BLASH ADVISORY · CLIENT PLAYBOOK

Blash Apps

The Playbook

AI systems that do the work, governed to a standard your board will accept.

A suite of apps, and much more, built around your use case. You name it, we build it for you.

Weeks	Minutes	Top 1%	Fixed fee
from first call to live, working software	to change a live system when your business changes	in AI usage: we build with AI every day	agreed before work starts, and you own everything we build

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A suite of apps, and much more.

A suite of apps, and much more, built around your use case. You name it, we build it for you.

The apps in these pages are examples of what we have already built, not the limit of what we offer. Name the workflow and we build the system around it: whatever the workflow, it can be automated.

Four outcomes every build is for

Higher organisational productivity

Work that took days takes hours, and your people spend their time on judgement, not assembly.

More sales and revenue

More of the right buyers reached, every enquiry answered and proposals out the same day.

Lower cost

Less re-keying, chasing and rework, and no extra hours bought just to keep up with volume.

More output from the people and resources you already have

The team you have handles more work, with the exceptions in front of a person and the rest done.

Four commitments on every engagement

Fixed fee

Agreed before work starts. No day-rate drift.

You own it

Code, prompts, integrations and data. 100% yours.

Governed

Human approval wherever money or messages leave the business.

Built on your stack

No rip-and-replace. Read-only by default.

At a glance

Weeks from first call to live, working software

Minutes to change a live system when your business changes

Top 1% in AI usage: we build with AI every day

Fixed fee agreed before work starts, and you own everything we build

Our principle

"A system that will say it does not know is worth more than one that always has an answer."

What we have already built

Examples, not the limit. You name it, we build it for you.

Suite	App	What it does
The Blash Core	**Blash Orchestrator**	One control room for every agent you run.
	Loop	Humans in the loop, by design.
	Blash Brain	Your company's knowledge, answerable with citations.
	Blash Assistant	A governed assistant for every desk.
Finance & Performance	**Integrated Finance Platform**	Contract to cash to board, in one system.
	Cashflow Command Centre	See the cash before it moves.
	Blash Budgeting	A budget you can defend line by line.
	Blash Reporting	The board pack, without the rebuild.
Growth & Revenue	**GTM by Blash**	Outbound for firms with a narrow buyer.
	Blash Voice	No enquiry goes unanswered.
	Blash Bid	First proposal in a day, not a week.
Operations & Control	**Blash Inbox**	The inbox becomes a queue.
	Blash Capture	Stop re-keying. Start checking.
	Blash Reconcile	Reconciliation that runs unattended.
	Blash Renewals	See what is at risk, well before it renews.
	Blash Govern	AI your auditors will sign off.
Funds & Investments	**Due Diligence Automation**	The same standard of diligence on every deal.
	Portfolio Intelligence System	Every portfolio company in one view, every figure sourced. **Live at pis.blash.uk.**
	Deal Screener	Every inbound deal scored against your thesis.

The Blash Core

The platform every Blash app runs on: one control layer, one memory, one review queue and an assistant for every desk.

Blash Orchestrator

One control room for every agent you run.

Routes work between agents, tools and people. Every step logged, every hand-off visible, every consequential action gated.

- Routes work across leading AI models, tools and people
- Approval gates wherever money or messages leave
- Full audit trail and live run monitoring

Drives Higher productivity · More from your team

Loop

Humans in the loop, by design.

The review queue where your team approves, corrects and teaches the agents. Exceptions arrive with the evidence attached, so a reviewer decides in seconds.

- Exceptions only, ordered by materiality
- Every correction feeds back into the rules
- Confidence thresholds you set

Drives More from your team · Lower cost

Blash Brain

Your company's knowledge, answerable with citations.

Policies, contracts, playbooks and past work, searchable in plain English. Every answer links to its source, or the Brain says it does not know.

- Citations on every answer
- Refuses rather than guesses
- Role-based access to sensitive content

Drives Higher productivity · More from your team

Blash Assistant

A governed assistant for every desk.

A secure AI assistant for staff and customers that drafts, summarises and answers within the rules you set, and hands over to a person when it should.

- Drafts replies, notes and updates
- Escalates high-risk questions to a person
- SSO, logging and data residency options

Drives Higher productivity · More from your team

Finance & Performance

The CFO stack: from contract to cash to board pack, with numbers that reconcile and an AI that never estimates a figure.

Integrated Finance Platform

Contract to cash to board, in one system.

The whole commitment chain in one data model: contracts, execution, invoicing, receivables, payables, cash and budget. Drill from the board pack to the clause.

- The whole chain from contract to cash to board pack in one place
- Entity or consolidated at a toggle
- Payment approvals that follow your own controls

Drives Higher productivity · Lower cost

Cashflow Command Centre

See the cash before it moves.

A live, weekly forward cash position across every entity and facility, with collections chasing and funding decisions in one view.

- A 13-week rolling cash forecast
- Group funding arranged before facilities are drawn
- Receivables measured the way your business actually runs

Drives Lower cost · Higher productivity

Blash Budgeting

A budget you can defend line by line.

Budgeting for multi-company groups. Departments enter their own numbers, the group recomputes itself, and you can ask questions in plain English; the software tells you what it does not know.

- Departmental P&L, utilisation and bench
- Access and permissions designed around how your teams work
- Every figure checked automatically before anyone sees it

Drives Higher productivity · More from your team

Blash Reporting

The board pack, without the rebuild.

Management packs, board reports and client reports drafted automatically from source systems, so month-end becomes a review task, not a build task.

- Commentary drafted from the numbers
- Every figure linked to source
- Investor updates in minutes

Drives Higher productivity · More from your team

Growth & Revenue

Systems that find the right buyer, answer every enquiry and get the first draft out the door.

GTM by Blash

Outbound for firms with a narrow buyer.

Qualifies your list against your ideal customer profile first, finds a current signal for each prospect, picks the right service and drafts only for the contacts that fit.

- ICP-first: qualified, uncertain, dropped
- A current signal found for every prospect
- Warm-up, A/B and deliverability built in

Drives More sales and revenue · More from your team

Blash Voice

No enquiry goes unanswered.

A voice and chat front door that answers missed and after-hours calls, qualifies, books and logs to your CRM, and escalates when it should.

- 24/7 call and web capture
- Books into your calendar
- Logs consent and source

Drives More sales and revenue · Lower cost

Blash Bid

First proposal in a day, not a week.

Drafts proposals, quotes and follow-ups from your past work, rate cards and the client's brief. Your team signs off the final number.

- Draws on your winning proposals
- Quote first pass with missing-info checks
- Follow-ups drafted automatically

Drives More sales and revenue · Higher productivity

Operations & Control

The weekly work your team repeats: intake, routing, reconciliation, renewals and control. Automated, with the exceptions in front of a person.

Blash Inbox

The inbox becomes a queue.

Reads, classifies and routes every inbound email, drafts the reply and updates the CRM from the conversation.

- Classify and route on arrival
- Draft replies held for approval
- CRM updated from email and call context

Drives Higher productivity · More from your team

Blash Capture

Stop re-keying. Start checking.

Invoices, statements, IDs and forms read, classified and posted into your systems, with uncertain items flagged for review.

- OCR plus structured extraction
- Confidence scoring per field
- Posts to finance and practice systems

Drives Lower cost · More from your team

Blash Reconcile

Reconciliation that runs unattended.

Payouts, bank lines and ledgers parsed and matched automatically. Only the exceptions reach a person.

- Multi-source matching
- Exception queue in Loop
- Full match evidence retained

Drives Lower cost · Higher productivity

Blash Renewals

See what is at risk, well before it renews.

Tracks every renewal, contract date and obligation, and alerts the owner before value walks out of the door.

- Renewal and obligation register
- At-risk scoring and alerts
- No manual tracker to rebuild

Drives More sales and revenue · Lower cost

Blash Govern

AI your auditors will sign off.

Controls, monitoring and reporting for every AI system you run, Blash-built or not: risk register, DPIA, model logs and board reporting.

- AI risk register and DPIA
- Live monitoring and audit logs
- Board-ready assurance reporting

Drives Lower cost · Higher productivity

Funds & Investments

For investment funds, family offices, corporate venture and investment teams: the groundwork done to the same standard on every deal and every portfolio company.

Investment decisions stay with your team. The systems do the groundwork.

Due Diligence Automation

The same standard of diligence on every deal.

The data room read and the core financial and commercial analysis done on every deal to the same standard: historical financials reconciled to the founder model, quality of earnings, unit economics, key contract terms, customer concentration, benchmarking, and valuation and returns cross-checks.

- A red-flag register and management questions
- First drafts of investment committee memo sections
- Chronologies drafted, every claim linked to source

Drives Higher productivity · More from your team

Portfolio Intelligence System

Every portfolio company in one view, every figure sourced.

Portfolio companies' figures taken in whatever format they arrive, mapped by AI into the fund's own template and checked the moment they land. A person accepts each figure, never the AI, and every figure opens to the file, sheet and cell it came from.

- Every figure traced to its file, sheet and cell
- Each company read on the metrics for its business model and sector
- Board packs and investor reports from the locked quarter

Drives Higher productivity · More from your team

Live at pis.blash.uk. Section 08 covers it in full.

Deal Screener

Every inbound deal scored against your thesis.

Every inbound deck and email scored against the fund's thesis (sector, stage, geography, ticket size and exclusions), with a one-page summary, routing to the right person and a drafted reply to the founder for approval.

- Scored against your thesis and exclusions
- A one-page summary for every deal
- Replies to founders drafted for approval

Drives More from your team · Higher productivity

Portfolio Intelligence System

Numbers you can stand behind. Any format in, every number traced, on a platform shaped around your fund.

Portfolio companies' figures taken in whatever format they arrive, mapped by AI into the fund's own template and checked the moment they land. A person accepts each figure, never the AI, and every figure opens to the file, sheet and cell it came from.

Live at pis.blash.uk. See it at pis.blash.uk/demo: a read-only demo on synthetic figures, a GP's fund and a fund of funds, with no sign-up.

Every quarter, in five steps

01 Any format	02 Mapped	03 Checked	04 Accepted	05 Reported
files, email, board packs	into the fund's template	the moment it lands	by a person, never the AI	from the locked quarter

What the fund gets

Every number traced

Open any figure and it takes you to the file, the sheet and the cell it came from.

A person accepts

Checks run the moment figures land, questions for the company are drafted, and a person accepts each figure, never the AI.

Read like a diligence team

Each company on the metrics that matter for its business model and sector, set against its peers.

The fund's numbers

Actual against budget, projections of all three statements, valuations with their workpapers, and IRR, TVPI and DPI in the ILPA template.

Reports in a click

Board packs and investor reports from the locked quarter, in your own layouts, in PDF and PowerPoint.

For a fund of funds

A look-through to every company behind every fund, with forecasts up through each fund, SPV and holding company.

Shaped around your fund

Your templates, metrics, review levels, workflows and report layouts are configured for your fund rather than rebuilt, so every upgrade still reaches you. Arabic and the Gulf are built in, from Hijri dates to the region's currencies. For a GP, an LP, or both, on one platform.

Drives Higher productivity · More from your team

Ascent: an AI career agent

An AI career agent that runs a person's job search for them.

Ascent keeps one true record of a person's experience, watches job boards and the career pages of the employers they choose, and judges each new role for fit. For every role worth applying for, it writes a CV and letter from the person's own record, never claiming anything they have not done, checks the whole application and sends it in their name from their own computer. It asks only what only the person can answer, and keeps a full history of every application.

How it works for each person

- **One record:** confirmed once.
- **Roles watched:** boards and chosen employers.
- **Fit judged:** reasons written down.
- **CV and letter:** from their own record.
- **Sent:** in their name, checked first.

What it means for your business

Something you can offer people: career transition and outplacement support for employees leaving the business.

Live at ascent.blash.uk.

From first call to working software

	Step	When	What happens
01	**Discover**	30-minute call	You describe the workflow that hurts, or the outcome you want.
02	**Audit**	3 days	A readiness audit, with every use case scored on payback and risk. Yours to keep.
03	**Build**	Within weeks	Working software on your real data, before the full rollout.
04	**Govern**	From day one	Approvals, monitoring and audit trails, with the DPIA and policy pack.
05	**Deploy**	Weeks 4 to 8	Rollout, team training and playbooks, so your people use it well.
06	**Partner**	Ongoing	Changes in minutes as your business moves. Flat retainer, or take the code and run it.

What the client can count on

- **Fixed fee.** Agreed before work starts. No day-rate drift.
- **You own it.** Code, prompts, integrations and data. 100% yours.
- **Governed.** Human approval wherever money or messages leave the business.
- **Built on your stack.** No rip-and-replace. Read-only by default.

Book a 30-minute discovery call at ai.blash.uk/book.

Why the savings and revenue gains are safe to count on

Eight things we commit to on every engagement.

01 Top 1% of AI users

Blash builds with AI every day, at a scale few firms match.

02 The old way is outdated

Long specifications, months of development, change requests and day-rate drift belong to a different era.

03 Live in weeks, changed in minutes

When the business changes, the system changes the same day, not in next quarter's release.

04 Payback first

Every use case is scored on payback before we build it, so you know what it is worth before you commit.

05 Proof on your own data

Working software on your real data early, before the full rollout.

06 Fixed fee, and you own it

A fixed fee agreed before work starts. You own everything: code, prompts, integrations and data.

07 Governed

A person approves wherever money or messages leave the business.

08 Built on your stack

No rip-and-replace. It works with the systems you already run.

Time back

Elapsed time for the same task, before and after a Blash system went live.

Task	Before	After
Policy answer retrieval	12 min	**90 sec**
Legal intake to first summary	24 hrs	**90 min**
First proposal draft	5 days	**24 hrs**
Litigation chronology draft	2 days	**4 hrs**
Shared-inbox first response	Next day	**< 2 hrs**

In their words

"It gave us a way to say yes to AI without losing control."

Head of Digital, UK financial services

"We could finally see the exceptions instead of checking every transaction."

Finance Manager, short-let property

"The report became a review task, not a rebuild task."

Managing Partner, professional services

"The value was not just the answer; it was knowing where it came from."

Risk Manager, UK insurer

Sectors, offices and next step

Sectors

- Professional services
- Financial services & fintech
- Funds & investment
- Real estate & property
- Construction
- Retail & consumer
- Healthcare & dental
- Manufacturing

Offices

London · Dubai · Riyadh · Muscat · Mumbai · Singapore

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Book a discovery call: ai.blash.uk/book

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