



my locum choice

# Shareholder Update

Monthly: January 2018

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# Message From Our Optom Lead



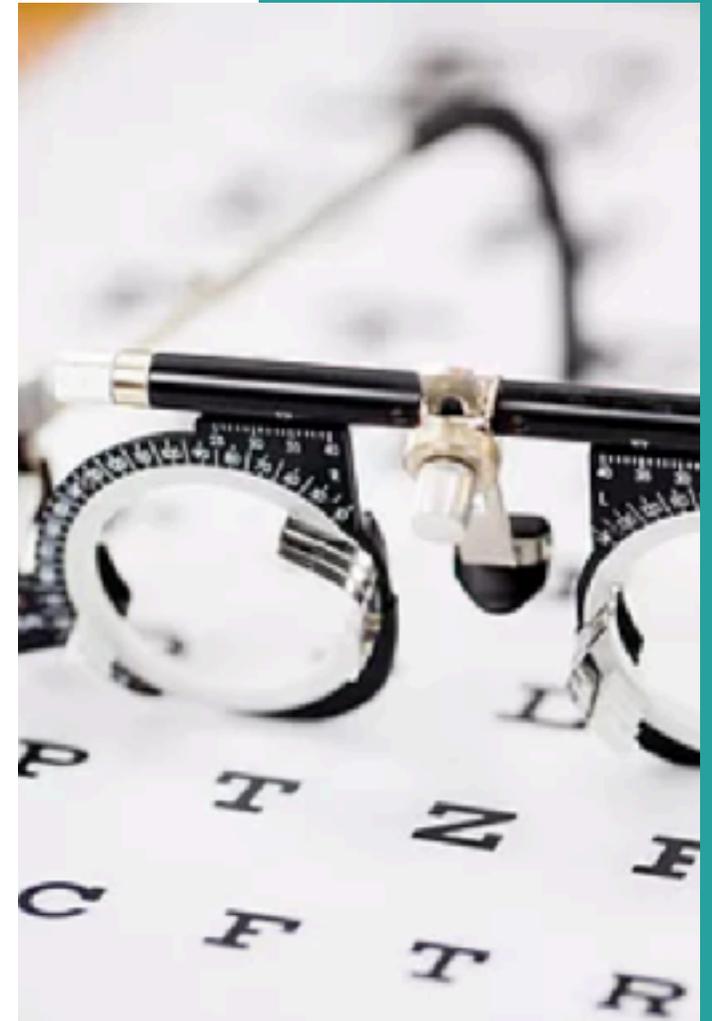
Hello everyone,

My name is Risha and I am the Optometry Lead for MLC. As you will be aware we are entering the Optometry market this year with our new system launch. This is a whole new sector that the existing team had not previously been involved with, as a result I was asked to join MLC and lead the pre-launch, launch and management (being an experienced optometrist myself). Dispensing Optician Reena is also actively working alongside me on this project.

Over the course of the last few months and during the run up to launch we are engaging with locum optoms and practice owners who would be interested in joining the platform. To date we have obtained details of 200+ optical practices and 200+ locums which is growing weekly. We have also looked into partnership opportunities and strategic alliances.

All in all, giving us a great head start as we will have active users from the very first day!

Many Thanks, Risha | Optom Lead





## New Platform Build

MLC has signed off on a potential design for the locum app. The development team (Poplify) have been through the requirements and are starting to produce wireframes to show a typical example of the users journey through the platform.



## Personnel And Staffing

A new admin/accounts assistant has joined MLC this month. She will devote majority of her time toward locums - getting them compliant and deployable to work. She will also look at account management for some of our clients.



## Marketing

MLC will be attending the 100% optical show this month at the London Excel between the 27th-29th January with a view to engage with other professionals, obtain interest and pre-registration from locums and practice owners.





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# Expenditure

Current and Upcoming Expenses



## Expenditure For Month Of Jan 2018

**Development** large initial outlay of costs has been paid; now moving to smaller monthly payments aiding cashflow.

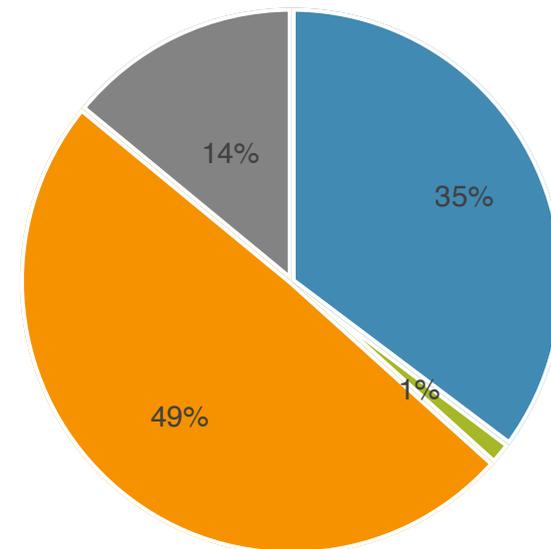
**Personnel** cost increases with the introduction of a new member of staff to MLC team.

**Marketing** costs are kept low to accommodate larger spends in the upcoming months (trade shows/outsourcing of social media management).

**Ongoing Est. Monthly Burn Rate:**  
~£8.5k

**Est. Jan Spend:**  
~£7k

Approximate Investment Split  
(12 months)



● Development ● Marketing ● Personnel and Telesales ● Business Exp



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# Current Traction

Monthly and Yearly Breakdowns

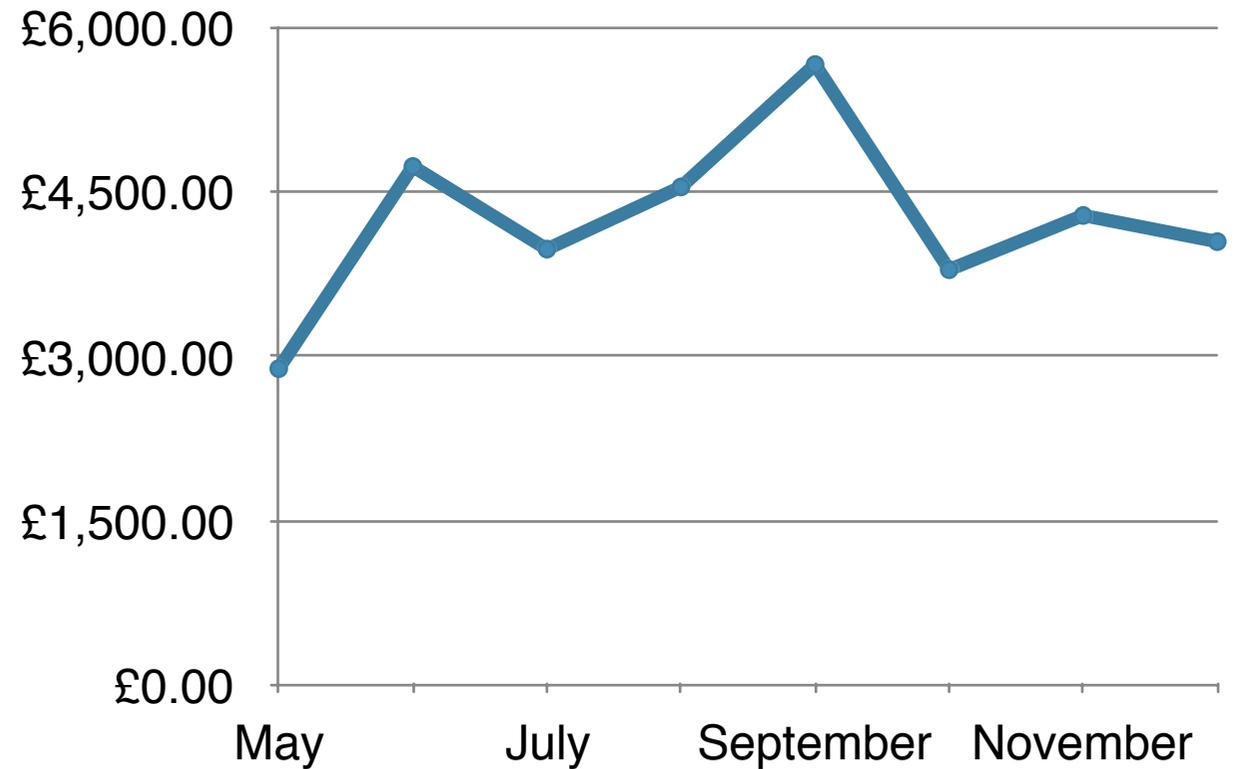


## 2017 Figures

**Bookings** for December averaged the 300 mark.

**Locum sign ups** were still relatively high with newly qualified's coming through.

**Pharmacy sign ups** increased slightly with the help of a new small chain of pharmacies comprising 10 stores.



Key: Revenue per month

\*Note: Profit margin approximately 50%

## December

Revenue ~£4k

Pharm Locum Sign Up  
~45

Pharm client Sign Up  
~16

DBS ~13

# Current Traction: Monthly



Below you will see movement in traction for MLC across its Main KPI's

Tracking	December Vs Month Prior	Total to date
Locum Sign Up	45 (-60%)	1,783
Pharmacy Branch Sign Up	16 (+81%)	1,829
Pharmacy Locum Bookings	312 (+10%)	5,778
DBS Checks	13 (-46%)	680
Optom Locum Details Captured (for sign up)	172 (+83%)	201
Optom Practice Details Captured (for sign up)	187 (+92%)	202
Optom Bookings	N/A	N/A

# Thank you

## Get in Touch

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