Registration number: 07852221

Snowplow Analytics Limited

Unaudited Abbreviated Accounts

Year Ended 31 March 2015

Snowplow Analytics Limited
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Year Ended 31 March 2015

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Snowplow Analytics Limited
(Registration number: 07852221)
Abbreviated Balance Sheet at 31 March 2015

	Note	2015 £	2014 £
Fixed assets			
Tangible fixed assets	2	4,676	756
Current assets			
Debtors		57,292	22,666
Cash at bank and in hand		27,119	36,225
		84,411	58,891
Creditors: Amounts falling due within one year		(32,346)	(22,114)
Net current assets		52,065	36,777
Total assets less current liabilities		56,741	37,533
Provisions for liabilities		(1,042)	-
Net assets		55,699	37,533
Capital and reserves			
Called up share capital	3	100	100
Profit and loss account		55,599	37,433
Shareholders' funds		55,699	37,533

ese accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

r the year ending 31 March 2015 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

e members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

e directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

pproved by the Board on 6 November 2015 and signed on its behalf by:

.....
Yali Sassoon
Director

The notes on pages 2 to 4 form an integral part of these financial statements.

Snowplow Analytics Limited
Notes to the Abbreviated Accounts
Year Ended 31 March 2015

1 Accounting policies

Basis of preparation

e full financial statements, from which these abbreviated accounts have been extracted, have been prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (Effective April 2008).

Turnover

rnover represents amounts chargeable, net of value added tax, in respect of the sale services to customers on an accruals basis.

Depreciation

preciation is provided on tangiable fixed assets so as to write off the cost, less any estimated residual value, over their useful economic life as follows:

Asset class	Depreciation method and rate
xtures and Fittings	Straight line over 4 years
mputer Equipment	Straight line over 4 years

Research and development

search and development expenditure is written off as incurred.

Deferred tax

ferred tax is recognised, without discounting, in respect of all timing differences between the treatment of certain items for taxation and accounting purposes, which have arisen but not reversed by the balance sheet date, except as required by the FRSSE. Deferred tax assets in respect of such timing differences are recognised to the extent they are regarded as being more likely than not, recoverable in the short term, and are not discounted. Deferred tax is measured at the rates that are expected to apply in the periods when the timing differences are expected to reverse, based on the tax rates and law enacted at the balance sheet date.

Foreign currency

ansactions in foreign currencies are recorded at the exchange rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are retranslated at the closing rates at the balance sheet date. All exchange differences are included in the profit and loss account.

Financial instruments

ıancial instruments are classified and accounted for, according to the substance of the contractual arrangement, as financial assets, financial liabilities or equity instruments. An equity instrument is any contract that evidences a residual interest in the assets of the company after deducting all of its liabilities.

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2 Fixed assets

	Tangible assets £	Total £
Cost		
At 1 April 2014	1,009	1,009
Additions	4,805	4,805
At 31 March 2015	5,814	5,814
Depreciation		
At 1 April 2014	253	253
Charge for the year	885	885
At 31 March 2015	1,138	1,138
Net book value		
At 31 March 2015	4,676	4,676
At 31 March 2014	756	756

3 Share capital

Allotted, called up and fully paid shares

	2015		2014	
	No.	£	No.	£
Ordinary shares of £1 each	100	100	100	100

4 Related party transactions

Directors' advances and credits

	2015 Advance/ Credit £	2015 Repaid £	2014 Advance/ Credit £	2014 Repaid £
Alexander Dean	-	1,370	1,370	-

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.