

The small print, in plain sight

Held in Harla.

Harla reads contracts and turns them into clear schedules and tasks, for each party to monitor and complete. No chasing. No waiting. All in one place. An enterprise and mid-market platform for UK real estate, sold through paid pilots.

01 · The Problem		02 · The Solution		03 · Business Model	
Multiple parties, no shared process. Investors, landlords, occupiers, solicitors, agencies and surveyors, with no single point of accountability. Transactions stall. Months of email threads, constant chasing and conditions that slip. The clock runs and the billing mounts.		Contract data is real estate's most neglected asset. Harla is a structured extraction and title-chain engine for real estate: a multi-party platform that turns contract data into shared schedules, obligations and transactions. Intelligence, readiness and execution in one place, for every party.		Paid pilots first. Subscriptions follow. Pilot £10k, 90 days, credited on conversion. Growth £15–25k a year, full portfolio. Enterprise from £45k a year, rising to £120–200k+ for institutional deals. No low-cost or self-serve tiers. Prices rise roughly threefold at each step.	
3–6 mo	£13k+	~£15k	75%	~£5.4k	
Average time a contract takes to complete	Average cost to the landlord every month of void	Legal fees per transaction	Potential improvement in completion speed	Average saving in reduced solicitor costs	
Market			Traction		
A bottom-up market of named buyers. About 50,000 UK property professionals. The core market is 25,000 commercial property firms, sold Growth and Enterprise. About 400 institutions, REITs and large managing groups are the source of the large deals. Counts from IBISWorld, RICS, SRA and Real Estate:UK.			Institutional interest before a pound of spend. Four development partners are using the product today, at £3,450 MRR. Joining the PwC Scale Up programme and a Geovation 2027 cohort member, with a pipeline from PropTech Connect including Supermarket Income REIT and KWB Property.		
25,000	~400	£390–705m	Levy Real EstateElwood Fund Management		
Core market firms	Institutional targets	Serviceable market	Cripps Pemberton GreenishThe King's Cross Group		
Month 0	Month 3	Month 9	Month 12		
Raise closes. Pilots underway. Six pilots running, four paying the £10k fee. Founding team of four on payroll from M1.	First pilots convert. 2 Enterprise, 2 Growth. £130k ARR.	Clients growing. First sales hire. 4 Enterprise, 5 Growth. £280k ARR.	Institutions engaged. 5 Enterprise, 6 Growth. £345k ARR. £1.04m by M24 and £2.23m by M36.		
Team			The Ask		
Building a team to deliver. George Unsworth, Founder & CEO — 20 years at the intersection of property and technology. Founder of Mortar, E8 Group and FutureStudio. PwC, Nationwide and Government PropTech consultant. Team: Natalya Doris (AI and machine learning engineer), Alper Turktas (senior product developer), Mat Appleton (product designer). Advisors: Chris Mathew (Executive Chairman, Elwood Funds), Derrick Tate (former EMEA Head of Consulting, JLL), Gareth Lewis (Director, Real Estate M&A, PwC), Mike Large (Revantage UK, a Blackstone portfolio company), Simon Higgins and Greg Stalcup (partners, Levy Real Estate), Pete Kenyon and Helen Hunnisett (partners, Cripps), Oscar Thorne and Nick Fisher (sales and client engagement).			£600k at £3.6m post. People (69%): a founding team of four from M1 and two sales hires. Production (31%): pilot delivery, AI and infrastructure, events, professional services, office and tools.		
M19			£2.23m		£184k
Operating profit from month 19			ARR at month 36		Lowest cash, stress case
The raise holds cash above £150k even if every Enterprise deal lands six months late. The 18-month spend of £918k is funded by the £600k plus revenue.					

The multi-party platform for real estate. The deals. The dates. The details.

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