

Registered number
07137975

MASSIVE ANALYTIC LIMITED

Report and Accounts

31 December 2016

MASSIVE ANALYTIC LIMITED**Registered number:** 07137975**Balance Sheet****as at 31 December 2016**

	Notes	2016 £	2015 £
Fixed assets			
Intangible assets	3	315,071	285,350
Tangible assets	4	3,623	3,988
		<u>318,694</u>	<u>289,338</u>
Current assets			
Debtors	5	2,727	3,758
Cash at bank and in hand		242,272	19,568
		<u>244,999</u>	<u>23,326</u>
Creditors: amounts falling due within one year			
	6	(142,462)	(54,115)
Net current assets/(liabilities)		<u>102,537</u>	<u>(30,789)</u>
Net assets		<u>421,231</u>	<u>258,549</u>
Capital and reserves			
Called up share capital		452,204	328,666
Share premium		1,295,559	826,218
Profit and loss account		(1,326,532)	(896,335)
Shareholders' funds		<u>421,231</u>	<u>258,549</u>

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006.

The members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts.

The accounts have been prepared and delivered in accordance with the special provisions applicable to companies subject to the small companies regime. The profit and loss account has not been delivered to the Registrar of Companies.

Mr G Frangou

Director

Approved by the board on 22 February 2017

MASSIVE ANALYTIC LIMITED

Notes to the Accounts

for the year ended 31 December 2016

1 Accounting policies

Basis of preparation

The accounts have been prepared under the historical cost convention and in accordance with FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland.

Turnover

Turnover is measured at the fair value of the consideration received or receivable, net of discounts and value added taxes. Turnover includes revenue earned from the sale of goods and from the rendering of services. Turnover from the sale of goods is recognised when the significant risks and rewards of ownership of the goods have transferred to the buyer. Turnover from the rendering of services is recognised by reference to the stage of completion of the contract. The stage of completion of a contract is measured by comparing the costs incurred for work performed to date to the total estimated contract costs.

Intangible fixed assets - development costs

Capitalised development costs are measured at cost less accumulative amortisation and any accumulative impairment losses. Expenditure on research and development is normally written off in the year it is incurred, except that development expenditure incurred on a clearly defined project and of which future recoverability can reasonably be regarded as assured is carried forward as permitted by FRS 102, The Financial Reporting Standard applicable in the UK and Republic of Ireland. The expenditure carried forward is treated as an intangible fixed asset and amortised over its expected economic life of three years. Deferred development expenditure is reviewed annually, and where future benefits are deemed to have ceased or be in doubt, the balance of any unamortised expenditure is written off to the profit and loss account.

Tangible fixed assets

Tangible fixed assets are measured at cost less accumulative depreciation and any accumulative impairment losses. Depreciation is provided on all tangible fixed assets, other than freehold land, at rates calculated to write off the cost, less estimated residual value, of each asset evenly over its expected useful life, as follows:

Fixtures, fittings and equipment	over 5 years
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Debtors

Short term debtors are measured at transaction price (which is usually the invoice price), less any impairment losses for bad and doubtful debts. Loans and other financial assets are initially recognised at transaction price including any transaction costs and subsequently measured at amortised cost determined using the effective interest method, less any impairment losses for bad and doubtful debts.

Creditors

Short term creditors are measured at transaction price (which is usually the invoice price). Loans and other financial liabilities are initially recognised at transaction price net of any transaction costs and subsequently measured at amortised cost determined using the effective interest method.

Taxation

A current tax liability is recognised for the tax payable on the taxable profit of the current and past periods. A current tax asset is recognised in respect of a tax loss that can be carried back to recover tax paid in a previous period. Deferred tax is recognised in respect of all timing differences between the recognition of income and expenses in the financial statements and their inclusion in tax assessments. Unrelieved tax losses and other deferred tax assets are recognised only to the extent that it is probable that they will be recovered against the reversal of deferred tax liabilities or other future taxable profits. Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted by the reporting date and that are expected to apply to the reversal of the timing difference, except for revalued land and investment property where the tax rate that applies to the sale of the asset is used. Current and deferred tax assets and liabilities are not discounted.

Provisions

Provisions (ie liabilities of uncertain timing or amount) are recognised when there is an obligation at the reporting date as a result of a past event, it is probable that economic benefit will be transferred to settle the obligation and the amount of the obligation can be estimated reliably.

Foreign currency translation

Transactions in foreign currencies are initially recognised at the rate of exchange ruling at the date of the transaction. At the end of each reporting period foreign currency monetary items are translated at the closing rate of exchange. Non-monetary items that are measured at historical cost are translated at the rate ruling at the date of the transaction. All differences are charged to profit or loss.

Leased assets

A lease is classified as a finance lease if it transfers substantially all the risks and rewards incidental to ownership. All other leases are classified as operating leases. The rights of use and obligations under finance leases are initially recognised as assets and liabilities at amounts equal to the fair value of the leased assets or, if lower, the present value of the minimum lease payments. Minimum lease payments are apportioned between the finance charge and the reduction in the outstanding liability using the effective interest rate method. The finance charge is allocated to each period during the lease so as to produce a constant periodic rate of interest on the remaining balance of the liability. Leased assets are depreciated in accordance with the company's policy for tangible fixed assets. If there is no reasonable certainty that ownership will be obtained at the end of the lease term, the asset is depreciated over the lower of the lease term and its useful life. Operating lease payments are recognised as an expense on a straight line basis over the lease term.

2 Employees	2016 Number	2015 Number
Average number of persons employed by the company	4	-
3 Intangible fixed assets		£
Development costs:		
Cost		
At 1 January 2016		774,653
Additions		324,018
At 31 December 2016		1,098,671

Amortisation

At 1 January 2016	489,303
Provided during the year	294,297
At 31 December 2016	<u>783,600</u>

Net book value

At 31 December 2016	<u>315,071</u>
At 31 December 2015	<u>285,350</u>

Development costs are being written off in equal annual instalments over their estimated economic life of 3 years.

4 Tangible fixed assets

**Fixtures,
fittings &
equipment**
£

Cost

At 1 January 2016	10,020
Additions	1,199
At 31 December 2016	<u>11,219</u>

Depreciation

At 1 January 2016	6,032
Charge for the year	1,564
At 31 December 2016	<u>7,596</u>

Net book value

At 31 December 2016	<u>3,623</u>
At 31 December 2015	<u>3,988</u>

5 Debtors**2016****2015**

£

£

Other debtors

2,7273,758**6 Creditors: amounts falling due within one year****2016****2015**

£

£

Trade creditors

23,405

56,435

Other taxes and social security costs

(7,698)

(11,863)

Other creditors

126,755

9,543

142,46254,115

7 Other information

MASSIVE ANALYTIC LIMITED is a private company limited by shares and incorporated in England. Its registered office is:

26 Hillfield Park

London

N21 3QH

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