

Mutha  
CUVA.



**Be Part of the Solution:**  
Help Mutha Cuva tackle the biggest  
challenge in sustainable home heating

# Meet the founder



Amy Mooney, CEO, is an award-winning entrepreneur with a decade of strategic marketing expertise + 5 years leadership experience in the heating sector.

Following the successful scale-up of her award-winning marketing agency and subsequent exit via management buyout, Amy seamlessly transitioned into the heating industry, demonstrating adaptability and strategic vision.

Investing in and acquiring a 50% share of her husband's heating company, she then spearheaded the development of an MCS-certified renewable heating arm and a climate-friendly cover plan product.

With Gas Angel firmly established within the renewable heat sector, Amy now aims to leverage her marketing experience and industry insight to launch **Mutha Cuva**.

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# Meet the founder



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With plans to acquire and capitalise on Gas Angel's existing pool of cover plan customers, Amy brings to Mutha Cuva a strong foundation of over 900 paying subscribers and a Monthly Recurring Revenue (MRR) of £6K.

Despite Mutha Cuva's early start-up status and Amy's cover plan product being in its infancy, she envisions growth avenues by offering personalised energy efficiency upgrades to current subscribers.

Additionally, Amy sets ambitious targets for Mutha Cuva to onboard a substantial number of new North East customers within the initial 24-month period.

Building on this momentum, Mutha Cuva's roadmap includes national expansion and the rollout of a green finance\* product in year 3 and beyond.

*\*Green finance refers to financial products that support environmental sustainability. For Mutha Cuva, this means offering finance for energy-efficient upgrades (FCA authorisation required).*

# The call out

Hello, and thanks for taking the time to read my callout document.

I'm Amy, the founder of Mutha Cuva and I invite you to join us on an ambitious journey to reshape the future of sustainable home heating.

In the following pages, I'll tackle head-on 5 significant challenges we face right now.

I'm hoping you might be able to help me with 1 or 2 of them 🙌



# 1. The gas boiler ban

In 2025, Phase 1 begins, marking the shift towards air source heat pumps replacing gas boilers over the next two decades.

In recent years, I've restructured Gas Angel to adapt to this shift, and I now fully grasp the challenges homeowners face.

Almost half of our surveys are rejected because homes aren't "**heat pump ready**," often due to poor insulation, undersized pipework, or inadequate radiators.

Many customers therefore don't qualify for the £7,500 BUS grant, or need energy efficiency upgrades first.

This hassle and cost often means they stick with a boiler - not great for the planet or the government target of installing 600K heat pumps annually.

**Despite being frustrating for heat pump installers like Gas Angel, this offers a substantial opportunity for Mutha Cuva.**

# 2. Raising investment

**At Mutha Cuva, we are driven by an ambitious vision to maximise our impact.**

However, we recognise that this journey requires more than just a strong will - it demands the formation of a robust team.

Securing investment is the cornerstone of our strategy to fuel growth and broaden our influence.

We're looking to connect with advisors who can share knowledge and expertise on fundraising, help guide on investor relations, and expertly navigate the detailed landscape of investment opportunities within climate-tech.

**We are seeking a small, stellar team of trusted advisors who are motivated to serve as invaluable connectors, facilitating introductions to the right investors for new opportunities.**

# 3. Tech intergration & platform development

Our vision for Mutha Cuva revolves around a low touch, climate-tech platform designed to simplify customer interaction and improve service delivery.

We're seeking advisors who understand the ins and outs of tech entrepreneurship, SaaS products, and subscription-based sales models.

Your insights could shape the future of our platform and drive efficiency and innovation.

By joining our advisory board, you'll play a key role in shaping technology that directly addresses real-world challenges, impacting how we heat our homes for decades to come.

# 4. Transition & acquisition of cover plan customers

Moving my existing cover plan customers from my previous venture to Mutha Cuva is a critical step in our growth strategy.

We're navigating acquisition and therefore legal/tax complexities, communication challenges, and ensuring a seamless experience for our valued customers.

Your insights and expertise in customer transition strategies could be instrumental in this process.



# 5. Building strategic partnerships

**Collaboration is crucial for our success at Mutha Cuva.**

As we navigate the renewable heating industry, we know how important it is to form strategic partnerships to reach more people.

Teaming up with key players in the sector, our goal is simple: to make a bigger impact and bring about real change by preparing homes for heat pump transition ahead of the gas boiler ban planned for 2035.

**Whether you have connections in the renewable heating industry or work closely with others to help the UK reach its Net Zero target, your support and advice could be just what we need to achieve our goals.**

# Ready to take the next step?



If you're interested in solving everyday problems and believe innovation and collaboration can be used to improve people's lives...

I'd love to hear from you.

Together, we'll address the biggest challenge in home heating since we moved away from coal and town gas in the '70s.

Warmest, Amy Mooney  
**Founder, Mutha Cuva**

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