

## Business Finance Proposal Form

Funding Circle Rep	Tom Maisey - 02034675545
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Date	15 <sup>th</sup> July 2024



### Business

Company Name	ART OF FOOTBALL LTD
Trading/Registered Address	1 Poplars Court, Nottingham, NG7 2RR
Registration number	08797886
Is the entity part of a group structure?	No
Date incorporated	2 <sup>nd</sup> December 2013
Summary of Business Activities	Football merchandise retailer. They have licenses with 9/20 of the premier league clubs. Their biggest relationship is with West Ham and they are working to onboard Newcastle
Website	<a href="https://art-of-football.com/">https://art-of-football.com/</a>

### Proposed Finance

Amount and Term	£150k – 24m
Date Required	ASAP
Purpose of loan	<p>This is essentially for stock. Our stock levels are running at £450k which is a combination of blank stock and finished items. Our blank garments are produced to our spec and with our labelling, This is mostly from Continental Clothing and we have to pay 30-50% on order and the remainder before it is delivered. So all our stock is paid for. We were funding it through Wayflyer and over the 6 months from July to January we borrowed and repaid £580k (including charges) from them. However this drained our cash flow as we came into the new year. So the £350k Funding Circle was to spread that repayment over a longer term as we need to maintain and possibly increase those stock levels as we continue to grow.</p> <p>Purpose of new loan - we are looking for working capital for the next 6 months. There are a number of reasons this is required.</p> <p>a) We continue to grow - June t/o was 16% up, July to date is 60% up.</p> <p>b) We now have licences with 9 Premier League Clubs and are progressing with a 10th. A number of them are wanting to place wholesale orders which we have not done before. This requires more stock and they will take time to pay. Also, a number have asked for royalty payment minimum guarantees. West Ham £9k, Fulham £10k, Hibernian £5k.</p> <p>c) We have recently completed a major project with Universal Music Group and they owe us £38k. We are about to invoice MacDonalds for £20k. Both will take up to 60 days to pay but we have already paid for all the stock used.</p>

### Current Position (per last filed accounts)

Annual Turnover	£2,470,974
Profit/Loss	£165,399
Shareholder Funds	£433,090
Overdraft Limit	£0
Existing Government + other Debt (CBILS, BBL, Loan, HPs etc.)	£45k Uncapped £346k FC

d) Two major household names have asked us to complete projects for the start of the new football season. The biggest wants a 3 year deal with us.

e) As awareness of our brand has grown (we have worked with Adidas, Nike, Puma, New Balance, Pepsi, Budweiser, Pukka, MacDonalds, etc) the need to protect it through trademarks has grown. So we wish to expand our IP protection and this will cost around £20k to do it properly in the UK and Internationally.

### Director/Shareholders

	Applicant 1	Applicant 2	Applicant 3
<b>Name &amp; Shareholder %</b>	DAVID CUTHBERT MASON	LUKE ALISTAIR CUTHBERT	GABRIEL ISAAC CUTHBERT
<b>Home Address:</b>	TRANQUILITY HOUSE, GRANGE FARM, MAIN STREET, GAMSTON, NOTTINGHAM, NG2 6NN	7 MARLBOROUGH ROAD, WOODTHORPE, NOTTINGHAM, NG5 4FG	67D TYRWHITT ROAD, LONDON, SE4 1QE
<b>Previous address (if less than 2 years):</b>	Same as current address	Same as current address	Same as current address
<b>Homeowner/Tenant:</b>	HO	HO	HO
<b>Value:</b>			
<b>Mortgage Balance:</b>		£289k	£371k
<b>DOB:</b>	28/06/1954	19/10/1991	24/12/1994
<b>Phone 1:</b>	+447764287901	+447957328108	+447825776061
<b>Phone 2:</b>			
<b>Email:</b>	d.cuthbert@art-of-football.com	Lukecuthbert@icloud.com	G.Cuthbert@gmail.com
<b>Consent to Search (Y/N?):</b>	Y	Y	Y

### Primary Contact

David

