Haem.io

Financial Projections & Cash Flow Analysis

Detailed 5-year financial roadmap with quarterly cash flow breakdowns

Executive Summary

SEED INVESTMENT	AVG. MONTHLY BURN	FIRST REVENUE	BREAK-EVEN
£750,000	**£42k**	**Q1 2028**	**Q4 2028**
18-month runway	Variable by phase	After Q4 2027 contracts	Year 3

Understanding Our Revenue Timeline

We anticipate closing first sales contracts in **Q4 2027** (Year 2). However, following standard SaaS accounting practices, revenue is recognized upon service delivery. With typical NHS procurement and onboarding cycles (3-6 months), revenue recognition begins in **Q1 2028** (Year 3). This is why Year 2 shows contracts signed but £0 revenue — it's an accounting timing difference, not a lack of sales activity.

Ancillary Revenue Streams: While the main diagnostic platform completes regulatory approval, we are generating revenue through ancillary services: (1) Outsourced diagnostic desk service (£1,000-£1,500 per case), (2) Treatment response tool (POC with The Christie), and (3) Treatment options calculator (POC with Royal Devon). These tools provide faster time-to-revenue and revenue diversification starting Q3 2027.

Year 1 (2026): Foundation & Validation

Q1 2026

- Founder salaries begin
- Compliance Officer hiring
- Regulatory strategy finalization
- Monthly Burn: **£50k** | Quarterly Spend: **£150k** | Cash Balance: **£600k**

Q2 2026

- Clinical Validation Lead onboarded
- Team complete (4 founders + 2 hires)
- UKCA prep & documentation begins
- Monthly Burn: **£50k** | Quarterly Spend: **£150k** | Cash Balance: **£450k**

Q3 2026

- NHS pilot studies launch
- UKCA certification process starts
- Technical documentation complete
- Monthly Burn: **£40k** | Quarterly Spend: **£120k** | Cash Balance: **£330k**

Q4 2026

- UKCA submission to notified body
- Pilot studies data collection
- Initial clinical validation results
- Monthly Burn: **£40k** | Quarterly Spend: **£120k** | Cash Balance: **£210k**

Year 1 Total: Revenue: £0 | Spend: **£540k** | Net: **-£540k** | Remaining Runway: 6 months

Year 2 (2027): Certification & First Sales

Q1 2027

- UKCA certification in progress
- Pilot studies wrap-up
- Clinical validation reports
- Monthly Burn: **£35k** | Quarterly Spend: **£105k** | Cash Balance: **£105k**

Q2 2027

- **UKCA certification received**
- **Series A fundraising begins (£2M-£3M)**
- Commercial launch preparation
- Monthly Burn: **£35k** | Cash Balance reaches £0 → Series A closes

Q3 2027

- Sales activities begin for main diagnostic platform
- NHS trust demos & presentations
- Contract negotiations start
- **Ancillary revenue streams launch:** Outsourced diagnostic desk service begins (target: 10-20 cases/month), Treatment response tool POC completion with The Christie
- Contracts Signed: 0 | Revenue: £0

Q4 2027

- **First contracts signed: 2-3 NHS trusts**
- Implementation planning begins
- Contract Value: £150k-£200k
- **Treatment options calculator POC completion with Royal Devon**
- Ancillary revenue streams: Diagnostic desk scaling, treatment tools in final POC phase
- Revenue Recognized: £0 (Revenue starts Q1 2028)

Year 2 Total: Contracts Signed: £150k-£200k | Revenue Recognized: £0 | Spend: **£300k** | Net: **-£300k**

Year 3 (2028): Revenue & Growth

Quarter	Key Milestones	Revenue	Costs	Net
Q1 2028	First revenue recognized, initial 2-3 trusts go live, 3 new contracts signed	£0	**£150k**	**-£150k**
Q2 2028	10 NHS trusts onboarded, 2 private hospitals signed, revenue ramp accelerates	**£175k**	**£160k**	**+£15k**
Q3 2028	Additional trusts onboarding, positive cash flow achieved	**£250k**	**£170k**	**+£80k**
Q4 2028	Break-even achieved, 12 NHS + 2 private active, international expansion prep	**£275k**	**£180k**	**+£95k**

Year 3 Total: Revenue: **£700k** | Costs: **£660k** | Net Profit: **+£40k** | Customers: 10 NHS + 2 private

Year 4 (2029): Scale & International Expansion

Key Milestones

- **Q1:** 15 NHS trusts operational
- **Q2:** Middle East expansion begins (UAE, Saudi Arabia)
- **Q3:** 3 diagnostic labs signed (high-volume contracts)
- **Q4:** Team expansion to 12 employees

Annual Revenue:	**£2.4M**
Operating Costs:	**£1.2M**
Net Profit:	**+£1.2M**
Customers:	15 NHS + 3 Middle East + 3 labs

Year 5 (2030): Market Leadership

Key Milestones

- **Q1-Q2:** Malaysia & GCC expansion
- **Q2:** 20 NHS trusts + national framework agreement
- **Q3:** Additional blood cancer types (MDS, lymphoma)
- **Q4:** Series B fundraising for pan-cancer expansion

Annual Revenue:	**£5.6M**
Operating Costs:	**£2.4M**
Net Profit:	**+£3.2M**
Customers:	20+ NHS + international

5-Year Financial Summary

Year	Period	Customers	Contracts Signed	Revenue	Costs	Net P/L
Year 1	2026	Pilots & validation	—	£0	**£540k**	**-£540k**
Year 2	2027	UKCA approval, first sales	**Q4: 2-3 trusts**	£0	**£300k**	**-£300k**
Year 3	2028	10 NHS + 2 UK private	10 additional	**£700k**	**£660k**	**+£40k**
Year 4	2029	15 NHS + Middle East + 3 labs	18 total active	**£2.4M**	**£1.2M**	**+ £1.2M**
Year 5	2030	20 NHS + Malaysia + GCC	25+ total active	**£5.6M**	**£2.4M**	**+ £3.2M**

Key Assumptions & Notes

Seed Runway (18 months)

- £750k total investment
- Variable burn: £50k → £40k → £35k monthly
- Covers team, regulatory, pilots, operations
- Series A required by Q2 2027

Revenue Recognition

- Contracts signed Q4 2027
- Revenue recognized upon service delivery (Q1 2028+)
- NHS payment terms: 30-60 days
- Annual subscription model

Series A Fundraising

- Target: £2M-£3M in Q2-Q3 2027
- Funds growth, sales team, international expansion
- Post-UKCA, with pilot validations complete
- Valuation: £8M-£12M pre-money

Pricing Strategy

- NHS Trusts: £50k-£100k/year
- Private Hospitals: £75k-£150k/year
- Diagnostic Labs: £100k-£200k/year
- Based on case volume & complexity

Ancillary Revenue Streams

While our core platform (main diagnostic tool) drives primary revenue, we are actively developing additional revenue streams through specialized tools and services:

- **Outsourced Diagnostic Desk:** Premium diagnostic service for smaller NHS trusts and private hospitals. £1,000-£1,500 per case with 48-hour turnaround (vs. weeks at traditional centers). Target: 10-20 cases/month initially, scaling to £120k-£360k/year.
- **Treatment Response Tool:** Currently building POC for The Christie NHS Foundation Trust. Post-POC, this specialized tool will be licensed to NHS trusts for monitoring treatment efficacy. Expected launch: Q3-Q4 2027.

- **Treatment Options Calculator:** POC development for Royal Devon & Exeter NHS Trust. This decision-support tool helps clinicians evaluate treatment pathways. Expected launch: Q4 2027-Q1 2028.

These ancillary revenue streams provide diversification and faster time-to-revenue while the main platform completes regulatory approval. Revenue from these tools is included in our projections from Q3 2027 onwards.

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These projections are based on current market conditions, regulatory timelines, and conservative customer acquisition estimates. Actual results may vary. Built on WHO & ICC global standards — ready to scale worldwide.