

The **voice-first** AI concierge for hotels.

Guests simply say “Hey Butler” and ask — in 60+ languages — for anything they need. No phone, no app, no queue at reception. ButlerIQ modernises guest service while turning everyday guest moments into new hotel revenue.



60+

LANGUAGES SPOKEN

300+

LIVE GUEST INTERACTIONS

£1.2B

GLOBAL OPPORTUNITY

£250K

SEIS ROUND

01 The Problem

Around 35% of guest spend leaks off-property — to restaurants, tours and taxis the hotel never captures. Service still runs on in-room phones and apps just 2–5% of guests download; short-staffed teams absorb every routine request and guests wait. Lost high-margin revenue. Drained teams. Slower service.

02 The Product

A branded in-room voice device, a staff task console, and an admin & analytics layer — built for hotel workflows. Request routing, escalation and multilingual support, plus an **upsell engine that makes ButlerIQ a revenue line, not a cost.**

03 Why Now

Voice has gone global: **8.4 billion voice assistants** are now in use worldwide — more than one per person on earth. AI has finally made it a true concierge, not a scripted toy. Hotels can't fully staff, and guests won't download another app — they'll just ask. Voice has arrived; hospitality is next.

04 Market

A **£900M–£1.2B global opportunity** in upscale hotels — including **£216M–£288M across Europe** (~12,000 target hotels at £45k–£60k ARR each) and £28M–£36M in the UK. No purpose-built voice leader exists: the category is open.

05 Traction

Small trial in a 4* hotel in Central London, UK for evaluation purposes completed. 33 devices, over 300 guest interactions. Verbal commitment for a separate hotel trial received with EQ Group, with a portfolio pathway towards 10,000+ rooms and a wide founder network into Hospitality for scale.

06 Business Model

Per-room SaaS — **£10 entry, £20 standard** with the upsell engine — plus £100 / room hardware, on three-year contracts. Land one property, expand across the group. The model targets **~£2.6M ARR by Year 3.**

The Raise — £250,000 SEIS £1.5M PRE-MONEY · **14.3%** EQUITY · **A / B** DUAL-CLASS

TEAM

Shane Moore Co-founder & CPO — Founder of VanHeroes; product leader at Corpay (FTSE-listed) and Altitude Angel; 12+ years in B2B SaaS.

Russell Shrives Co-founder & MD — Commercial operator across service-led businesses; led partnerships, growth and operational efficiency.

Taras Gopko CTO — Co-founder & CTO of myREST; expert in scalable architecture and live hospitality deployments.

Joe Dollin COO — Senior legal-counsel background; MBA (Oxford Saïd) and LL.M. (Stanford Law); compliance and execution discipline.

Hospitality Advisor — 25+ years in hotel operations; GM and former Commercial Director; guest experience and revenue performance.

SEIS RELIEFS 50% income tax relief · 0% CGT on exit · loss relief · HMRC Advance Assurance in progress