Blash Advisory

Blash Apps

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

AI apps and automations by Blash Advisory, London. A suite of apps, and much more, built around your use case. You name it, we build it for you.

Blash Advisory · London · October 2026

WHAT WE BUILD

01 **The Blash Core**
The platform under every app

02 **Finance & Performance**
Contract to cash to board pack

03 **Growth & Revenue**
Buyers, enquiries and proposals

04 **Operations & Control**
The weekly work, automated

05 **Funds & Investments**
The groundwork on every deal

→ **And whatever your workflow needs next**

WHY BLASH APPS

A suite of apps, and much more.
You name it, we build it for you.

The named apps are examples of what we have already built, not the limit of what we offer.

OUR PROMISE

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

Strategy, build and governance from the same team that answers for the result.

FOUR OUTCOMES EVERY BUILD IS FOR

01

Higher productivity

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

02

More sales and revenue

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

03

Lower cost

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

04

More from your team

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

AT A GLANCE

What you can count on

Live in weeks, changed in minutes, and governed from day one.

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

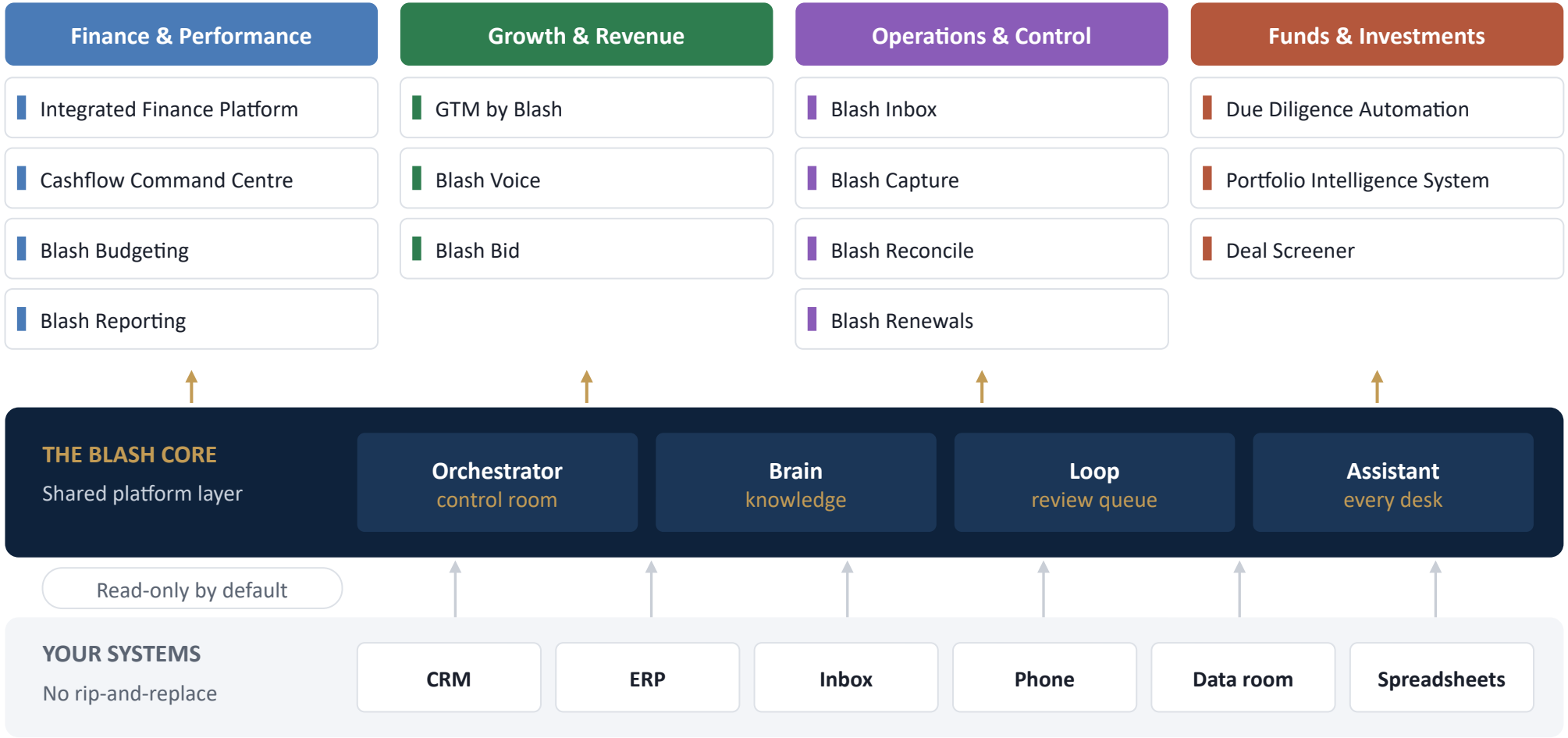
agreed before work starts, and you own everything we build

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

THE BLASH STACK

One platform under every app

App suites on a shared core, connected to the systems you already run, governed end to end.



BLASH GOVERN

Across every layer

- **Controls**
- **Monitoring**
- **Audit trail**

Risk register, DPIA, model logs and board reporting

WHAT WE BUILD

A suite of apps, and much more

Examples of what we have already built, by suite. Name the workflow, and we build the system around it.

01 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.

02 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.

03 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.

04 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.

05 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.

Not on the list? You name it, we build it for you.

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.

- 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.

- 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.

- 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.

- 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.

- 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.

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, from quality of earnings to valuation 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.

Every company's figures taken in whatever format they arrive, mapped into the fund's own template and checked on arrival, every figure traced to its source.

- 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

Deal Screener

Every inbound deal scored against your thesis.

Every inbound deck and email scored against your thesis, summarised on one page, routed to the right person, with a reply to the founder drafted 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

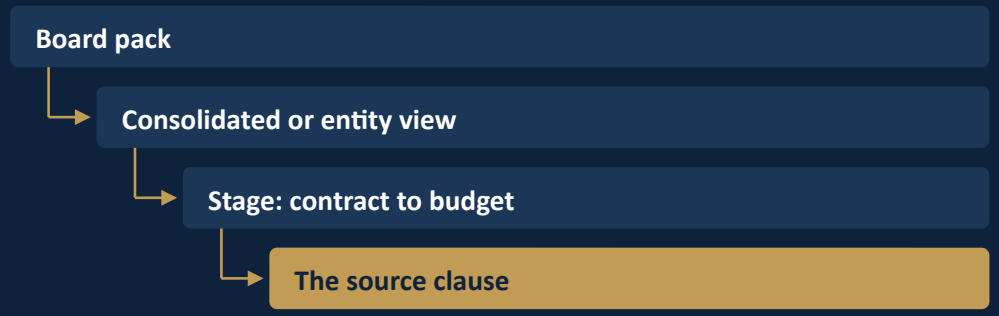
Contract to cash to board, in one system

The whole commitment chain in one data model, so every number in the board pack traces to its source.

01	02	03	04	05	06	07
Contract	Execution	Invoice	Receivable	Payable	Cash	Budget
Terms, milestones, retention	Certification, resources, margin	Billing triggered on certification	Collection tracking, ageing	Approvals to your controls, audit log	Weekly forward position, facilities	Variance, reforecasting

DRILL-DOWN

Board pack to 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

Every number traces to its source

Drill from the board pack to the entity, the stage and the clause behind any figure.

Qualify first, then write

Outbound for firms with a narrow buyer: only contacts that fit the ICP ever get a draft.



EVERY CONTACT SORTED BEFORE ANY DRAFTING

Qualified	Uncertain	Dropped
Drafted, tested and sequenced	Held for a person to decide	Never drafted

THE RULE

Drafts only for the contacts that fit

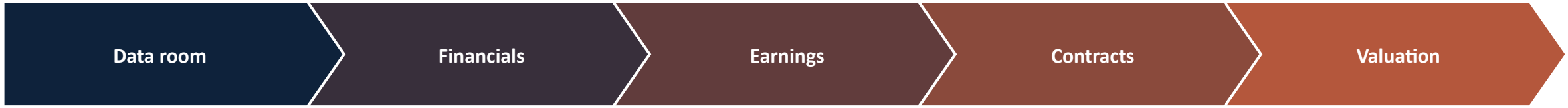
A current signal found for every prospect, the right service chosen, and warm-up, A/B testing and deliverability built in.

DEEP DIVE · FUNDS & INVESTMENTS

The groundwork on every deal, to one standard

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

DUE DILIGENCE AUTOMATION · ON EVERY DEAL



Output: a red-flag register, management questions and first drafts of investment committee memo sections.

PORTFOLIO INTELLIGENCE SYSTEM · LIVE

Every portfolio company in one view, every figure sourced.

- 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

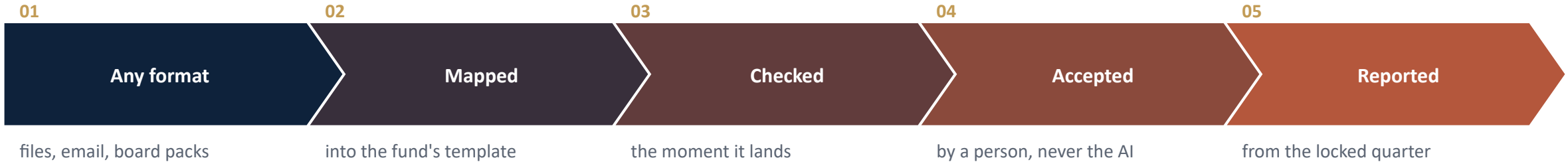
DEAL SCREENER

Every inbound deal scored against your thesis.

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

Numbers you can stand behind

Any format in, every number traced, on a platform shaped around your fund.



Every number traced

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

Read like a diligence team

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

Reports in a click

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

A person accepts

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

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.

For a fund of funds

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

SEE IT LIVE

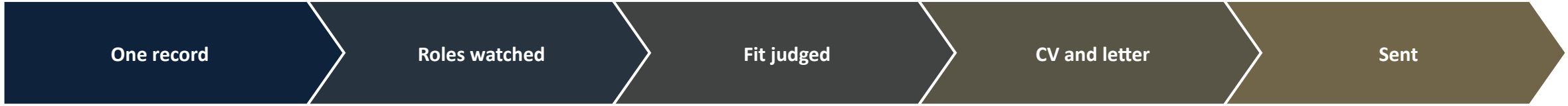
pis.blash.uk/demo

A read-only demo on synthetic figures, a GP's fund and a fund of funds, with no sign-up.

For a GP, an LP, or both, on one platform.

Ascent: an AI career agent

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



confirmed once	boards and chosen employers	reasons written down	from their own record	in their name, checked first

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.

OFFER IT TO YOUR PEOPLE

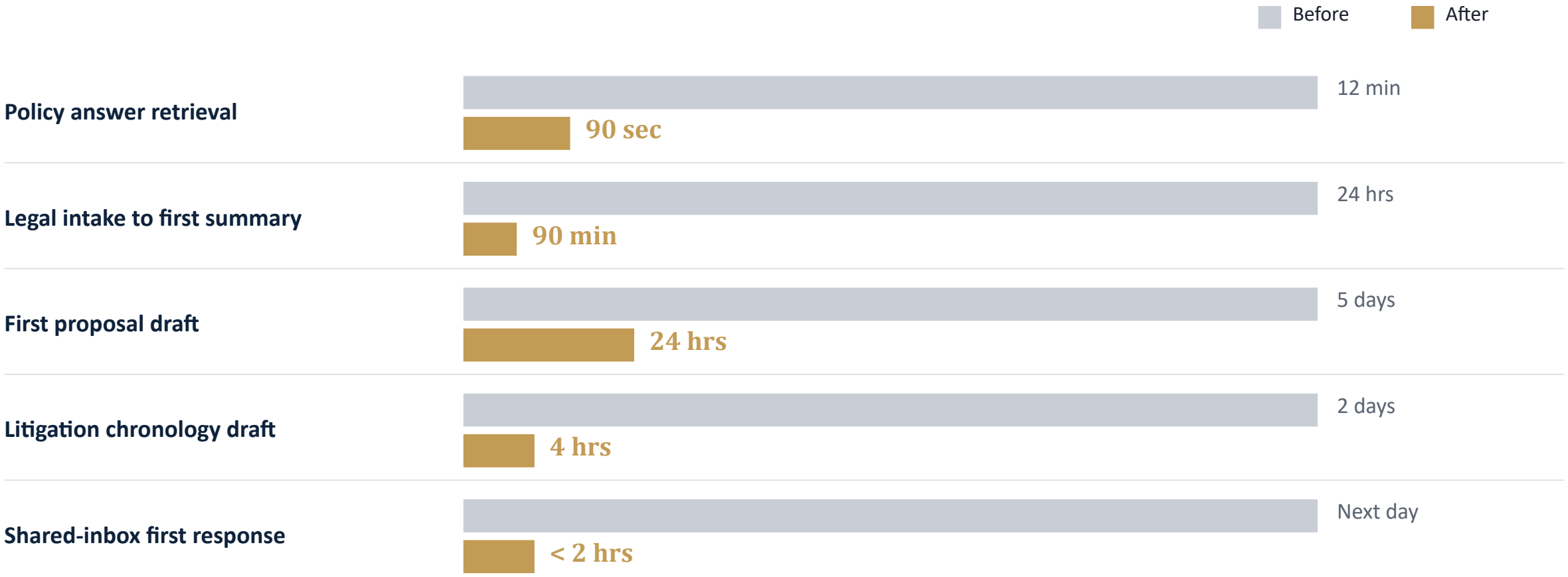
Career transition and outplacement support for employees leaving the business.

Live at ascent.blash.uk

TIME BACK

Days of work become hours, hours become minutes

First drafts and answers, before and after a Blash system went live.



Each row is scaled to its own before time.

CONFIDENCE IN THE RETURN

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.

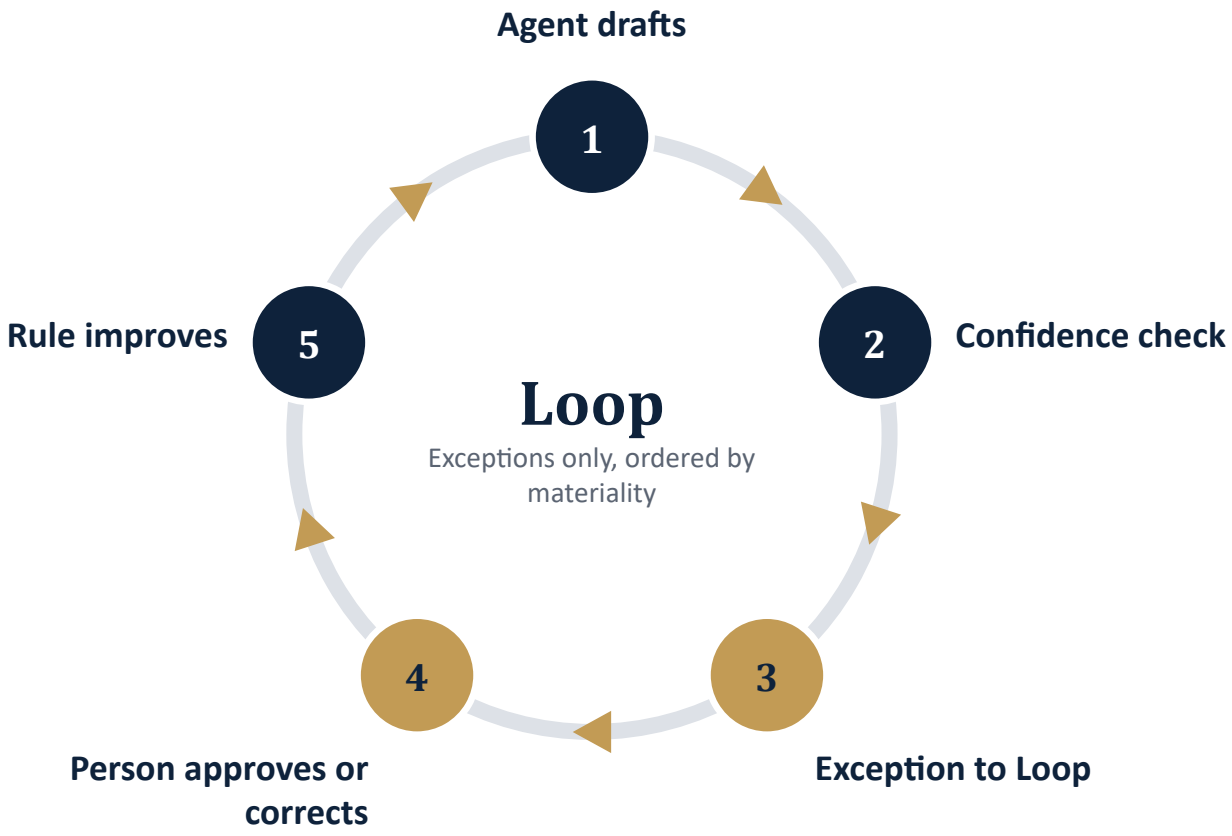
08

Built on your stack

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

A person stays in control, by design

Agents do the volume. People decide the exceptions, and every correction makes the rules better.



OUR PRINCIPLE

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

CONTROLS YOU SET

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

A person approves wherever money or messages leave the business.

WHERE IT FITS

Sector by suite

Where each suite typically does the most work, by sector. Indicative; every audit starts from your workflows.

SECTOR	The Blash Core	Finance & Performance	Growth & Revenue	Operations & Control	Funds & Investments	LEAD APPS
Professional services	●	●	●	●	○	Budgeting · Bid · Inbox
Financial services & fintech	●	●	○	●	●	Orchestrator · Brain · Govern
Funds & investment	●	○	○	○	●	Due Diligence · Portfolio Intelligence · Deal Screener
Real estate & property	○	●	●	●	○	Reconcile · Renewals · Voice
Construction	○	●	●	●	—	Integrated Finance · Bid
Retail & consumer	○	○	●	●	—	Inbox · Capture · Voice
Healthcare & dental	●	○	●	●	—	Assistant · Voice · Capture
Manufacturing	○	●	○	●	—	Capture · Cashflow · Reporting

● Core fit ○ Supporting fit

HOW WE WORK

From first call to software you own

Six steps, a fixed fee agreed before work starts, and working software within weeks.

30-MINUTE CALL

1

Discover

You describe the workflow that hurts, or the outcome you want.

3 DAYS

2

Audit

A readiness audit, with every use case scored on payback and risk. Yours to keep.

WITHIN WEEKS

3

Build

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

FROM DAY ONE

4

Govern

Approvals, monitoring and audit trails, with the DPIA and policy pack.

WEEKS 4 TO 8

5

Deploy

Rollout, team training and playbooks, so your people use it well.

ONGOING

6

Partner

Changes in minutes as your business moves. Flat retainer, or take the code and run it.

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.

CLIENT VOICES

What clients say after go-live

In their words: control, visibility and evidence.

> *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

Blash Advisory

Start with a 30-minute call.

Leave with a written audit in 3 days.

Fixed fee. You own it. Governed. Built on your stack.

Book at ai.blash.uk/book

London · Dubai · Riyadh · Muscat · Mumbai · Singapore

Blash Advisory is registered in England and Wales, company number 12827998.

GET IN TOUCH

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