

# Snowplow Analytics Limited

Unaudited Balance Sheet

Year Ended 31 March 2017

**Snowplow Analytics Limited**

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# **Snowplow Analytics Limited**

## **Company Information**

|                          |                                                                  |
|--------------------------|------------------------------------------------------------------|
| <b>Directors</b>         | Yali Sassoon<br>Alexander Dean                                   |
| <b>Registered office</b> | The Roma Building<br>32-38 Scrutton Street<br>London<br>EC2A 4RQ |

## Snowplow Analytics Limited

(Registration number: 07852221)

### Balance Sheet as at 31 March 2017

|                                                       | Note | 2017<br>£ | 2016<br>£ |
|-------------------------------------------------------|------|-----------|-----------|
| <b>Fixed assets</b>                                   |      |           |           |
| Tangible assets                                       | 4    | 21,579    | 5,483     |
| <b>Current assets</b>                                 |      |           |           |
| Debtors                                               | 5    | 177,723   | 81,247    |
| Cash at bank and in hand                              |      | 232,448   | 124,968   |
|                                                       |      | 410,171   | 206,215   |
| <b>Creditors: Amounts falling due within one year</b> | 6    | (150,328) | (69,555)  |
| <b>Net current assets</b>                             |      | 259,843   | 136,660   |
| <b>Total assets less current liabilities</b>          |      | 281,422   | 142,143   |
| <b>Provisions for liabilities</b>                     |      | (3,668)   | (1,042)   |
| <b>Net assets</b>                                     |      | 277,754   | 141,101   |
| <b>Capital and reserves</b>                           |      |           |           |
| Called up share capital                               |      | 100       | 100       |
| Profit and loss account                               |      | 277,654   | 141,001   |
| <b>Total equity</b>                                   |      | 277,754   | 141,101   |

For the financial year ending 31 March 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

#### Directors' responsibilities:

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

These financial statements have been delivered in accordance with the provisions applicable to companies subject to the small companies regime and the option not to file the Profit and Loss Account has been taken.

Approved and authorised by the Board on 30 November 2017 and signed on its behalf by:

The notes on pages 4 to 7 form an integral part of these financial statements.

**Snowplow Analytics Limited**

**(Registration number: 07852221)**  
**Balance Sheet as at 31 March 2017**

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Yali Sassoon

Director

The notes on pages 4 to 7 form an integral part of these financial statements.  
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# **Snowplow Analytics Limited**

## **Notes to the Financial Statements Year Ended 31 March 2017**

### **1 General information**

The company is a private company limited by share capital incorporated in England.

The address of its registered office is:

The Roma Building  
32-38 Scrutton Street  
London  
EC2A 4RQ

### **2 Accounting policies**

#### **Summary of significant accounting policies and key accounting estimates**

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### **Statement of compliance**

These financial statements have been prepared in accordance with Financial Reporting Standard 102 Section 1A - 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. This is the first year in which the financial statements have been prepared under FRS 102 Section 1A. The company transferred to the new accounting standards as at 1 April 2015. There were no transitional adjustments.

#### **Basis of preparation**

These financial statements have been prepared using the historical cost convention except that as disclosed in the accounting policies certain items are shown at fair value.

The financial statements are presented in Sterling which is the functional currency of the company and rounded to the nearest £.

#### **Revenue recognition**

Turnover comprises the fair value of the consideration received or receivable for the sale of services in the ordinary course of the company's activities. Turnover is shown net of sales/value added tax, returns, rebates and discounts.

The company recognises revenue when:

The amount of revenue can be reliably measured;  
it is probable that future economic benefits will flow to the entity;  
and specific criteria have been met for each of the company's activities.

#### **Foreign currency transactions and balances**

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.

#### **Tax**

The tax expense for the period comprises current and deferred tax. Tax is recognised in profit or loss, except that a change attributable to an item of income or expense recognised as other comprehensive income is also recognised directly in other comprehensive income.

## **Snowplow Analytics Limited**

### **Notes to the Financial Statements Year Ended 31 March 2017**

The current tax charge is calculated on the basis of tax rates and laws that have been enacted or substantively enacted by the reporting date in the countries where the company operates and generates taxable income.

Deferred tax is recognised on temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements and on unused tax losses or tax credits in the company. Deferred tax is determined using tax rates and laws that have been enacted or substantively enacted by the reporting date.

The carrying amount of deferred tax assets are reviewed at each reporting date and a valuation allowance is set up against deferred tax assets so that the net carrying amount equals the highest amount that is more likely than not to be recovered based on current or future taxable profit.

#### **Tangible assets**

Tangible assets are stated at cost, less any subsequent accumulated depreciation and subsequent accumulated impairment losses. The cost of tangible assets includes directly attributable incremental costs incurred in their acquisition and installation.

#### **Depreciation**

Depreciation is charged so as to write off the cost of assets, other than land and properties under construction over their estimated useful lives, as follows:

| <b>Asset class</b>    | <b>Depreciation method and rate</b> |
|-----------------------|-------------------------------------|
| Fixtures and Fittings | Straight line over 4 years          |
| Computer Equipment    | Straight line over 4 years          |

#### **Cash and cash equivalents**

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

#### **Trade debtors**

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business. Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the debtors.

#### **Trade creditors**

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of business from suppliers. Trade creditors are classified as current liabilities if the company does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

## Snowplow Analytics Limited

### Notes to the Financial Statements Year Ended 31 March 2017

#### Share capital

Ordinary shares are classified as equity. Equity instruments are measured at the fair value of the cash or other resources received or receivable, net of the direct costs of issuing the equity instruments. If payment is deferred and the time value of money is material, the initial measurement is on a present value basis.

#### 3 Staff numbers

The average number of persons employed by the company (including directors) during the year, was 7 (2016 - 5).

#### 4 Tangible assets

|                          | <b>Furniture,<br/>fittings and<br/>equipment<br/>£</b> | <b>Total<br/>£</b> |
|--------------------------|--------------------------------------------------------|--------------------|
| <b>Cost or valuation</b> |                                                        |                    |
| At 1 April 2016          | 8,305                                                  | 8,305              |
| Additions                | <u>20,196</u>                                          | <u>20,196</u>      |
| At 31 March 2017         | <u>28,501</u>                                          | <u>28,501</u>      |
| <b>Depreciation</b>      |                                                        |                    |
| At 1 April 2016          | 2,822                                                  | 2,822              |
| Charge for the year      | <u>4,100</u>                                           | <u>4,100</u>       |
| At 31 March 2017         | <u>6,922</u>                                           | <u>6,922</u>       |
| <b>Carrying amount</b>   |                                                        |                    |
| At 31 March 2017         | <u>21,579</u>                                          | <u>21,579</u>      |
| At 31 March 2016         | <u>5,483</u>                                           | <u>5,483</u>       |

#### 5 Debtors

|               | <b>2017<br/>£</b> | <b>2016<br/>£</b> |
|---------------|-------------------|-------------------|
| Trade debtors | 155,717           | 76,161            |
| Other debtors | <u>22,006</u>     | <u>5,086</u>      |
|               | <u>177,723</u>    | <u>81,247</u>     |

## Snowplow Analytics Limited

### Notes to the Financial Statements Year Ended 31 March 2017

#### 6 Creditors

|                              | 2017<br>£ | 2016<br>£ |
|------------------------------|-----------|-----------|
| <b>Due within one year</b>   |           |           |
| Trade creditors              | 41,359    | 10,626    |
| Taxation and social security | 32,544    | 14,603    |
| Other creditors              | 76,425    | 44,326    |
|                              | <hr/>     | <hr/>     |
|                              | 150,328   | 69,555    |
|                              | <hr/>     | <hr/>     |

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