

Blazing the trail to an Ethical Procurement & Vendor Management World



The Solution

- Pulse is an **Ethical Procurement & Vendor Management Platform**
- SMEs & procurement teams verify ESG, Cyber, Director checks, etc.
- Centralised location for engaging and managing suppliers
- Buyer and Seller opportunities matched instantaneously
- Best practice work-flows
- Vast time-savings and cost-savings
- **Scalable, repeatable** business model

Market Validation

- Met with 100+ executives in Financial Services, FinTech, Digital Marketing
- Loud agreement on problems:
 - “50% time of project manager for 6 months just scoping the market” (tier one asset manager)
 - “€250k to pull the bid together” (large IT services firm)
 - “€250k wasted annually in procurement inefficiencies” (leading digital marketing agency)
 - “We’re consolidating suppliers; the only exception this year is ESG” (tier one asset manager)

Competitors

- Primary competitor is status quo of Word, Excel, Sharepoint, Email and much manual effort; limited procurement expertise, tools or resources
- Partial coverage by SAP Ariba, Coupa, Wax Digital, RFP360, RFPIO, Scout RFP, Fusion Risk Management, OneTrust, Process Unity
- Pulse focuses on **UI/UX**, delivering a cloud-based, intuitive client experience for both vendor management and procurement

Revenue

- Recurring subscription revenues
- Base pricing at £7,200 p.a. (buyer) and £2,400 p.a. (seller) before premium services
- Re-occurring (predictable) revenue share with service delivery partners (ESG, Risk, InfoSec, Data Privacy)