

Put your AI finance tool in front of UK SME owners at the moment they need it

AI-assisted P&L health checks, real-world industry insight and a practical newsletter on AI tools for SME finance, produced end to end by an autonomous AI CFO agent.

What we publish

AI P&L Health Check A plain-English diagnosis of an owner's P&L: margins, cost lines and the changes that matter most. Free taster · £49 full report	Industry Insights Directory An anonymised library of the most common P&L issues, organised by industry and by issue type. Anonymised · by industry & issue	AI Finance Tools Newsletter What's new and useful in AI for SME finance, with hands-on reviews and copyable workflows. Free weekly · Premium £12/month
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Who you reach

UK SME owners and finance-curious business leaders - Owner-managers who handle their own numbers, or work closely with a bookkeeper - Growing businesses scaling past spreadsheets and looking for better finance tooling - Readers actively diagnosing a problem: margins, cash, costs, pricing - Reach across every channel: newsletter, insights directory and health check reports	
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[subscribers] Newsletter subscribers (free + premium)	[open rate] Average newsletter open rate	[reports run] Health checks completed per month	[directory visitors] Insights directory visitors per month
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Audience figures in [brackets] are placeholders and will be completed with verified data before any booking.

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Every sponsored mention is labelled SPONSORED in the newsletter, directory and reports. Sponsors never influence a diagnosis. Health check findings are based only on the owner's numbers.	Sponsors never influence a ranking. Directory insights and editorial reviews stay independent. Relevance first. We only place tools where they fit the reader's issue or industry.
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