



chimni

Digital Logbooks for Residential Property

Revenue Deep-Dive
March 2021

Target Market - 10% of UK homes using basic 'free' Chimni,
10% of them paying subs and/or project fees

25M

All Homes*

2.5M

10% Using' Chimni

250k

10% of them paying Chimni

*ONS – 2016 Dwelling stock in the UK Survey



Revenue – we will make money from three things

**Service/Project
Fees**

Affiliate Revenue

Subscription

Monthly Subscription Fees

Subscription – the Dropbox & GoogleDrive Model

Upgrade for more storage
More space, extra benefits

By upgrading to a Google One plan, you agree to the [Google One Terms of Service](#). Note: The [Google Privacy Policy](#) describes how data is handled in this service.

100 GB	Recommended 200 GB	2 TB	10 TB
£1.59 / month	£2.49 / month	£7.99 / month	£39.99 / month
Current plan	Or prepay annually (save 16%): £24.99 / year	Or prepay annually (save 17%): £79.99 / year	
Save 16% with a yearly plan	Get 3% back in Store credit on Google Store purchases	Get 10% back in Store credit on Google Store purchases	Get 10% back in Store credit on Google Store purchases
Includes <ul style="list-style-type: none">✓ 100 GB storage✓ Access to Google experts✓ Option to add your family✓ Extra member benefits	Google One includes <ul style="list-style-type: none">✓ 200 GB storage✓ Access to Google experts✓ Option to add your family✓ Extra member benefits✓ 3% back in the Google Store	Google One includes <ul style="list-style-type: none">✓ 2 TB storage✓ Access to Google experts✓ Option to add your family✓ Extra member benefits✓ 10% back in the Google Store	Google One includes <ul style="list-style-type: none">✓ 10 TB storage✓ Access to Google experts✓ Option to add your family✓ Extra member benefits✓ 10% back in the Google Store

[More options](#)

Why A Chimni Subscription?

More Storage

More Storage

Creating a volume cap for file storage, beyond which a Chimni user has to pay.

Specific
functionality

Specific functions

Introducing a premium set of functions that are only available to a user on a pay package.
Eg 2FA

Share With Pros

Sharing Capability

Being able to invite professionals and other 3rd Parties to access / upload content in your logbook

Multiple Homes

Multiple Homes

Being able to run more than 3 or 5 homes in a Chimni log may require a fee.

Services in lieu

Services In Lieu

Offering one of the paid event service for free if they sign up.

Follow on services at a reduced price.

Revenue – we will make money from three things

**Service/Project
Fees**

Affiliate Revenue

Subscription

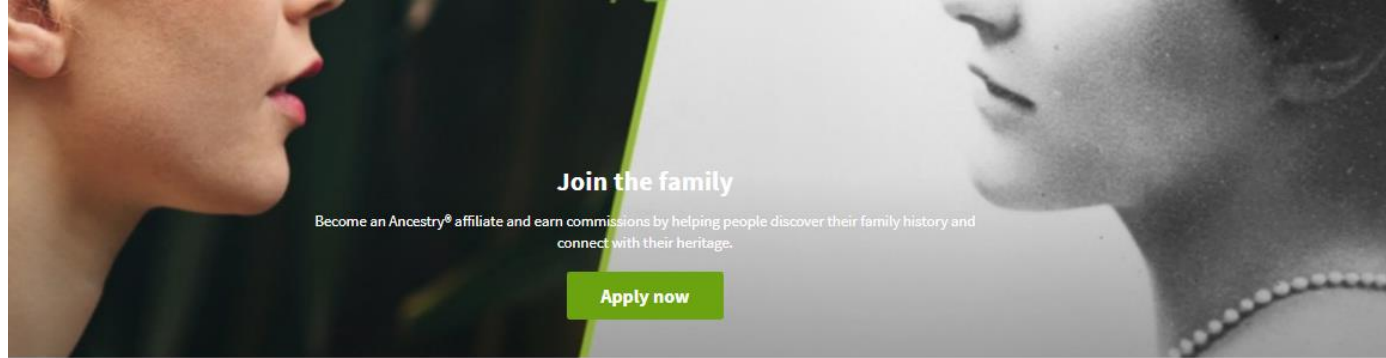
£3-£5 pm

For users with large
volumes of data/
documentation

Unmodelled

Affiliate Revenue

*“an **affiliate** earns a commission for **marketing** another person's or company's products.”*



Join the family

Become an Ancestry® affiliate and earn commissions by helping people discover their family history and connect with their heritage.

[Apply now](#)

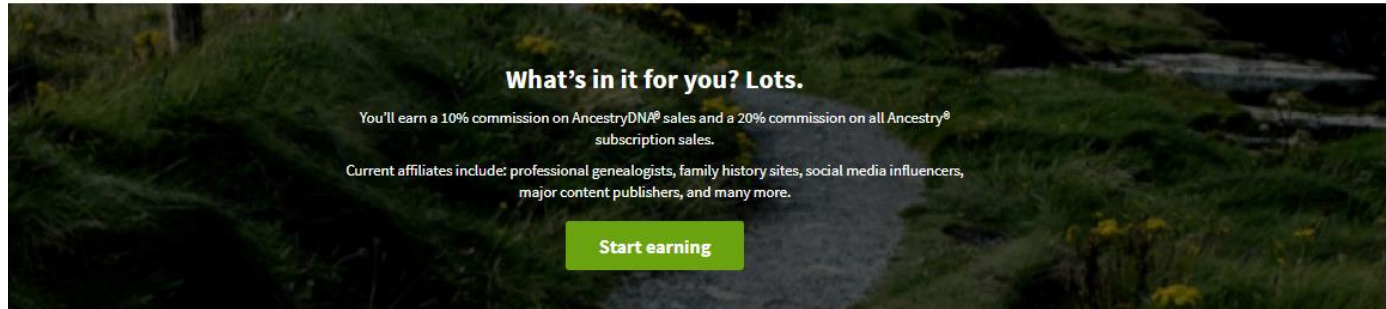
Work with the leader in family history

Join the Ancestry affiliate program to earn up to 20% commission on qualifying sales, and help others embark on their own journey of self-discovery.

With the world's largest collection of online family history records, and the #1 selling consumer DNA test, Ancestry® provides customers with the best insights into their family history and origins.



[Join us](#)



What's in it for you? Lots.

You'll earn a 10% commission on AncestryDNA® sales and a 20% commission on all Ancestry® subscription sales.

Current affiliates include: professional genealogists, family history sites, social media influencers, major content publishers, and many more.

[Start earning](#)

Affiliate Promotion - A 'Clean' Chimni log

The screenshot shows a user profile page on the Chimni platform. At the top, the Chimni logo is on the left, and 'My Homes' and the user's name 'Nigel John' are on the right. Below this is a header for 'The Example House' at '110 Prebend Gardens, W6 0XT'. A navigation bar includes 'Home profile', 'Activity', 'Contents & Layout', and 'History'. Underneath, there are sub-tabs for 'Profile', 'Documents', 'Architecture', and 'Owner Data'. The main content area is titled 'Home profile' and contains several sections: 'Address' (110 Prebend Gardens, Hounslow, Stamford Brook, LONDON, W6 0XT), 'Home profile details' (Nickname: The Example House, Landline telephone, Relationship: Not confirmed), 'Home profile picture' (a house illustration), and 'Complete your profile' (76% progress). A 'Location' section includes 'Your home mapped' with coordinates (51.4970396, -0.2479488) and a map. The 'Property ID' section lists UPRN, MPRN (Gas), and MPAN (Electricity). A 'Community' section is partially visible at the bottom.

chimni My Homes Nigel John

The Example House 110 Prebend Gardens, W6 0XT

Home profile Activity Contents & Layout History

Profile Documents Architecture Owner Data

Home profile

Address

110 Prebend Gardens
Hounslow
Stamford Brook
LONDON
W6 0XT

Home profile details

Nickname
The Example House

Landline telephone

Relationship
Not confirmed

Home profile picture

Complete your profile

A complete Chimni profile keeps all your home information complete and in one safe place.

76%

Location

Your home mapped

Latitude / Longitude
51.4970396, -0.2479488

what3words
star.farmer.latest

Property ID



UPRN
MPRN (Gas)
MPAN (Electricity)

Community



Affiliate Promotion - Website promotion




Add energy management to your Chimni log

 <p>Manage Your Energy Tariffs</p> <p>Basic background text on an app and what you can do with it in Chimni</p>	 <p>Monitor Device Energy Use</p> <p>Basic background text on an app and what you can do with it in Chimni</p>	 <p>Connect Heating Apps</p> <p>Basic background text on an app and what you can do with it in Chimni</p>
 <p>Control Device Security</p> <p>Basic background text on an app and what you can do with it in Chimni</p>	 <p>Utility Bill Management</p> <p>Basic background text on an app and what you can do with it in Chimni</p>	 <p>Cost Managers</p> <p>Basic background text on an app and what you can do with it in Chimni</p>

Affiliate Model – no data/service integration

 My Homes ▾ Nigel John 

 **Walley Towers** 19 Emlyn Road, W12 9TF

[Home profile](#) [Activity](#) [Contents & Layout](#) [History](#)

[Projects](#)

Add: Project

Set some basic details about this project

Name (required)



Project type (required) ⓘ

Image ⓘ
 No file chosen

Notes ⓘ
Add a short description to help recall it later (maximum 200 characters)

Start date

End date



For homes with potential
FIND TRADESPEOPLE NOW

Affiliate Model – with data integration

The screenshot displays the Chimni user interface for adding a historical event. At the top, the Chimni logo is on the left, and navigation links for 'My Homes' and the user 'Nigel John' are on the right. Below this, the header for 'Walley Towers' (19 Emlyn Road, W12 9TF) includes tabs for 'Home profile', 'Activity', 'Contents & Layout', and 'History'. The main content area is titled 'Add: Event' and features a 'Timeline' and 'Summary' sub-tab. The form includes a description of an event, a required 'Event title' field with a character limit, a 'Type of event' dropdown menu, and 'Start and end date' fields with calendar icons. A rich text editor for the 'Description' is at the bottom. On the right side, there are two promotional banners: one for 'ancestry' with a 'Find Out More' button, and another for 'Link Your House History To Ancestry' with a 'Click here to see how' link.

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My Homes Nigel John

Walley Towers 19 Emlyn Road, W12 9TF

Home profile Activity Contents & Layout History

Timeline Summary

Add: Event

A single, individual event or lengthier period in your home's history

Event title (required)
Give your Historical event a short text description, for example: J M W Turner born here, circa May 1775 (max 90 characters)

Type of event (required)
Choose a category to best describe this historical event

Select an option

Start and end date
Dates can be entered by either clicking the date picker button or entering specific dates using patterns like '1965', '50 years ago', '1/10/1965' or 'october 1965'

Start date (required)

End date



Description


Categories of Event
Choose the category of event you're creating to see an explanation here

ancestry
Find Out More

Link Your House History To Ancestry
Click here to see how

Affiliate Model – with data & service integration

My Homes ▾Nigel John 

**Walley Towers** 19 Emlyn Road, W12 9TF

Home profile Activity Contents & Layout History

Timeline Summary

Add: Event

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Select an option ▾

Start and end date
Dates can be entered by either clicking the date picker button or entering specific dates using patterns like '1965', '50 years ago', '1/10/1965' or 'october 1965'

Start date (required)

End date

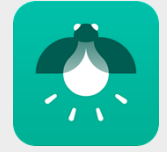

 

Description

B I 🔗 🔝 ” ☰ ☰ ☰ ☰ ↶ ↷

Categories of Event

Choose the category of event you're creating to see an explanation here



Connect To An App Within Chimni

Basic background text on an app and what you can do with it in Chimni. Basic background text on an app and what you can do with it in Chimni

Revenue – we will make money from three things

Service/Project Fees

Affiliate Revenue

Subscription

£10 p/y (all users)

£3-£5 pm

Revenue generated from affiliate sales and recommendations.

For users with large volumes of data/documentation

Delivering £25M p/a
(One payment per 2.5M homes)

Unmodelled

Service / Project Fees

One-off payments for significant services around home
'events' eg sales, planning, DIY etc

Where Chimni can improve speed and save money.

Assumption: £75 - £150 per service

Service / Project Fees – proposition areas

Buying & Selling

Council Services

Retrofit /
Green Energy

Utility
Management

Smart Home

Rental
Management

Assisted Living

House & Local
History

Fee Based Product – Buying & Selling

VENDORS

Services to help homeowners dramatically cut the time and cost of conveyancing



'Info Check'

A pre-purchase 'lite' product where Title Deed details are checked with HMLR and an 'estate agent ready' Property Questionnaire can be pre-filled.

Fee: £20

Sold Directly

A 'Sales Pack'

A pre-purchase 'full service' product which includes the Info Check plus commissioning Searches and a Survey

Fee: £175 (searches only)
£350 (with survey)

Sold directly or via Estate Agents

BUYERS

Services to help homeowners tidy up and manage all the paperwork, PDFs etc generated by the process



A 'Wrap Up Pack'

Turning a conveyancers case files into a Chimni logbook.

Fee: £125

Sold via Conveyancers

Document Storage

Turning a box of documents into digitally hosted record along with secure archiving.

Fee: £75 annual fee

Sold directly or via Conveyancers

Fee Based Product – Sales Pack

The screenshot shows a web browser window with the URL `app.chimni.com/homes/rRQA6/owner`. The page header includes the Chimni logo, a 'My Homes' dropdown menu, and the user's name 'Nigel John'. The main content area is for a property named 'The Brook' at '27 Stamford Brook Road, W6 0XJ'. A navigation bar below the property name includes 'Home Profile', 'Activity', 'Contents & Layout', 'History', and 'Sales Pack'. Under 'Sales Pack', there are sub-sections for 'Flood Zones', 'Radon', 'Surface Water', 'Land Registry', 'Boundaries', and 'Conservation Areas'. The 'Sales Pack' section is highlighted with a red circle and contains a 'With SEARCH ACUMEN THINKING AHEAD' logo. Below this is a green house icon with '70%' inside, and a 'Current Sale Valuation' section showing 'Minimum Value N/A'. To the right, a 'Flood Zones' map shows a residential street grid with a blue dashed line indicating a flood zone boundary and a green location pin.



Fee Based Product – Document Store

The screenshot shows the Chimni user interface for a property named 'Stamford Brook House'. At the top, there is a navigation bar with the Chimni logo, 'My Homes' dropdown, and 'Prebend' button. Below this, the property name and address are displayed, along with tabs for 'Home profile', 'Activity', 'Contents & Layout', and 'History'. A secondary row of tabs includes 'Profile', 'Documents', 'Architecture', and 'Owner Data'. The main content area is titled 'Add: Document' and contains a form with the following fields:

- Choose a file (required)**: Includes a file selection button and a note: 'Upload a document (max 100MB size. JPEG, TIF, PNG, PDF, Microsoft Word, PowerPoint, Excel accepted)'. The current status is 'No file selected'.
- Document type (required)**: A dropdown menu with the text 'Select an option'.
- Document name**: A text input field with the instruction 'The name of your document (leave blank to use existing file name)'.
- Notes**: A text area with the instruction 'Add any extra useful information (maximum 200 characters)'.

On the right side of the form, there is a 'Types of Documents' section with the text: 'Choose the type of the Document you're uploading to see an explanation here'. Below this is a promotional banner for 'Add Secure Document Storage To Your Chimni Log' featuring an image of hands holding papers and the Chimni logo. At the bottom of the banner, it says 'National Deeds Depository'.

Fee Based Product – Document Store

The screenshot displays the Chimni web interface for a property named 'Stamford Brook House'. At the top, there is a navigation bar with the Chimni logo, 'My Homes' dropdown, and a 'Prebend' button. Below this, the property name and address are shown, along with tabs for 'Home profile', 'Activity', 'Contents & Layout', and 'History'. The main section is titled 'Project: Document Storage' and includes an 'Add document' button. On the left, there is a 'Secure Document Storage' box with a logo for 'The National Deeds Depository' and project details: 'Project type: Other' and 'Start date: 1 January 2021'. The central part of the page features a table of documents with columns for Name, Type, Date added, Project, and Actions.

Name	Type	Date added	Project	Actions
Example Deeds.pdf	Property Title Deed (application/pdf)	20 Feb 2017	We Bought The House	
TA10 specimen FINAL.pdf	Fittings & Contents Form (TA10) (application/pdf)	20 Feb 2017	We Bought The House	
TA6 specimen FINAL (1).pdf	Property Information Form (TA6) (application/pdf)	20 Feb 2017	We Bought The House	
Example EPC.pdf	Energy Performance Certificate (EPC) (application/pdf)	20 Feb 2017	We Bought The House	
Example FENSA Certificate.pdf	FENSA Certificate (application/pdf)	20 Feb 2017	We Bought The House	
Example BuildSmart Certificate.pdf	Other Guarantee or Warranty (application/pdf)	20 Feb 2017	New Conservatory	
1939 Register (Census) Document showing 19 Emlyn Road	Legal Document (image/jpeg)	08 Apr 2017	Moving Out / In	
House Deeds - Original	Legal Document (image/jpeg)	19 Apr 2017	We Bought The House	
June 2015 - Planning Permission Confirmation	Planning Permission (application/pdf)	21 Aug 2017	Roof Extension	
Certificate of Lawfulness	Certificate of Lawfulness (application/pdf)	21 Aug 2017	Garden Pod	
Council correspondence prior to Certificate of Lawfulness	Letter (application/pdf)	21 Aug 2017	Garden Pod	

Revenue – we will make money from three things

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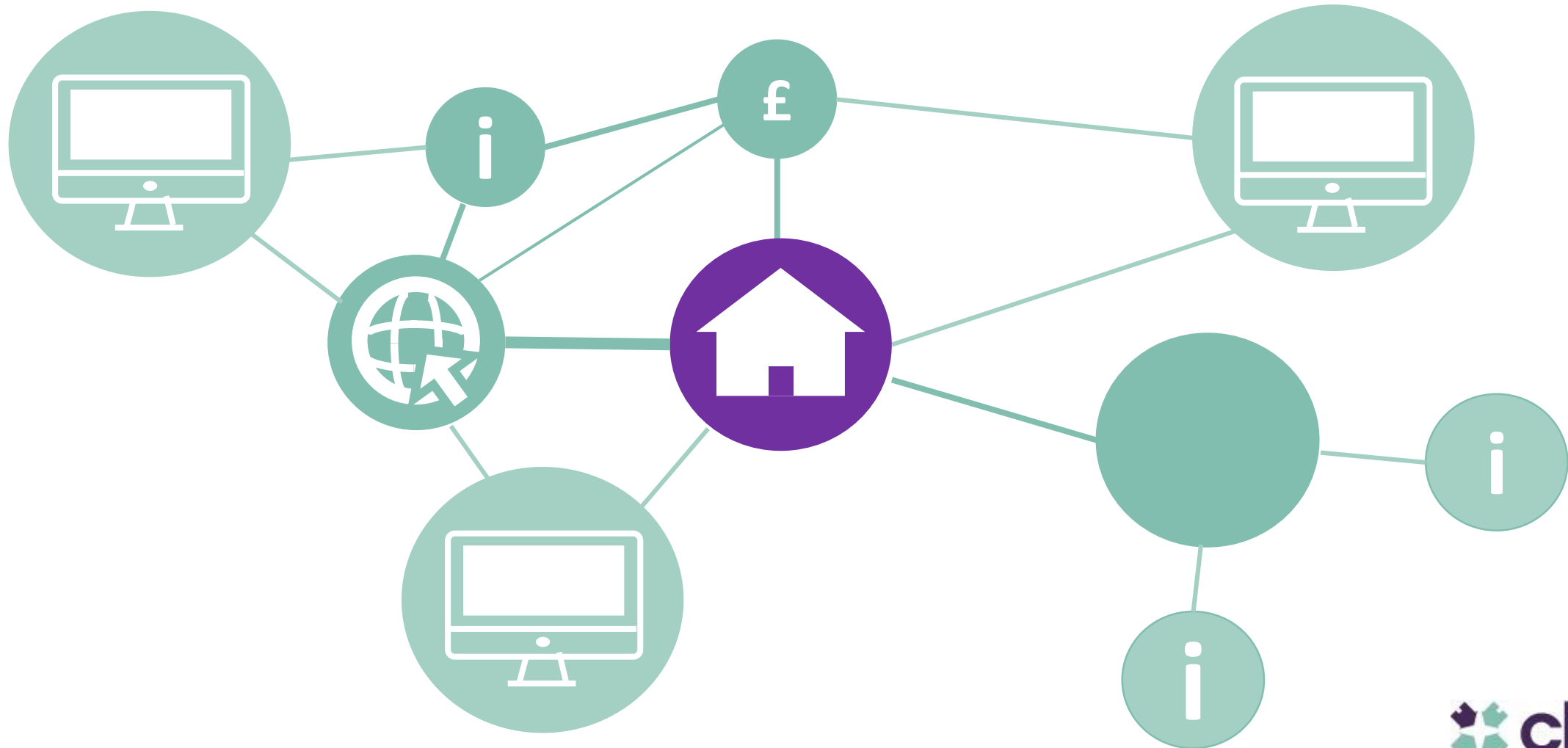
Unmodelled

A £50M per year, based on 80% margin SaaS economics

Planning - A five stage plan to 2.5 million users and 50M in revenues

	NOW				
	Prototype 1	Pre-Seed	Seed Raise	First Public	UK Scale
	COMPLETE	STARTING April	PLANNED & COSTED	PLANNED	PLANNED
	Users: 500	Target Users: 5,000	Target: 100,000	Target: 500K Users	Target: 2.4M Users
	100k PRIVATE	SEIS £100-150K	EIS £450k	EIS £450k	£2.5M
		9 Months Activity	18 Months Activity	18 months	18 months
Concept & Proposition Testing		Commercial infra established	First significant revenues expected during this period	Assumption: this will be raised via a Seed VC	Assumption: that this will be via a trade partner.
Channel / intermediary testing		Trial APIs and Partnerships	Customer Comms strategy finalised around 1 st product		
		1 st Trial Commercial Service	2 nd Trial Commercial Service		
		Marketing: local	Marketing: national		
Freelance team		Freelance team	Permanent team		
	NOW				

The New 'Digital' Era



Every home needs a....



chimni