

WEEKLY CFO PACK

Executive summary

Cash, trading, collections and the decisions that matter now.

Week ending 10 August 2026

As of 2026-08-10T10:00:08+01:00 · Europe/London · Revision 1 · Base · September 2026 · v1

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Metric	Value	Comparison	Quality	Evidence
Operational cash	£184,420	£64,420 above floor	fresh	Bank feeds + processor settlement · 09:42
Revenue MTD	£96,800	5.6% behind plan	fresh	Xero · 09:38
Open receivables	£127,600	£42,300 overdue	fresh	Xero + payment evidence · 09:38
Runway estimate	≈ 9.4 months	rough estimate, not accounting advice	fresh	Bank cash + trailing net burn · 09:45

Top risks and decisions

- Resolve the £5.7k revenue gap to plan** — Two expected pilot invoices have moved beyond their forecast dates. (Andrew, Today)
- Approve Hawthorn reminder** — Invoice is 16 days overdue. Email and short avatar-video drafts are ready; payment state will be rechecked before delivery. (Andrew, Today)
- Repair events attribution** — 13% of event leads are unattributed, suppressing scale guidance. (Zak, 13 Aug)

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Cash and liquidity

Bank cash, processor cash and book cash remain distinct.

Provider	Account	Available	Pending	Book	Currency	As of	Control note
Bank feeds	Operating account · 1842	£184,420	SKIPPED	£183,970	GBP	2026-08-10T09:42:00+01:00	Operational cash; account details masked
Stripe	Processor balance	£13,600	£8,200	SKIPPED	GBP	2026-08-10T09:41:00+01:00	Pending excluded from available cash

13-week cash forecast

Week	Opening	Committed	Expected	Weighted pipeline	Outflows	Base close	Downside	Upside
17 Aug	£184,420	£18,600	£7,200	£4,700	£29,800	£180,020	£175,200	£184,700
24 Aug	£180,020	£42,800	£9,500	£12,000	£41,200	£181,620	£168,500	£192,300
31 Aug	£181,620	£29,500	£12,500	£15,400	£33,600	£177,520	£157,600	£194,800
07 Sep	£177,520	£61,200	£18,800	£24,000	£45,800	£192,920	£166,700	£219,500
14 Sep	£192,920	£32,800	£9,600	£18,400	£35,600	£190,120	£158,800	£226,000
21 Sep	£190,120	£48,000	£12,000	£25,500	£39,800	£198,320	£161,100	£244,100
28 Sep	£198,320	£24,500	£8,400	£17,000	£31,500	£191,320	£146,200	£241,900
05 Oct	£191,320	£54,800	£15,400	£28,800	£44,200	£201,920	£154,100	£268,200
12 Oct	£201,920	£37,600	£9,800	£21,000	£35,100	£204,420	£149,800	£281,500
19 Oct	£204,420	£42,500	£11,000	£24,600	£38,900	£208,020	£145,600	£296,200
26 Oct	£208,020	£29,700	£7,300	£18,500	£33,000	£204,720	£132,800	£299,400
02 Nov	£204,720	£62,500	£16,900	£31,200	£47,200	£220,020	£144,400	£329,100
09 Nov	£220,020	£40,200	£9,700	£23,600	£36,800	£223,420	£139,200	£341,800

Weighted pipeline is presented separately and is never counted as committed cash.

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P&L and forecast variance

Actual vs Original Plan vs Latest Forecast; missing inputs remain explicitly skipped.

Line	Actual	Original	Latest	Variance	Variance %	Favourability	Driver	Action
Pilot revenue	£52,800	£58,400	£56,400	-£5,600	-9.6%	Unfavourable	Two pilots moved into next week	Confirm revised invoice dates
Subscription revenue / MRR	£38,500	£36,900	£37,400	£1,600	4.3%	Favourable	Expansion revenue	Protect renewal cadence
Total revenue	£96,800	£102,500	£100,500	-£5,700	-5.6%	Unfavourable	Volume and timing	Recover slipped pilots
Marketing spend	£22,450	£21,750	£22,000	£700	3.2%	Unfavourable	Event timing	Hold incremental paid spend
Operating profit / loss	£31,200	£34,900	£33,700	-£3,700	-10.6%	Unfavourable	Revenue timing	Review recovery plan

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Receivables and collections

Xero invoice truth with processor and bank evidence preserved.

Age	Invoices	Open amount
Current	1	£4,500
1-7	1	£5,600
8-14	1	£9,300
15-30	2	£30,900
31-60	0	£0
61+	0	£0

Invoice detail

Customer	Invoice	State	Amount	Days overdue	Owner	Next action
Northstar Learning	INV-SYN-1042	promised	£18,500	30	Andrew	Confirm promised settlement
Hawthorn Labs	INV-SYN-1056	overdue	£12,400	16	Finance	Review video reminder draft
Atlas Advisory	INV-SYN-1061	processing	£9,300	9	Finance	Wait for processor settlement
Copper & Field	INV-SYN-1068	disputed	£5,600	5	Andrew	Resolve purchase-order query
Juniper Systems	INV-SYN-1073	bank_received	£4,500	0	Finance	Match bank receipt in Xero

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Sales-to-cash bridge

Lead and referral through ledger-cleared cash; weighted and committed values stay separate.

Stage	Count	Gross	Weighted	Weekly Δ	Expected	Source	Owner	Next step
Lead / referral	115	£421,000	£126,300	18	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Qualified	56	£302,000	£120,800	7	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Opportunity	31	£248,000	£124,000	4	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Proposal	19	£176,000	£105,600	3	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Contracted	11	£92,000	£92,000	2	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Delivered	9	£71,000	£71,000	1	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Invoiced	8	£63,000	£63,000	2	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Processing	3	£9,300	£9,300	1	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Bank received	5	£42,000	£42,000	2	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step
Ledger cleared	4	£37,500	£37,500	2	2026-08-17	Direct · growth · partner	Commercial	Progress evidence-backed next step

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Growth and unit economics

Channel spend is judged through downstream calls and pilots, not CPL alone.

Channel	Spend	Leads	Booked	Held	No-shows	Proposals	Pilots	CPL	Cost/held	Pilot CAC	Attribution	Recommendation
Partner referrals	£4,200	18	SKIPPED	11	SKIPPED	6	3	SKIPPED	SKIPPED	SKIPPED	98%	Scale selectively
Founder LinkedIn	£1,850	31	SKIPPED	9	SKIPPED	4	2	SKIPPED	SKIPPED	SKIPPED	94%	Keep cadence
Paid search	£9,600	42	SKIPPED	7	SKIPPED	2	1	SKIPPED	SKIPPED	SKIPPED	91%	Tighten intent
Events	£6,800	24	SKIPPED	13	SKIPPED	7	3	SKIPPED	SKIPPED	SKIPPED	87%	Fix attribution

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Partner activity and economics

Partner pipeline, contracted, invoiced and collected value are not additive revenue totals.

Partner	Status	Activity	Leads	Qualifie d	Wins	Pipelin e	Contract ed	Invoice d	Collect ed	Ledger cleared	Owne r	Next action
Northbridge Network	active	2 referrals · last activity 3 days ago	SKIPPE D	SKIPPED	SKIPPE D	£78,00 0	SKIPPED	£24,00 0	£18,000	SKIPPED	Richar d	Agree Q4 event plan
Signal House	active	1 proposal · last activity 6 days ago	SKIPPE D	SKIPPED	SKIPPE D	£42,00 0	SKIPPED	£13,50 0	£13,500	SKIPPED	Andre w	Introduce delivery lead
Harbour Collective	at_risk	No activity for 23 days	SKIPPE D	SKIPPED	SKIPPE D	£19,00 0	SKIPPED	£0	£0	SKIPPED	Richar d	Re-engage partner principal
Aperture Group	onboardi ng	Terms issued · 2 days ago	SKIPPE D	SKIPPED	SKIPPE D	£31,00 0	SKIPPED	£0	£0	SKIPPED	Financ e	Complete attribution mapping

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Decisions, risks and actions

Carried forward until completed or explicitly dismissed.

1. **Resolve the £5.7k revenue gap to plan** — Two expected pilot invoices have moved beyond their forecast dates. (Andrew, Today)
2. **Approve Hawthorn reminder** — Invoice is 16 days overdue. Email and short avatar-video drafts are ready; payment state will be rechecked before delivery. (Andrew, Today)
3. **Repair events attribution** — 13% of event leads are unattributed, suppressing scale guidance. (Zak, 13 Aug)
4. **Re-engage Harbour Collective** — Partner has pipeline but no recorded activity for 23 days. (Richard, 14 Aug)

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Appendix · evidence and provenance

Source refresh log, metric evidence and immutable report identity.

Provider	Status	Last refresh	Affected sections	Access
Xero	connected	09:38	P&L, invoices and book cash	Read-only
Stripe	connected	09:41	Subscriptions, balances and payouts	Read-only
GoCardless	connected	09:40	Direct debit state and payouts	Read-only
Bank feeds	connected	09:42	Available operational cash	Balances + transactions
Partner Platform	connected	08:55	Partner activity and sourced pipeline	Signed snapshot
use60 Growth	stale	Yesterday 17:12	Channel economics; scale advice limited	Signed snapshot

Metric definitions

Available cash excludes pending processor balances. Revenue actual comes from Xero. Forecast variance is actual minus plan. Runway is a rough estimate using trailing net burn. Missing data is not interpolated.

Immutable identity

Report demo-report-2026-08-10-r1 · generated 2026-08-10T10:00:08+01:00 · sha256:5af0...72c9 · forecast Base · September 2026 · v1