

**SIMPLY DO IDEAS  
ABBREVIATED ACCOUNTS  
FOR THE PERIOD 3 SEPTEMBER 2015 TO 31 DECEMBER 2016**

Full Stop Accounts

**Simply Do Ideas**  
**Company No. 09760655**  
**Abbreviated Balance Sheet 31 December 2016**

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		<b>Period to 31 December 2016</b>	
	<b>Notes</b>	<b>£</b>	<b>£</b>
<b>FIXED ASSETS</b>			
Intangible Assets	<b>2</b>		2,173
Tangible Assets	<b>3</b>		1,269
			<hr/>
			3,442
<b>CURRENT ASSETS</b>			
Debtors		33,845	
Cash at bank and in hand		28,074	
		<hr/>	
		61,919	
<b>Creditors: Amounts Falling Due Within One Year</b>		<hr/>	(52,182 )
<b>NET CURRENT ASSETS (LIABILITIES)</b>			<hr/>
			9,737
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>			<hr/>
			13,179
<b>NET ASSETS</b>			<hr/>
			13,179
<b>CAPITAL AND RESERVES</b>			
Called up share capital	<b>4</b>		143
Share premium account			74,957
Profit and Loss Account			(61,921 )
			<hr/>
<b>SHAREHOLDERS' FUNDS</b>			<hr/>
			13,179

**Simply Do Ideas**  
**Company No. 09760655**  
**Abbreviated Balance Sheet (continued) 31 December 2016**

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For the period ending 31 December 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Directors' responsibilities:**

- The members have not required the company to obtain an audit in accordance with section 476 of the Companies Act 2006.
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.
- These abbreviated accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime and in accordance with the Financial Reporting Standard for Smaller Entities (effective 2015).

On behalf of the board

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**Mr Lee Sharma**

**03/05/2017**

**Simply Do Ideas**  
**Notes to the Abbreviated Accounts**  
**For the Period 3 September 2015 to 31 December 2016**

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**1. Accounting Policies**

**1.1. Basis of Preparation of Financial Statements**

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective January 2015).

**1.2. Turnover**

Turnover comprises the invoiced value of goods and services supplied by the company, net of Value Added Tax and trade discounts.

**1.3. Intangible fixed assets and amortisation - Intellectual Property**

Intellectual property assets are the registration of trademarks. It is amortised to the profit and loss account over its estimated economic life of 10 years.

**1.4. Tangible Fixed Assets and Depreciation**

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of the fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Plant & Machinery	5 years straight line
Computer Equipment	3 years straight line

**2. Intangible Assets**

	<b>Total</b>
<b>Cost</b>	<b>£</b>
As at 3 September 2015	-
Additions	2,370
	<hr/>
As at 31 December 2016	2,370
	<hr/> <hr/>
<b>Amortisation</b>	
As at 3 September 2015	-
Provided during the period	197
	<hr/>
As at 31 December 2016	197
	<hr/> <hr/>
<b>Net Book Value</b>	
As at 31 December 2016	2,173
	<hr/> <hr/>
As at 3 September 2015	-
	<hr/> <hr/>

**Simply Do Ideas**  
**Notes to the Abbreviated Accounts (continued)**  
**For the Period 3 September 2015 to 31 December 2016**

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**3. Tangible Assets**

	<b>Total</b>
<b>Cost</b>	<b>£</b>
As at 3 September 2015	-
Additions	1,578
As at 31 December 2016	1,578
<b>Depreciation</b>	
As at 3 September 2015	-
Provided during the period	309
As at 31 December 2016	309
<b>Net Book Value</b>	
As at 31 December 2016	1,269
As at 3 September 2015	-

**4. Share Capital**

	<b>Value</b>	<b>Number</b>	<b>Period to 31 December 2016</b>
<b>Allotted, called up and fully paid</b>	<b>£</b>		<b>£</b>
Ordinary shares	0.010	14285	143

**5. Controlling Party**

The company's controlling party is Lee Sharma by virtue of his ownership of 65% of the issued share capital in the company.

This document was delivered using electronic communications and authenticated in accordance with the registrar's rules relating to electronic form, authentication and manner of delivery under section 1072 of the Companies Act 2006.