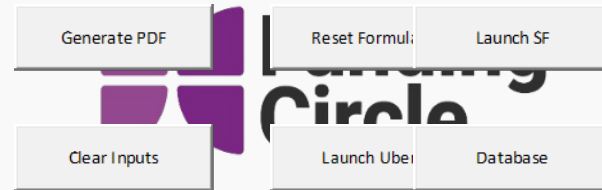


Business Finance Proposal Form

Funding Circle Rep	Matthew Barker - 020356 74687
Email	matthew.barker@fundingcircle.com
Date	28 th May 2024



Business

Company Name	MARTECH ALLIANCE LIMITED
Trading/Registered Address	Bk118 37 Cremer Street, London, England, E2 8HD
Registration number	10679461
Is the entity part of a group structure?	No
Date incorporated	20 March 2017
Summary of Business Activities	LXA offers a comprehensive suite of learning experiences designed to drive marketing transformation. They provide a wide range of marketing competencies through corporate learning membership subscriptions and custom corporate academies. Their training portfolio covers various aspects of marketing transformation, including AI, automation, personalization, digital experience, data management, customer experience mapping, technology stacking, martech, saletech, enablement, and activation.
Website	https://www.lxahub.com/

Proposed Finance

Amount and Term	250-500k over 24 months
Date Required	May 2024
Purpose of loan	<p>Last year, LXA made a strategic decision to invest heavily in their product and content, resulting in a £30k loss. Now, they are focused on accelerating growth and repaying the loan quickly. They are developing a digital learning platform that is scalable, global, and subscription-based, focusing on technology and marketing with a strong emphasis on artificial intelligence. The aim is to increase their addressable market and improve margins by providing ongoing training to marketers and companies worldwide.</p> <p>To achieve this, LXA seeks funding to invest in headcount, technology, and sales efforts. They plan to expand their catalog of digital training and enhance their current offerings. The loan will be used to hire additional personnel for content operations and sales, and to invest in the technology needed to host and deliver the digital learning experience. With a competitive landscape where rivals have been acquired for significant sums and boast high revenues, LXA aims to compete by offering superior products and securing key accounts. They project a 30% net margin if they can scale to £7-10 million, up from their current turnover of around £2.1 million.</p>

Current Position (per last filed accounts)

Annual Turnover	£2,101,301
Profit/Loss	-£23,070
Shareholder Funds	£297,441
Overdraft Limit	£40,000
Existing Government + other Debt (CBILS, BBL, Loan, HPS etc.)	N/A

Director/Shareholders

	Applicant 1	Applicant 2	Applicant 3
Name & Shareholder %	CARLOS DOUGHTY		
Home Address:	52 RUTHIN ROAD, LONDON SE3 7SH		

Previous address (if less than 2 years):	Same as current address		
Homeowner /Tenant:	Homeowner		
Value:	£984,000		
Mortgage Balance:	£516,017		
DOB:	08/09/1983		
Phone 1:	07714761922		
Phone 2:			
Email:	carlos@lxahub.com		
Consent to Search (Y/N?):	Y		

Primary Contact

Tel: Email: