



JammJar

DELIVERABLE 04

Engagement Model

Three models for how SBG and JammJar could work together, plus analysis of how JammJar would deliver core CRM services to the PMS side of the business.

DATE

April 2026

AUDIENCE

SBG Executive

CLASSIFICATION

Confidential

Contents

Four cards. The first three are one-per-model — Partnership, Minority Investment, Acquisition. The fourth covers how JammJar delivers core CRM service to PMS firms regardless of the engagement model chosen.

00 Commercial Partnership

Contract only · slowest rollout · shallowest integration

01 Minority Investment

£750k–£2.5M · info rights + board observer · fast to close · medium influence

02 Acquisition

£12M–£20M indicative · full ownership · team implant · turnkey for SBG

03 JammJar delivering core CRM to PMS

0–8 weeks delivery, 8–12 weeks pilot, Q3 GTM, scale Year 2+ · L1/L2/L3 support model

00

Commercial Partnership — contract only

STRUCTURE

Contract only

No equity, no governance

CAPITAL

None

No upfront commitment

CONTROL

Via contract terms

Influence limited to what the contract defines

SPEED

Slowest

Rollout-dependent · OneView depth gated on capacity

Suited to SBG if: preference to avoid balance-sheet exposure, limited appetite for integration complexity in the short term, comfort with the slowest of the three routes for deeper integration. The event-driven push (Option 1) is quick to ship, but anything richer is gated on SBG-side engineering capacity.

Trade-offs: no equity upside if JammJar valuation grows · exclusivity relies on contract terms rather than shared ownership · strategic influence limited to what the contract defines, no board-level voice · integration depth capped by SBG engineering availability.

01

Minority Investment — £750k–£2.5M

STRUCTURE

Equity + commercial

Investment alongside the commercial agreement

CAPITAL

£750k – £2.5M

Indicative range, single round

CONTROL

Info rights · board observer

Medium influence on the roadmap

SPEED

Fast — weeks not months

Standard minority investment terms

Suited to SBG if: strategic alignment with JammJar's trajectory, interest in equity participation in a growing AI-CRM player, desire for influence without full operational control, keen to take a position early — ahead of a full acquisition — with the ability to buy more (including outright) in future.

Trade-offs: capital commitment with balance-sheet impact · minority position is a stake, not full ownership — influence is medium, not controlling · longer path to full strategic control if that becomes the direction.

02 Acquisition — £12M–£20M indicative

STRUCTURE

100% purchase

Full integration into the SBG group

CAPITAL

£12M – £20M

Indicative range, deal-dependent

CONTROL

Full · integration

JammJar becomes core SBG infrastructure

SPEED

Fast — can close quickly

Subject to standard diligence

Suited to SBG if: strategic intent to own the AI-CRM capability outright; appetite to secure the team and the product together as a single asset; Shane wants a turnkey solution to implant a team of AI-native engineering whiz kids into SBG — the deal delivers the people as well as the product; intent to transition service spend from members into committed software spend on SBG's own P&L; commitment to becoming a technology-led group.

Trade-offs: largest capital commitment of the three models · post-acquisition planning carries the usual integration considerations across people, systems and brand · brand question — JammJar brand vs SBG / Sesame brand on the adviser-facing surface · governance restructure — board composition, reporting lines, approval thresholds.

03 JammJar delivering core CRM to PMS

A separate but related question: how would JammJar actually deliver CRM services to the PMS side of the business, under any of the three models above?

PHASE 0 · DELIVERY

0–8 weeks

Commercial agreement signed · tenant provisioning · SBG branding applied

PHASE 1 · PILOT

8–12 weeks

5–10 pilot DA firms onboarded · structured feedback & iteration

PHASE 2 · GO-TO-MARKET

Quarter 3

Assisted launch to PMS / Bankhall member base

PHASE 3 · SCALE

Year 2+

Sales-assisted growth · network-level rollouts · cross-sell to Sesame

Support model. L1 — SBG-branded helpdesk handling adviser queries, staffed by existing SBG support teams (minimal training overhead). L2 — JammJar support team handling platform-level issues, 4-hour SLA during business hours, same-day for critical. L3 — JammJar engineering on-call rotation, 1-hour response for P1 incidents. Implementation: dedicated JammJar success manager per 50 firms during onboarding, reducing to a shared model at scale.