increasingly rare in a world of data misuse and leveraging "social issues" as marketing gimmicks which leaves room for companies such as Comparison.com to stand out by taking a sincere interest in helping their users.

### Promotion of its Free App

The Comparison.com app is a core offering from Comparison.com and the promotion of it will be key to bringing the company into the market. The promotion of the app will focus, largely, on the ScoreReport feature which will allow users to check their credit score, and make smart financial plans without affecting their credit score.

### Product Focus

Comparison.com will focus on comparing products where they can provide value. As Comparison.com aggregates online offerings for financial products they will not offer products such as life insurance, for example, which are better bought in person than online. This level of integrity will increase trust in Comparison.com and in the products they do compare including credit cards, loans, bank accounts and insurance products such as travel, pet and house insurance.

### Sales & Marketing Channels

One of the keys to bringing Comparison.com to the market is the marketing strategy. The marketing strategy for Comparison.com will be a key differentiator between Comparison.com and competitors as they aim to optimise their marketing spend to close the gap between them and existing companies currently spending money on less ROI positive marketing methods.

### 24hr Technical Support

To maximise user retention and avoid people exiting the website without accessing/using its tools they will offer technical support to help users that may be having difficulties navigating or using the website and/or app. This will be in addition to optimising the website and app for user experience.

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## Investment Required

Investors will benefit from a high yield return realised within 3 years, and will have the opportunity to consolidate future growth and prosperity with the company. Comparison.com is seeking initial investment of £480,000. This investment will cover the pre-launch and post-launch expenditure and acquisition of important assets that will enable the success of Comparison.com. The company has already invested over £60,000 in start-up costs, development, market research and planning.

In return for the £480,000 investment, Comparison.com is offering 25% equity in the enterprise. This offer should be considered as a short to medium term investment with medium risk coupled with rapid return on investment and increase in equity valuation.

## Financials

### Key Assumptions include:

- Projected financials for UK sales
- PCW sales projections are based on obtaining up to 1% market share.
- Number of employees projected for each year and their intended salaries.
- Projected investment in equipment
- Projected R&D costs
- Depreciation allowed for equipment
- Expected rent and rates charges
- Expense rates calculations
- Projected marketing costs
- Organic growth of traffic to websites expected
- Corporation tax of 18%
- VAT in UK of 20%

## Financial Summary

	Year 1	Year 2	Year 3
Pbit % of Sales	-308.6%	14.6%	59.9%
Sales Growth	N/A	472.2%	169.9%
Working Capital	63,488	238,698	921,977
Marketing Spend (P&L)	51,000	81,000	156,000

Forecasted Sales	Year 1	Year 2	Year 3
Cost Per Click	28,924	140,792	306,376
Cost Per Action	91,504	548,312	1,553,508
Other API Commissions	6,021	34,455	92,994
<b>Total Sales</b>	<b>126,450</b>	<b>723,559</b>	<b>1,952,878</b>

Total Cost	Year 1	Year 2	Year 3
Cost of Sales	173,244	121,140	121,140
Admin / Marketing Cost	134,750	229,000	348,000
Other Expenses	208,714	267,771	313,937
<b>Total</b>	<b>516,708</b>	<b>617,911</b>	<b>783,077</b>

Total Profit Forecast	Year 1	Year 2	Year 3
Total Sales	126,450	723,559	1,952,878
Total Cost	516,708	617,911	783,077
<b>Profit Before Int &amp; Tax (Pbit)</b>	<b>(390,259)</b>	<b>105,648</b>	<b>1,169,801</b>

## Startup Assets & Funding

Fixed Assets	Amount
	£ -
<b>Total Startup Assets</b>	<b>£ -</b>

Pre-Commencement Expenditure	Amount
Domain name, Comparison.co.uk	£7,000
Venture Management Services	£21,600
Professional fees, setup	£1,000
Email	£324
Market Research	£3,600
Pitch Deck	£3,000
Phone	£648
Logo, design and development	£3,500
Business plan	£1,500
Design work, business plan + investor plan	£2,000
Project management	£ -
Website, basic working and functioning with feeds	£6,000
Search Engine Optimisation	£3,000
Paid advertising	£ -
AdSense placing	£ -
Content	£5,000
Social Media	£2,500
Advisors and consultants, reviews	£900
Advetitising and promotion	£ -
Networking	£2,000
<b>Total Startup Assets</b>	<b>£63,572</b>
<b>Total Assets &amp; Expenditure</b>	<b>£63,572</b>

<b>Loan Investment</b>	<b>£ -</b>
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Equity Investment	Amount
Chris Taylor	£31,786
James Lawton & Andrew McGlade	£31,786
<b>Total Equity Investment</b>	<b>£63,572</b>

<b>Surplus Cash (Investment less Assets &amp; Expense)</b>	<b>£ -</b>
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## Input Summary

No. of users using PCW in the UK	0.50%	10,563,958	11,215,520	11,907,269
No. of users using Financial Products in the UK	35.00%	3,697,385	3,925,432	4,167,544
Number of users visited monthly		0.40%	1.00%	3.00%

<b>Sales</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Customers		82,640	402,263	875,360
Cost Per Click	£0.35	£28,924	£140,792	£306,376
Conversion from CPC to CPA		6.50%	8.00%	11.00%
Cost Per Action	£18.00	£91,504	£548,312	£1,553,508
Other API Commissions	5%	£6,021	£34,455	£92,994

<b>Cost of Sales</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Renewal of Domains and IP		£179,244	£127,140	£127,140
Upgradation of Software		£24,000	£24,000	£24,000
Maintenance of Website		£18,000	£18,000	£18,000

<b>Marketing &amp; Promotional Cost</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Paid Advertising		£75,000	£136,000	£180,000
Search Optimisation		£6,000	£6,000	£12,000
Airtime		£30,000	£60,000	£120,000
Publicity		£15,000	£15,000	£24,000
Design		£8,750	£12,000	£12,000

<b>Other Expenses</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Salaries (Director & Management)		£ -	£ -	£ -
Salaries (Office & Admin)		£143,000	£172,999.92	£186,000
Rent		£6,600	£6,600	£6,600
Insurances		£7,200	£7,200	£7,200
Consultancy Fees		£24,000	£49,800	£75,000
Recruitment Consultant		£22,500	£37,500	£49,980
Accountant		£1,800	£3,600	£5,400
Internet & Telephone Costs		£4,800	£4,800	£4,800
Print, Post & Stationery		£1,200	£1,200	£1,200
Sundry Expenses		£2,400	£2,400	£2,400

<b>Interest Expenses</b>		<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Interest Expense		-	-	-

## Profit & Loss Forecast

<b>Sales</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Commission	£126,450	£723,559	£1,952,878
<b>Cost of Sales</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Renewal of Domains and IP	(179,244)	(127,140)	(127,140)
Upgrade of Software	24,000	24,000	24,000
Maintenance of website	(18,000)	(18,000)	(18,000)
<b>Total Cost of Sales</b>	<b>(173,244)</b>	<b>(121,140)</b>	<b>(121,140)</b>
<b>Gross Profit</b>	<b>-£46,794</b>	<b>£602,419</b>	<b>£1,831,738</b>
<b>Marketing &amp; Promotional Cost</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Design	(8,750)	(12,000)	(12,000)
Paid Advertising	(75,000)	(136,000)	(180,000)
Search Engine Optimisation	(6,000)	(6,000)	(12,000)
Airtime	(30,000)	(60,000)	(120,000)
Publicity	(15,000)	(15,000)	(24,000)
<b>Total Creative &amp; Marketing Cost</b>	<b>(134,750)</b>	<b>(229,000)</b>	<b>(348,000)</b>
<b>Other Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Salaries (Staff)	-	-	-
Salaries (Directors)	(143,000)	(173,000)	(186,000)
Rent	(6,600)	(6,600)	(6,600)
Insurances	(7,200)	(7,200)	(7,200)
Consultancy Fees	(24,000)	(49,800)	(75,000)
Accountant	(1,800)	(3,600)	(5,400)
Internet & Telephone Costs	(4,800)	(4,800)	(4,800)
Print, Post, Stationery	(1,200)	(1,200)	(1,200)
Sundry Expenses	(2,400)	(2,400)	(2,400)
Depreciation & Amortization	(17,714)	(19,172)	(25,337)
<b>Total Other Expenses</b>	<b>(208,714)</b>	<b>(267,771)</b>	<b>(313,937)</b>
<b>Profit Before Interest &amp; Tax</b>	<b>-£390,259</b>	<b>£105,648</b>	<b>£1,169,801</b>
Interest Expense	-	-	-
<b>Profit Before Tax</b>	<b>-£390,259</b>	<b>£105,648</b>	<b>£1,169,801</b>
VAT @ 20%	(25,290)	(144,712)	(390,576)
Tax @ 18 %	70,247	(19,017)	(210,564)
<b>Net Profit / (Net Losses)</b>	<b>-£345,302</b>	<b>-£58,081</b>	<b>£568,661</b>

## Cash-Flow Forecast

Cash Inflow	Year 1	Year 2	Year 3
Profit before interest	-£390,259	£105,648	£1,169,801
Add: Depreciation	£17,714	£19,172	£25,337
Crowd Funding Round 1	£480,000	£-	£-
Crowd Funding Round 2	£-	£120,000	£-
Loan Received	£-	£-	£-
Sale of Assets	£-	£-	£-
<b>Total Cash Inflow</b>	<b>£107,456</b>	<b>£244,819</b>	<b>£1,195,138</b>

Cash Outflow in operating activities	Year 1	Year 2	Year 3
VAT Payment	(18,967)	(114,856)	(329,110)
Tax Payment	-	70,247	(19,017)
<b>Total Cash Outflow</b>	<b>(18,967)</b>	<b>(44,610)</b>	<b>(348,126)</b>

Cash outflow in investing activities	Year 1	Year 2	Year 3
Dividends 20%	-	-	(113,732)
Loan repayment	-	-	-
App Updates features	(25,000)	(25,000)	(50,000)
Purchase of new Assets	-	-	-
<b>Total outflow from Invoice Activities</b>	<b>(25,000)</b>	<b>(25,000)</b>	<b>(163,732)</b>

<b>Total Inflow / (Outflow) of cash during year</b>	<b>£63,488</b>	<b>£175,210</b>	<b>£683,279</b>
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<b>Opening Cash balance</b>	<b>£-</b>	<b>£63,488</b>	<b>£238,698</b>
<b>Closing Cash balance</b>	<b>£63,488</b>	<b>£238,698</b>	<b>£921,977</b>

## Balance Sheet

<b>Assets</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Non-Current Assets:			
Tangible Assets	£-	£-	£-
Accumulated Depreciation:	-	-	-
Net book value of tangible fixed assets	£-	£-	£-
Pre-start expense & Intangible Assets	£88,572	£95,858	£126,686
Amortization	(17,714)	(19,172)	(25,337)
Net book value of Intangible Assets	£70,858	£76,686	£101,349
Total Non-Current Assets	£70,858	£76,686	£101,349
Current Assets:			
Cash	£63,488	£238,698	£921,977
Total Current Assets	£63,488	£238,698	£921,977
<b>Total Assets</b>	<b>£134,346</b>	<b>£315,384</b>	<b>£1,023,326</b>

<b>Liabilities</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Current Liabilities			
VAT Liability	£6,322	£36,178	£97,644
Corporation Tax	-£70,247	£19,017	£210,564
Total Current Liabilities	-£63,924	£55,195	£308,208
Long-Term Liabilities	£ -	£ -	£ -
<b>Total Liabilities</b>	<b>-£63,924</b>	<b>£55,195</b>	<b>£308,208</b>

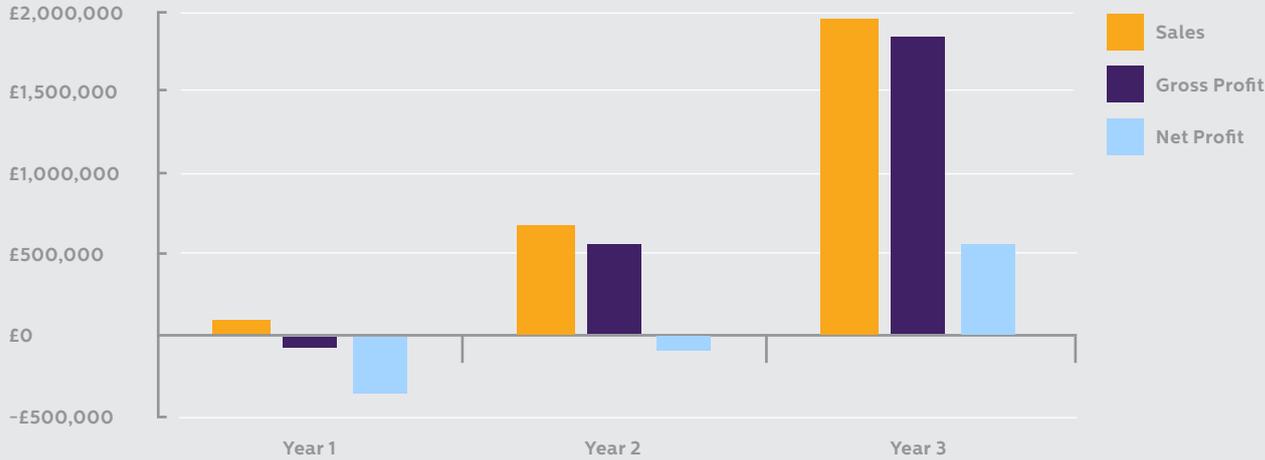
<b>Capital And Reserves</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Share Capital	£543,572	£663,572	£663,572
Accumulated net profits / (losses)	-£345,302	-£403,383	£165,278
Less dividends:	-	-	(113,732)
<b>Total Equity</b>	<b>£198,270</b>	<b>£260,189</b>	<b>£715,118</b>

## Break Even Analysis

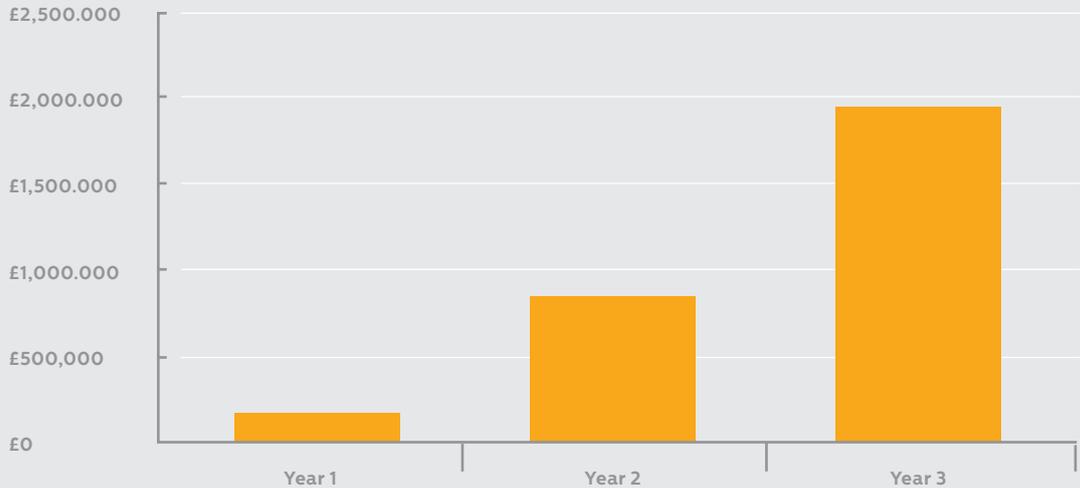
	Year 1	Year 2	Year 3
Sales	£126,450	£723,559	£1,952,878
Variable Cost	-£197,244	-£145,140	-£145,140
Contribution	-£70,794	£578,419	£1,807,738
Contribution Margin	-56%	80%	93%
Fixed Cost	£208,714	£267,771	£313,937
<b>Break-Even in Sales</b>	<b>-£372,796</b>	<b>£334,962</b>	<b>£339,143</b>

# Graphs

## Financial Highlights

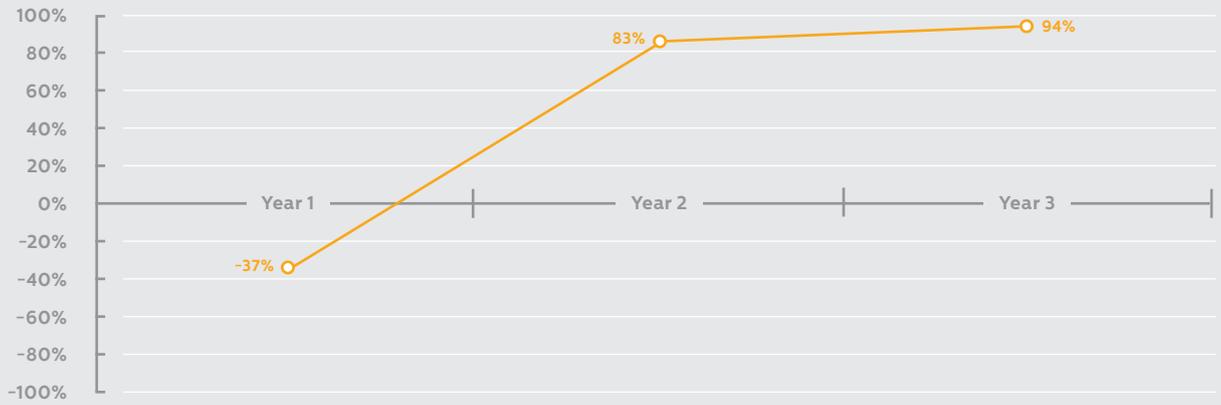


## Sales



## Graphs (cont.)

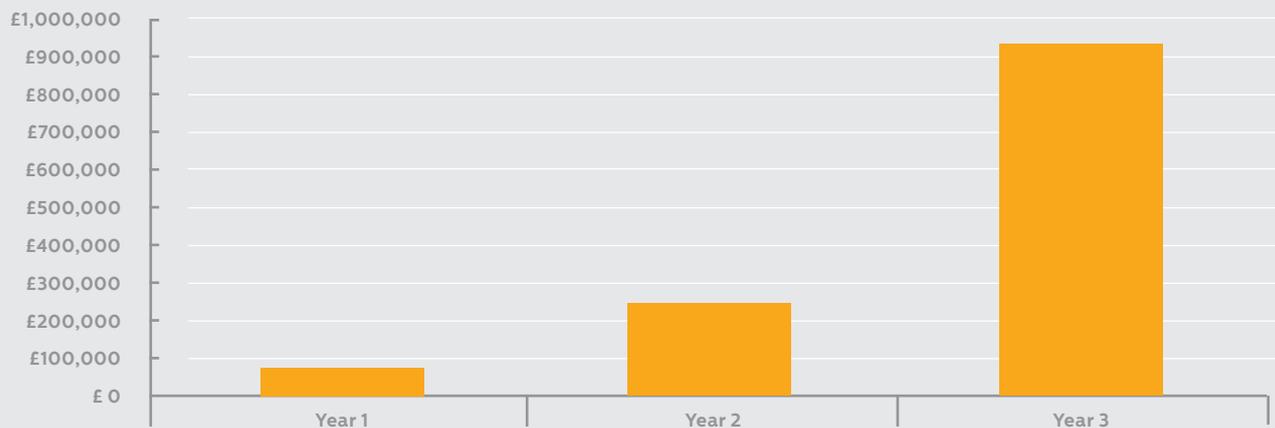
### Gross Profit Margin



### Break Even Analysis



### Closing Cash Balance



## Company Profile

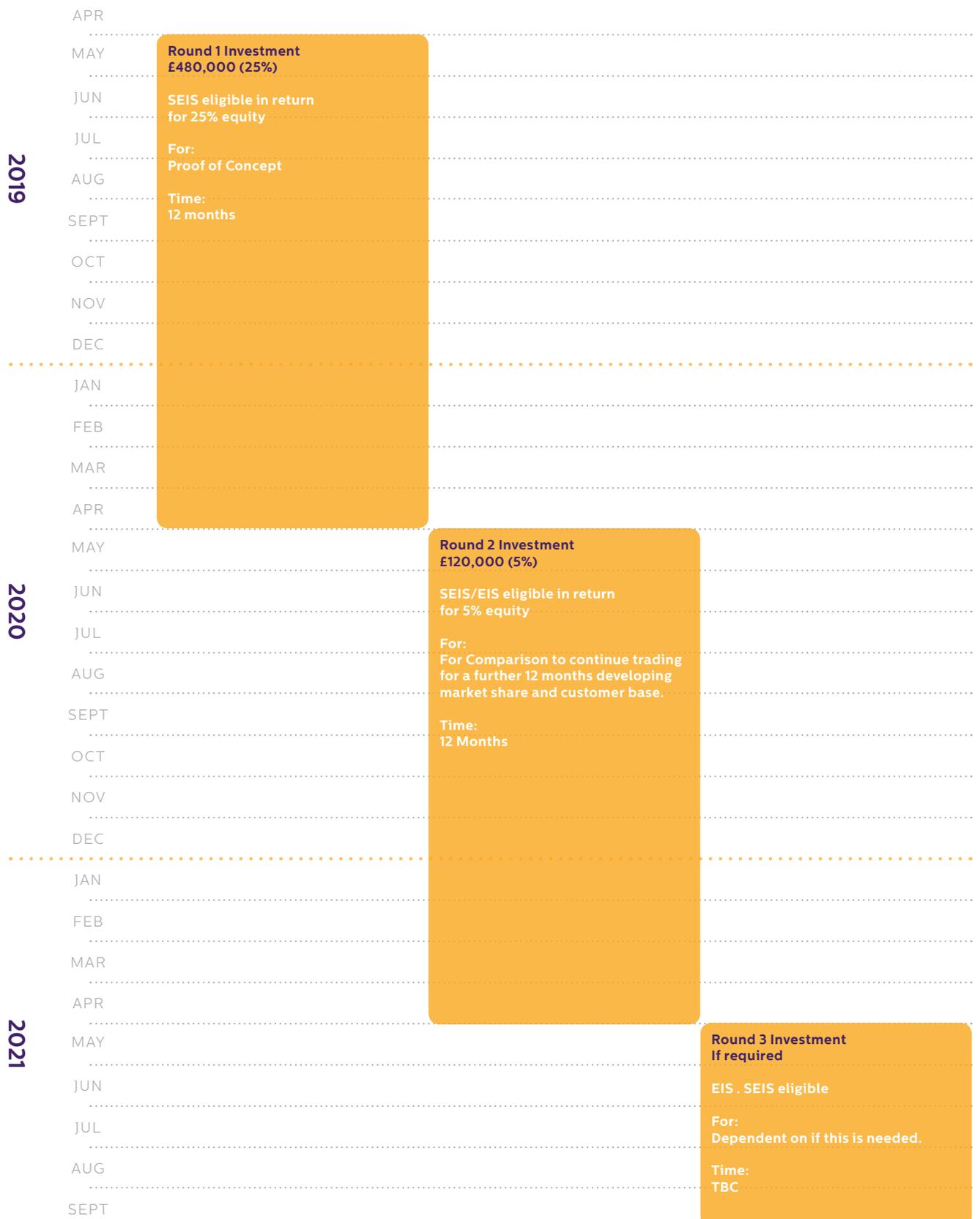
Comparison.com is spearheaded by Christopher Taylor, Entrepreneur and Company Director with over 10 years experience as a company Director, having started his first enterprise at the tender age of 18 ranging from new start-ups to established organisations.

Chris has achieved numerous accolades, holding an MA (First -Class Hons) in Marketing from Durham University, presented with the Professor Leni Oglesby Award at The University of Teesside in recognition of his academic excellence. He won the Chartered Institute Prize in 2009 for finishing top in his BA (Hons), Business Management class.

Commercially astute, Chris brings a wealth of experience in driving Comparison.com forward. Chris is committed and passionate about empowering individuals and organisations to do and achieve more, through the delivery of innovative solutions. Chris's success can be attributed to his vision of unearthing possibilities and opportunities wherever they might occur, understanding market needs and trends, knowing how to enter the market, and building a trusted quality brand.

<b>Company:</b>	<b>Comparison Corporation Ltd.</b>
<b>Company Type:</b>	Private Ltd Company
<b>Registered Address:</b>	Plenary House, Queens Square, Middlesbrough, TS2 1PA
<b>Website:</b>	www.comparison.com
<b>Accountants:</b>	Anderson Barrowcliff
<b>Legal Requirements:</b>	Does not need to be FCA regulated Data Protection Register

# Development Timeline



## Exit Strategy

Future exit strategy for investors include share sales to the Company or external parties, or listing on the stock exchange to attract broader sources of funding and provide an exit for investors' shareholdings. From our analysis on comparable sales of uSwitch to Zoopla for GBP 160 million plus a performance based earn-out of GBP 30 million in 2015, we are positive on future strategic sales outlook. Alternatively, there is also potential for acquisition by a UK property portal seeking to add value to their existing online offer or a large PCW / telecoms company looking to add to their portfolio. After its fifth successful operational year (or possibly before), and when Comparison.com brand is at its peak, the company owners will be open to the possibility to strategically exit through IPO or acquisition.

IPOs are very buoyant in this sector, in 2016 BGL Group who own comparethemarket.com announced its flotation on the LSE estimated to raise GBP 2 billion.

Companies are competing to become dominant brands in rapidly emerging markets such as PCWs and branch into new successful vertical markets with a high customer following.

The executive board at that time will consider a partial, majority or total buyout from a third-party company who has an existing presence in the marketplace or wishes to consolidate its market positioning through expansion into the services arena, for some significant earnings multiple.

## Appendix

- A. Comparison.com 3 Year Financial Projections  
*[Available on request.]*
- B. Comparison.com Competitor Analysis  
*[Available on request.]*
- C. Executive Management Team – Christopher Taylor C.V.  
*[Available on request.]*

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