SiteDesk by Beagle runs the back office admin for builders and tradesmen, automatically creating social media content, published on Beagle to get the next job booked.

THE RAISE	EQUITY	POST-MONEY	TARGET CLOSE
£150,000	15%	~£1,000,000	Q3 2026

Joel Smalley, Founder

THE PROBLEM · 02

Each side of a job wants something different.

The tradesman

Tradesmen want to get the next job, do it well, get paid, and go home. Not paperwork, not tech.

The homeowner

Homeowners want to see real work, book fast, and be looked after.

Builders don't have the resources to meet the demands of the modern customers.

THE SOLUTION · 03

The tradesman gets his evenings and weekends back. There is nothing new to learn.

The evenings and weekends that were set aside for admin and marketing are given back to the tradesman. No new app, nothing to learn. He sends us a text or voice WhatsApp and his admin is done and next job booked in.

SITEDESK FEEDS BEAGLE DIRECT
the firm's real work, and the posts for the next job

SiteDesk

Takes the tradesman's whole back office and makes the posts that bring in the next job.

Beagle Direct

Shows each firm's real work and books the right tradesman at the right time.

BEAGLE DIRECT FEEDS SITEDESK
the booked job, ready to run

TIMING · 04

The technology has only just become good enough.

Agentic AI has only just got good enough to reliably run the entire back office operations of a small business, at the same time affording that operation via a simple chat interface like WhatsApp. Just a year ago, neither was possible.

Good enough

AI can now run the whole back office of a small business, and do it reliably on real jobs.

Affordable and simple

It runs through WhatsApp, the app he already uses every day, so there is nothing new to open.

TRACTION · 05 · ONE LIVE PILOT

The product already works. One firm is using it on real jobs.

Our first pilot is G.L. Smith & Sons, a family building firm in East Hertfordshire, established 1987 and run by Dale since 1996. It went live on day one and has been running since early June. Dale, who runs it, liked it so much he is now a co-founder.

- In two weeks it used 22 hours of AI time and saved him 20 hours of his own, worth more than £1,000.
- The first fifteen days, 8 to 26 June, produced 7 quotes, 9 interim valuations, 1 new agreement, 1 works order and a job schedule, all from voice notes. It kept 20 running jobs on the system and ran the whole inbox, drafting replies in the customer's own tone.
- Running the AI cost roughly £300 to £800 over the fortnight. Even before any margin, that is at least half the cost saved.

IN THE FOUNDER'S WORDS

He repeatedly asked me to promise he can keep using it even if the business does not succeed, because it changed his life - not his business, his life. He's now my business partner!

TRACTION · 06 · THE PIPELINE

Six more pilots are lined up.

One is live. The rest are pending. None have started yet.

Roofing contractor
SETUP PENDING

Electrical contractor
DEMO PENDING

Electrical contractor
DEMO PENDING

Electrical contractor
TRIAL PENDING

General building firm
WAITLIST

Building, landscaping & maintenance
TRIAL STARTING

Early proof. Our Instagram, @sitedeskonline, already has 124 followers from 11 posts.

No revenue yet, on purpose. The trials are free, so we get feedback and word of mouth. Homeowner bookings come later.

THE TEAM · 07

Two founders. Complementary experience.

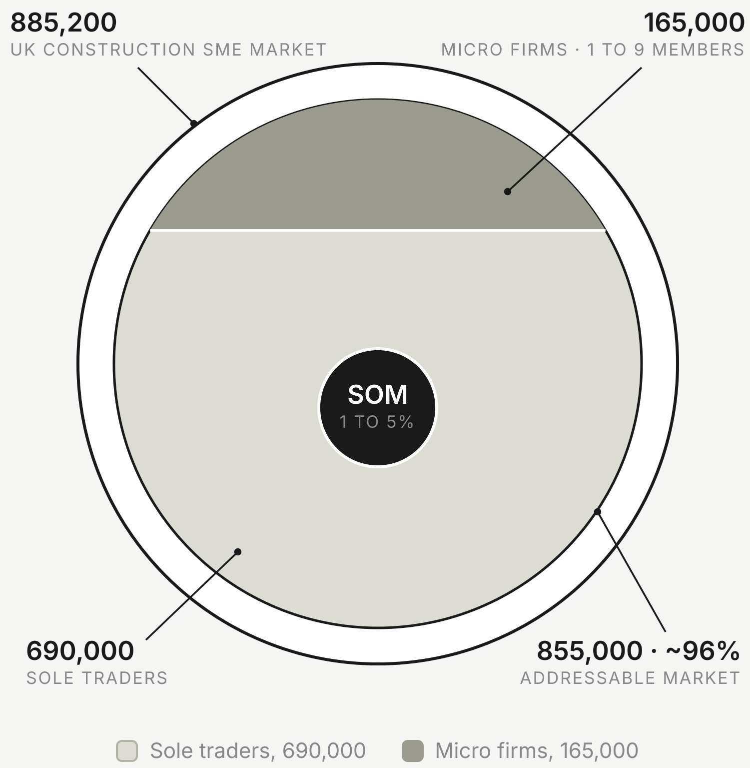
Joel Smalley

Builds the product. Founder of Maxy, the platform SiteDesk runs on, and co-founder of SiteDesk. Around twenty years in quantitative finance, trading and pricing derivatives at JPMorgan, CIBC World Markets, Daiwa, BGC Partners and Tullett Prebon, then about a decade in Web3 and AI. Now builds agentic AI systems and consults on AI through Rubytech. MBA from the Rotman School of Management, University of Toronto, and a postgraduate diploma in quantitative finance from the University of London. Based in London.

Dale Smith

Brings the trade, and the construction and design knowledge. Co-founder of SiteDesk. Managing Director of G.L. Smith & Sons, a small family building firm in East Hertfordshire, established 1987 and run by him since 1996. He handles tendering, oversees projects, organises trusted sub-contractors and manages the project finances. He is also an architectural draughtsman at Seven Nine Design Services since 2014, drawing up CAD plans for planning and building-regulations approval on extensions, conversions, alterations, remodelling and small commercial work. Over twenty years of hands-on construction experience.

Where the customers are. 855,000 family builders and trades, the largest, least-digitised end of UK business.



SOFTWARE ALREADY IN USE, BY FIRM SIZE

Large firms ~70%

Micro firms our segment **10 to 20%**

Our segment uses the least software, so there is the most room and the least competition.

SAM

~£1.89bn/yr

855,000 × ~£2,208/yr at SiteDesk rates.

SOM · OBTAINABLE OVER FIVE YEARS AT 1 TO 5% PENETRATION

1% **£18.9m** ARR 2% **£37.8m** ARR 5% **£94.4m** ARR

It fits how they already work. AI can now run the day-to-day admin faster than a team of people, working from a plain text or voice note. So the tradesman gets his admin done on site, during the day, between jobs, instead of at home, tired, at the end of a day on the tools.

GO-TO-MARKET · 09

How we get customers.

The founder works full-time on the product, support and sales, and sold the first customer himself. That customer liked it so much he put money in, and now brings us more. We keep selling by word of mouth until we know it sells, then blitzscale with a specialist B2B sales team.

The product brings in the next customer on its own. Other sites hand a homeowner a list to ring round; Beagle Direct just books the job, and shows a tidy set of each tradesman's real work. Every job a firm runs feeds SiteDesk the photos and notes that become its progress reports, its billing and its proof of work, and that proof brings in the next job.

COMPETITION · 10

Two kinds of product sit either side of us. Neither does the whole job.

BACK-OFFICE SOFTWARE

Runs from a screen

They all need work the tradesman does not want to do and is not set up to do.

Tradify · ServiceM8 · Powered Now · Fergus · JobLogic

BEAGLE DIRECT + SITEDESK

Books the job and does the admin

Beagle Direct puts together the list of suitable, available tradesmen with their real work to show, then books the job in SiteDesk once the customer says yes. SiteDesk does all the admin from a text or voice note. The paperwork is done and the money is in the bank before he gets home for dinner.

DIRECTORIES

Hand over a list to search

The homeowner reviews all the content, then rings round to get the booking confirmed.

Checkatrade · MyBuilder · Bark · Rated People · TrustATrader · Houzz

The longer a firm uses SiteDesk, the more it builds up inside it.

The work builds up

SiteDesk holds the diary, the rates and what the firm can do. That is what makes a job bookable, and it is what fills Beagle Direct. Every job the firm runs adds to its proof of work, and that proof brings in the next job.

It is hard to leave

Leaving means starting again from nothing. A firm that has run its quotes, its billing and its finished-work proof through SiteDesk does not want to build all that again somewhere else. So the longer they use it, the more they have built up, and the less they want to leave.

Beagle Direct

ECONOMICS · 12 · TWO STAGES

£150k buys six months to prove it sells. Then £350k pays for the scale-up.

STAGE ONE · THE SIX-MONTH CASH RUNWAY

Where the £150k goes: **£30k** on servers and infrastructure to scale the platform: the compute, memory and hosting that run each firm's back office as more firms come on. The AI is the Claude API, and it stays the core. **£20k** on winning customers. The rest, about **£100k**, funds full-time founder work through the six months, with room to close cleanly if the test fails.

UNIT ECONOMICS

Blended ARPA	~£184/mo
Blended ACV	~£2,208
Blended gross margin	~99%
CAC (headline)	~£1,750
LTV (10-yr, GM)	~£21,800
LTV : CAC	~13:1 / ~30:1

THE CHECK AT MONTH SIX

Three things release the £350,000: **25+ customers** with a clear path to 50, people leaving at only about **~10% a year**, and **40%+** of new customers coming in on their own. If it has not shown it sells, the company is closed down cleanly, and the most an investor can lose is the £150,000 they put in.

STAGE TWO, AROUND MONTH SIX

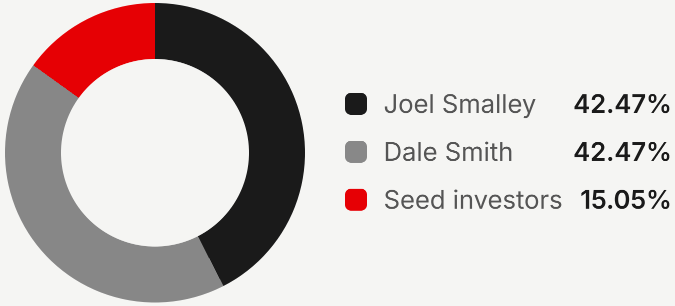
£350,000 in, the team up to about 9, the sales team going full time, and Beagle Direct live. The booking fee is the money the network brings once it is running. We are not counting it yet, and it is no part of the six-month proof.

THE RAISE · 13 · WHAT WE ARE OFFERING

£150,000 for 15% of Beagle Direct Ltd. The terms are simple.

LEGAL ENTITY	Beagle Direct Ltd (England and Wales, no. 17290514)
WHAT IT OPERATES	SiteDesk (the product firms pay for) · Beagle Direct (the booking platform)
ROUND SIZE	**£150,000** (Round 1)
INSTRUMENT	Ordinary shares
ISSUE PRICE	**£2,678.57** per share (nominal plus premium)
NEW SHARES	56 ordinary shares (£150,000 ÷ £2,678.57)
PRE-MONEY	~£850,000
POST-MONEY	**~£1,000,000**
EQUITY OFFERED	**15%**
TARGET CLOSE	Q3 2026
WHAT IT FUNDS	The founder full-time on product, support and sales until it sells
ROUND 2	£350,000 for 14%, released once it sells (post-money £2,500,000)

POST-ROUND CAP TABLE (ROUND 1)



SHAREHOLDER	SHARES	%
Joel Smalley (founder)	158	42.47%
Dale Smith (founder)	158	42.47%
Seed investors	56	15.05%
Total	**372**	**100%**

At full capitalisation (after Round 2): **Joel Smalley 36.49%**, Dale Smith 36.49%, Round 1 seed 12.93%, Round 2 investors 14.09%.

EXIT · 14 · THE BIG PLAYERS ARE BUYING UP THIS SPACE

We expect to sell to a bigger company in five to eight years.

Bigger players are already buying in this space. The Access Group bought Tradify, the leading UK trades platform, in 2024. BigChange, a UK field-service platform, was valued at around £100m. JobLogic, another UK field-service platform, keeps buying up construction and field-service software, so it is a likely buyer too. A product like SiteDesk, in wide use and feeding a booking network the big players cannot bolt on later, is a credible buy at that kind of price. It does not have to stay in the UK. The same approach works in other countries, and going beyond the UK lifts the eventual sale price.

- **Sold to a construction or field-service firm** that is buying up others. PRIMARY
- **Bought by an investment firm that backs property or trade software.** SECONDARY
- **Growing beyond the UK** lifts the eventual sale price. UPSIDE

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