

Snowplow Analytics Limited

Unaudited Abbreviated Accounts

Year Ended 31 March 2016

Snowplow Analytics Limited
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Year Ended 31 March 2016

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Snowplow Analytics Limited
(Registration number: 07852221)
Abbreviated Balance Sheet at 31 March 2016

	Note	2016 £	2015 £
Fixed assets			
Tangible fixed assets	<u>2</u>	<u>5,483</u>	<u>4,676</u>
Current assets			
Debtors		81,247	57,292
Cash at bank and in hand		<u>124,968</u>	<u>27,119</u>
		206,215	84,411
Creditors: Amounts falling due within one year		<u>(69,555)</u>	<u>(32,346)</u>
Net current assets		<u>136,660</u>	<u>52,065</u>
Total assets less current liabilities		142,143	56,741
Provisions for liabilities		<u>(1,042)</u>	<u>(1,042)</u>
Net assets		<u>141,101</u>	<u>55,699</u>
Capital and reserves			
Called up share capital	<u>3</u>	100	100
Profit and loss account		<u>141,001</u>	<u>55,599</u>
Shareholders' funds		<u>141,101</u>	<u>55,699</u>

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

For the year ending 31 March 2016 the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies. The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.

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

Approved by the Board on 16 December 2016 and signed on its behalf by:

.....
Yali Sassoon
Director

The notes on pages 2 to 3 form an integral part of these financial statements.

Snowplow Analytics Limited
Notes to the Abbreviated Accounts
Year Ended 31 March 2016

I Accounting policies

Basis of preparation

The 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 January 2015).

Turnover

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

Depreciation

Depreciation is provided on tangible 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
Fixtures and Fittings	Straight line over 4 years
Computer Equipment	Straight line over 4 years

Research and development

Research and development expenditure is written off as incurred.

Deferred tax

Deferred 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

Transactions 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.

Snowplow Analytics Limited
Notes to the Abbreviated Accounts
Year Ended 31 March 2016

Financial instruments

Financial 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.

2	Fixed assets		
		Tangible assets	Total
		£	£
Cost			
At 1 April 2015		5,814	5,814
Additions		<u>2,491</u>	<u>2,491</u>
At 31 March 2016		<u>8,305</u>	<u>8,305</u>
Depreciation			
At 1 April 2015		1,138	1,138
Charge for the year		<u>1,684</u>	<u>1,684</u>
At 31 March 2016		<u>2,822</u>	<u>2,822</u>
Net book value			
At 31 March 2016		<u>5,483</u>	<u>5,483</u>
At 31 March 2015		<u>4,676</u>	<u>4,676</u>

3	Share capital		
Allotted, called up and fully paid shares			
	2016		2015
	No.	£	No.
			£
Ordinary shares of £1 each	100	100	100
	<u> </u>	<u> </u>	<u> </u>

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.