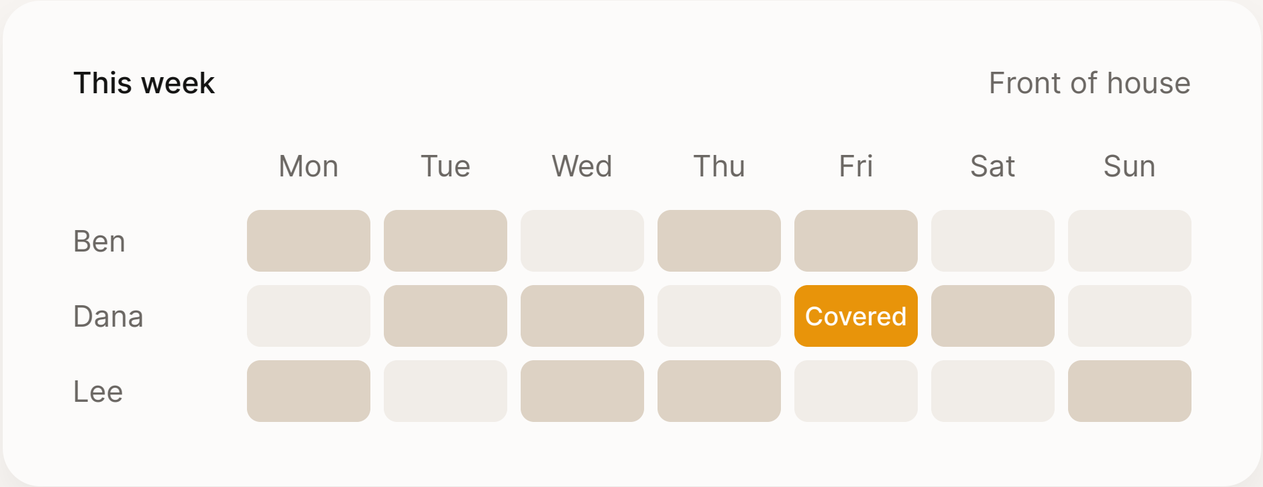
SEED ROUND, 2026

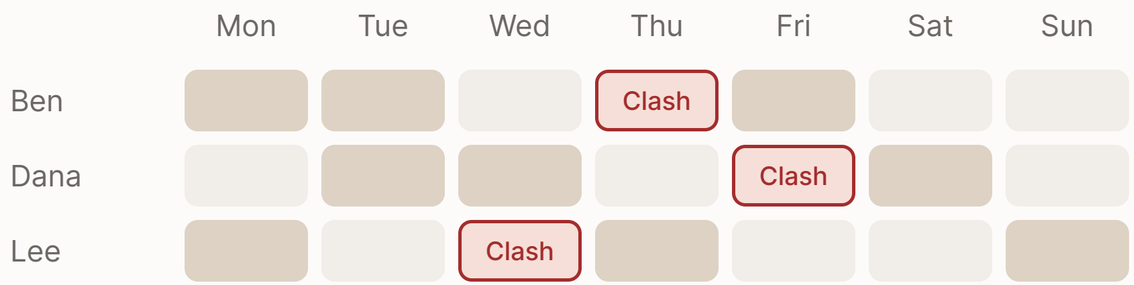
Rosters for teams that work in shifts.

Publish the week, let staff swap shifts in the app, and approve in one tap.



THE PROBLEM

Small shift teams still run on a spreadsheet and a group chat.



Three clashes nobody sees until the day

About 4 hours

a week, per manager, spent fixing the roster

Every swap

goes through the manager, by message, at any hour

THE PRODUCT

Publish, swap, approve. All on the phone.

1

Publish the roster

Everyone sees their shifts the moment it goes live.

2

Swap in the app

Offer a shift, and a colleague in the same role picks it up.

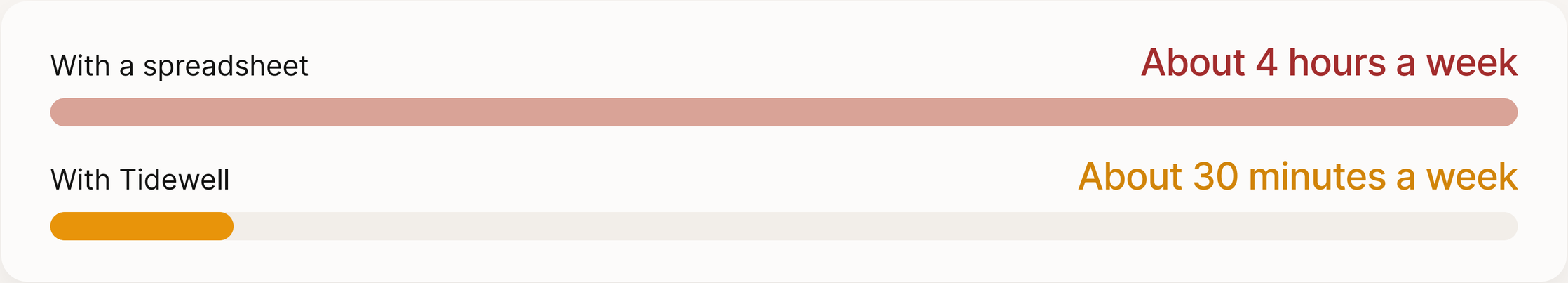
3

Approve in one tap

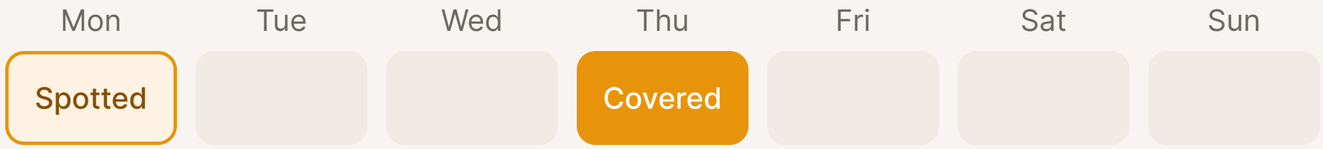
The manager sees who covers before saying yes.

WHY TEAMS SWITCH

Manager time on the roster drops from hours to minutes.



And a gap is spotted days ahead, not on the day.



THE MARKET

Built for teams of 10 to 60 who work in shifts.



400,000	shift teams of 10 to 60 in Australia, the UK and Singapore
180,000	clinics, cafés, gyms and shops, where we start
6,000	teams by the end of year three

BUSINESS MODEL

One simple price: $4 per person, per month.

25	×	$4	=	$1,200
people in a typical team		per person, per month		a year from each team

30 days free, then monthly

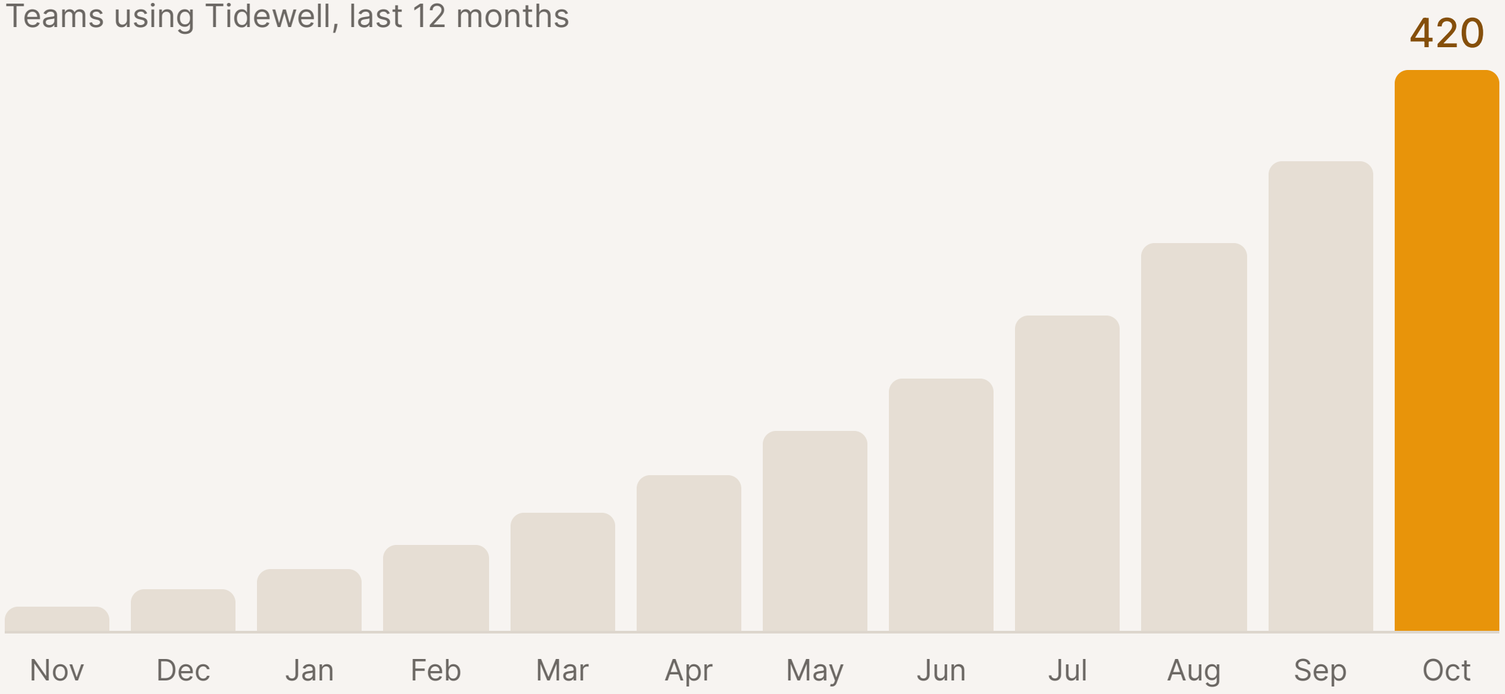
No setup fee

The manager pays, staff use it free

TRACTION

420 teams, growing every month.

Teams using Tidewell, last 12 months



$42,000
monthly revenue

9 in 10
teams still using it after six months

COMPETITION

Small teams are stuck between too little and too much.

	Spreadsheet	Group chat	Enterprise suites	Tidewell
A roster everyone can see	●	—	●	●
Swaps without the manager in the middle	—	—	●	●
Gaps flagged days ahead	—	—	●	●
Set up in an afternoon	●	●	—	●
Priced for 10 to 60 people	●	●	—	●

THE TEAM

We have run the roster ourselves.

M

Mai

Chief executive

Ran rosters for six clinics for eight years before starting Tidewell.

T

Tom

Product and engineering

Built scheduling software for hospital wards.

L

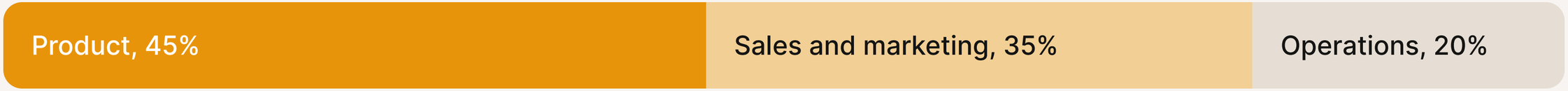
Linh

Sales

Sold software to more than 300 cafés and gyms.

THE ROUND

Raising $1.2 million to reach 2,000 teams.



Swaps across sites, payroll export

Clinics and gyms in the UK

Support

TODAY

420 teams

$42,000 monthly revenue

IN 9 MONTHS

1,000 teams

UK launch

IN 18 MONTHS

2,000 teams

$200,000 monthly revenue

Mai, chief executive · hello@tidewell.example