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

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)

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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

Cash floor: £120,000. 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; materiality is 5.0%.

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	Qualified	Wins	Pipeline	Contracted	Invoiced	Collected	Ledger cleared	Owner	Next action
Northbridge Network	active	2 referrals · last activity 3 days ago	SKIPPED	SKIPPED	SKIPPED	£78,000	SKIPPED	£24,000	£18,000	SKIPPED	Richard	Agree Q4 event plan
Signal House	active	1 proposal · last activity 6 days ago	SKIPPED	SKIPPED	SKIPPED	£42,000	SKIPPED	£13,500	£13,500	SKIPPED	Andrew	Introduce delivery lead
Harbour Collective	at_risk	No activity for 23 days	SKIPPED	SKIPPED	SKIPPED	£19,000	SKIPPED	£0	£0	SKIPPED	Richard	Re-engage partner principal
Aperture Group	onboarding	Terms issued · 2 days ago	SKIPPED	SKIPPED	SKIPPED	£31,000	SKIPPED	£0	£0	SKIPPED	Finance	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.

Policy snapshot

Cash floor £120,000 · variance materiality 5.0%.

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`