



Missinglinks Smart Systems – Investor Teaser

The Intelligent Operational Backbone for Professional Services



Executive Overview

Missinglinks Smart Systems (MSS) is a B2B SaaS company building AI-driven operational ecosystems for high-compliance professional services. Our flagship product, SmartStock, is an AI-powered inventory and compliance platform designed specifically for the dental industry. Currently in live beta testing, SmartStock replaces legacy paper-and-spreadsheet workflows with a frictionless, predictive, and highly accountable digital system that eliminates clinical waste and ensures CQC compliance.

Why Now

Professional practices are bleeding revenue through operational inefficiencies, expired stock, and panic ordering. Simultaneously, the NHS Net Zero 2040 target and stricter CQC regulations are making manual inventory tracking a compliance risk. Practices need an intelligent, automated solution that pays for itself by preventing just one expired batch of materials.

Market Opportunity

The UK dental market comprises over 12,000 practices, ranging from single-surgery independents to large corporate groups.

- **The Gap:** Enterprise ERPs are too expensive and complex; generic stock apps lack clinical compliance features.
- **The MSS Advantage:** We occupy the "Goldilocks Zone"—a highly specialised, clinically compliant, AI-driven system that is affordable for independents but highly scalable for groups.
- **Expansion:** The core engine is easily adaptable to adjacent high-value verticals: Veterinary Clinics and Private Aesthetics/Medical Spas.

Funding Ask

We are raising a **£550,000** Seed Round to finalise our commercial launch and capture the UK dental market.

1. **Round Size: £550,000**
2. **Runway: 18 to 24 months to reach cash-flow break-even (390 practices).**
3. **Use of Funds:**
 - 45% Product Engineering & AI: iOS/macOS deployment, supplier API integrations, and AI refinement.
 - 30% Sales & Marketing: B2B outreach, beta conversion, and customer acquisition.
 - 15% Operations & Team: Core team salaries (Project Manager, Lead Developer, B2B Sales).
 - 10% Legal & Compliance: GDPR/healthcare data security, IP protection, and operational buffer.

Financial Highlights

- **Pricing Model:** Tiered B2B SaaS (£29/mo base + £15/mo per surgery).
- **Unit Economics:** Year 1 LTV:CAC ratio of 4.19, scaling to 14.41 by Year 4.
- **Path to Profitability:** Cash-flow break-even achieved at 390 paying practices (Month 20-22).

Roadmap

- **2026:** Commercial launch, iOS/macOS deployment, and beta conversion.
- **2027:** Scale to 250+ practices, achieve cash-flow break-even, and launch supplier API integrations.
- **2028:** Multi-vertical adaptation (Veterinary & Aesthetics) and advanced analytics.
- **2029:** National market dominance and preparation for Series A.
- **2030:** European expansion and strategic acquisition positioning.

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