

ADVUMAN

Confidence from weak signals

Early warning intelligence for SMEs in volatile trade lanes

The Real Problem

The bottleneck isn't information scarcity.
It's decision confidence.

What SMEs Experience

Surprise costs from enforcement tightening, documentation friction, port congestion, FX shocks. Margins compressed without warning.

The Hesitation Problem

SMEs often sense trouble early but can't act. Signals are informal ("broker says it feels stricter"), incomplete ("delays but no notice"), hard to justify to partners or finance.

Why Existing Solutions Fail

Forwarders are reactive. Market intel platforms are too broad and enterprise-focused. Consultants are slow and expensive. None specialize in structured confidence from weak signals.

What Advuman Is

A confidence scaffolding system that converts fragmented signals into structured awareness through baseline deviation + cluster detection

RPI

Regulatory Pressure Index

LSI

Logistics Stress Index

CPI

Cost Pressure Index

NON-NEGOTIABLE BOUNDARIES

Not geopolitical commentary Not AI forecasts Not consultancy Not recommendations Not raw data dumps

What Clients Get

1

Weekly Lane Brief (2 pages max)

Lane State (Stable/Watch/Active) • What changed (facts + source) • Why it may matter (precedent-based) • What didn't change (trust-builder) • Watchlist

2

Early Warning Alerts (rare, threshold-based)

Change detected • Confidence level • Impact pathway (Cost/Time/Compliance/Availability) • Implication layer (not advice) • What to watch next

3

Monthly Operator Review (optional, async)

What clusters repeated • What proved false • What the operator saw on the ground

Implications, not recommendations • Precedent-based • Confidence-scored • Restrained

Target Customer

IDEAL CUSTOMER PROFILE

- ✓ Trade cross-border regularly (monthly shipments or recurring POs)
- ✓ Operate in volatile lanes (enforcement drift, FX exposure, port variability)
- ✓ Thin margins (cannot absorb surprise costs)
- ✓ No internal risk team

LANE-BASED SUBSCRIPTIONS (INITIAL)

UK ↔ India

Textiles pilot (already structured)

UK ↔ Nigeria

Electronics, consumer goods

UK ↔ China

Selected import categories

Not targeting: Multinationals with risk teams • Compliance-heavy regulated giants • Free consulting seekers

Business Model

Hard constraint: ≤ £150/month subscription ceiling

This forces discipline. Cheap enough to trial, serious enough to matter, below dedicated staff cost.

WATCH

£79/mo

Per lane • Weekly lane state + brief • No alerts

ACTIVE

£150/mo

Per lane • Brief + alerts + implications layer

Unit Economics Goal

To make £150/month viable long-term, delivery time must drop to ≤20 mins/week/client through automation + shared lane baselines.

£1,800

Annual value per Active client

Operations Reality

At £150/month, your bottleneck is time

40-50

minutes per client per week (early stage)

20-30min monitoring • 15min tailoring • 5min admin

12-15

client capacity at 10 hours/week

Before quality drops. Then you must automate.

What Tech Must Build (Phase 1)

Event collectors (not raw scrapers) • Structured event outputs • Weekly roll-up automation (RPI/LSI/CPI deltas + lane state suggestion) • Internal analyst dashboard

Defer: Client dashboards, AI scoring, prediction engines, autonomous alerts

Goal: Reduce delivery time to ≤20 mins/week/client through automation + shared lane baselines

Milestones (Next 120 Days)

Days 0-30

Foundation

One lane fully instrumented (UK-India textiles) • Weekly briefs x4 • False positive log created • 5-10 operator conversations

Days 30-60

Generalization Test

Second lane (UK-Nigeria electronics) • Collectors for 5-7 sources working • First paid subscriber (even 1)

Days 60-120

Validation

5 paying subscribers • Lane health index stable • Documented clusters and precedent library • Refine pricing and onboarding

MVP SUCCESS CRITERIA

One lane monitored consistently • Baseline established • At least one credible threshold-based alert • Real operator retention signal ("keep watching this")

Revenue Reality

10 CLIENTS

£18K

Annual revenue

25 CLIENTS

£45K

Annual revenue

50 CLIENTS

£90K

Annual revenue

Cost Reality (Early Stage)

Fixed (Monthly)

Tools: £10-30 • Hosting/collectors: £20-100 • Misc: £20

Variable

Your time (opportunity cost) • Later: part-time analyst (£10-15/hr) • Dev support (project-based)

At low client counts, your "cost" is your time. At scale, the system must reduce hours/client. The £150 ceiling only works if you behave like disciplined analysts and ruthless scope cutters, not feature shippers.

THE TRUTH

**Confidence, created by
structured clusters of weak
signals, fast enough to be useful,
restrained enough to trust**

That's the business.