

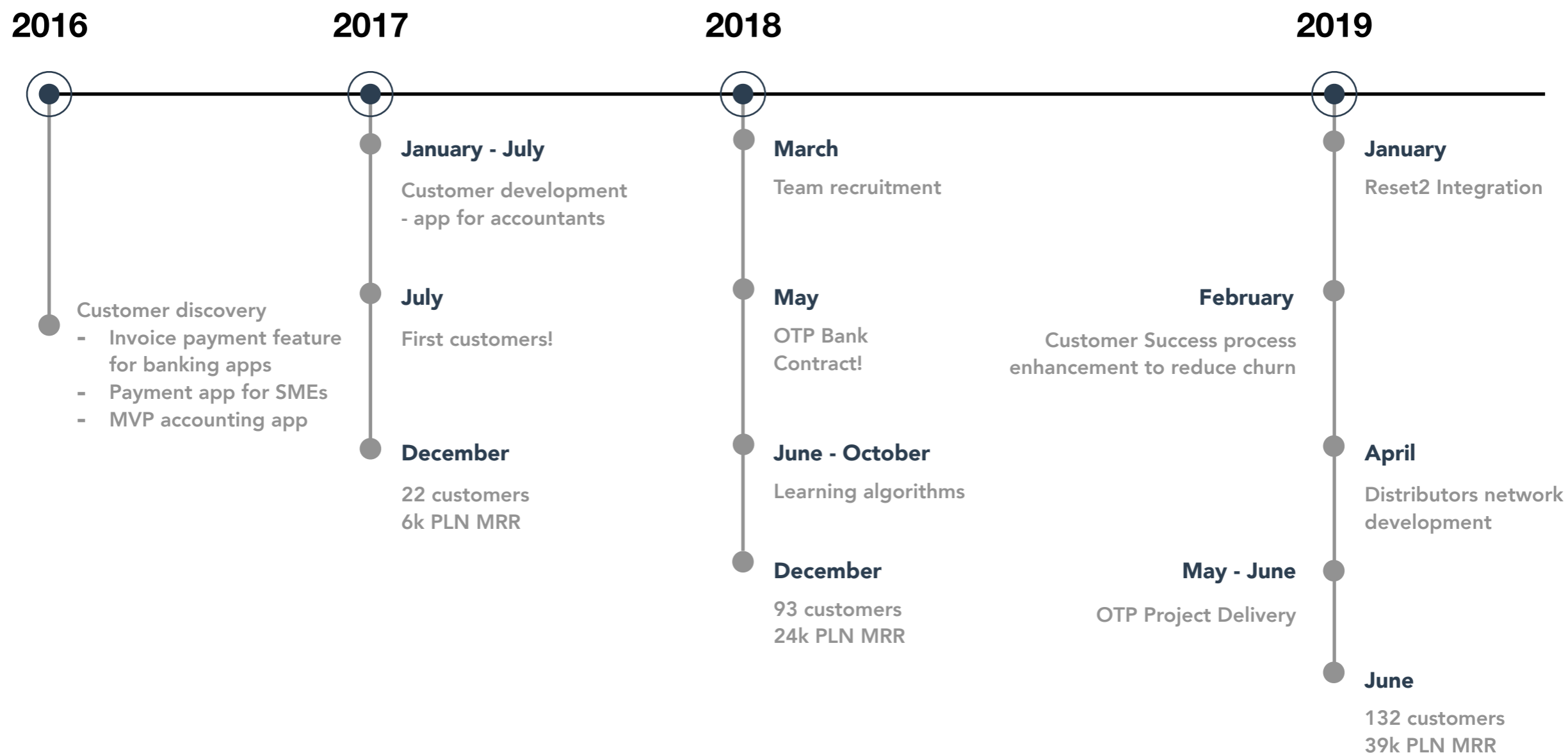


scanye  
**financial AI**

pre-Series A



# PROJECT EXECUTIVE SUMMARY



## Finance & accounting automation platform for SMEs

Scanye **saves the World from paperwork**. We save time, money, energy and good mood that people spend on it.

We develop software that uses intelligent algorithms to automate **documents processing**, accounting and finance management.

Scanye Digital CFO platform connects SMEs with accountants. The platform combines web and mobile apps with APIs to deliver smooth data flow. The data is further analyzed to deliver **financial overview**, insights, cashflow projections and tailor-made financial services to SMEs.

We are raising **1M PLN** to accelerate the growth and finance the development of Digital CFO.

# ACCOUNTANTS' CHALLENGES & INSIGHTS

Accounting for SMEs is basically data exchange. And it is **inefficient**.

SITUATION	PROBLEM	WHAT THEY SAY
<b>Receiving most documents at once</b>	Lots of work just before the deadline. Overtime each month	<i>It is 10th and I still haven't received invoices from my clients! Doing overtime again...</i>
<b>Data input and categorization takes time</b>	Manual typing or scanning can be time consuming	<i>Why can't it all be imported?</i>
<b>Poor quality of scans and photos</b>	Some documents are hard to scan	<i>How could I scan this documents? How did they take such a poor photo?</i>
<b>Sending tax information</b>	Copy-pasting tax declaration from accounting program to emails/SMS.	<i>Sending emails to customers again... If only the messages sent automatically'</i>
<b>Matching invoices and bank statements</b>	Exhausting, time consuming and mundane process	<i>,Comparing banks statements with invoices takes so much time!'</i>

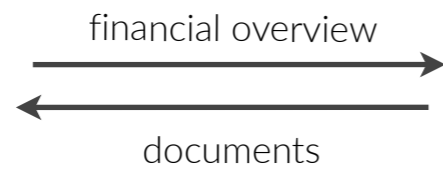
# SMEs' CHALLENGES & INSIGHTS

Most SMEs have troubles managing their finances and prospecting cashflow.

SITUATION	PROBLEM	WHAT THEY SAY
<b>Collecting documents</b>	Keeping documents in order requires patience and order.	<i>Where is my invoice for the printer? Did I send all the documents?</i>
<b>Delivering documents</b>	On foot delivery takes time, post takes time and money, scanning takes time.	<i>God! It is 10th and I still haven't send the invoices to my accountant!</i>
<b>Financial overview</b>	Finance management requires time, knowledge and skills.	<i>What is my profit? What drives my costs? What part of business should I focus on?</i>
<b>Cashflow management</b>	Cashflow problems are the no. 1 reason for SMEs to go out of business.	<i>Will I survive next month? How much more will I receive this month? Can I invest in new employees?</i>
<b>Tax information</b>	Receiving tax declaration just before deadline.	<i>How much VAT will I have to pay? CIT? PIT? Social security.</i>

# FLAWLESS DATA FLOW BETWEEN SYSTEMS

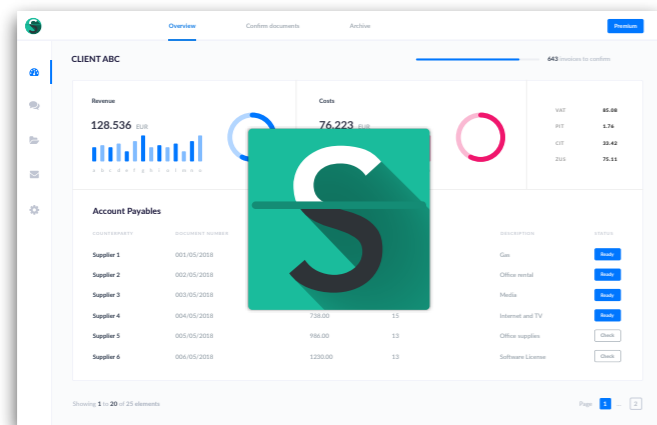
Scanye automates F&A for SMEs by connecting them to banks and accountants.



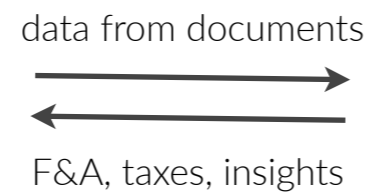
## SME

**Real-time financial information**  
 Full financial perspective  
 Managerial accounting automated  
**Better cash management**  
 Cashflow forecasts  
 Better financial results

**No paperwork burden**  
 No manual input  
 Reports prepared automatically



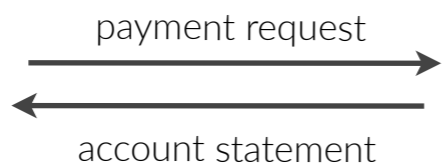
**Scanye**



## Accountant

**Efficiency boost**  
 Automated data exchange  
 Automated data input  
**Documents on time**  
 No work overload before peak  
 No time wasted on digitizing

**More value for the customer**  
 Information always up to date  
 Financial insights  
 Easily accessible documents



## Bank/Financial services provider

**Customer relations**  
 Better customer knowledge  
 Better user experience  
**New sales channel**  
 Tailor-made financial services for SMEs  
 Sales in just few clicks

**PSD 2 potential**  
 Unleashing the power of APIs  
 Leveraging the regulation to deliver more value

# SCANYE DELIVERS HIGH VALUE TO ACCOUNTANTS AND SMEs

Both achieve much better results while working less

## SMEs

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- Smoother cooperation with accountant
- Easy invoice delivery to accountant
- 24/7 documents access
- Automated budgeting
- Managerial accounting on the go
- Automated revenues & costs reports
- Live cashflow forecasts
- Live tax forecasts
- Automated inflows & outflows monitoring
- Alerts on cashflow deficits
- Intel on cashflow surpluses
- Money optimization

## ACCOUNTANTS

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- Work evenly distributed
- Manual work automated
- Highly satisfied employees
- Scanning outsourced to customer
- Photos of hard-to scan documents
- Processing-optimized quality
- Automated invoice classification
- Easy tax preparation
- Easy tax declaration distribution
- Live invoice matching with bank data
- Higher value delivered to customer

# DISTRIBUTION STRATEGY

- Average accounting office has **77 customers**
- Accounting is the last service companies change – unless they really underdeliver
- The less burden with accounting, the better – SMEs want it done, but do not want to do it



Scanye already provides high value to accountants with the intelligent invoice processing web app.

Scanye Digital CFO platform will primarily help exchange documents and data with their SME customers. Makes the cooperation easier and much less hassling.

Both parties will benefit on it making accountants our first distributors. They will be highly motivated to distribute our service, as it makes their work easier.

On top of that we will start to provide SMEs with more information about their finances. Automatically, with no action on their side needed.

The basic access to the service will be free and will provide the platform with data from documents and from . The SMEs will pay for advanced analytics and reports that will allow them to save money. Or make more of it.

Even the companies using only free version will generate the value by delivering data for our algorithms and partners.

# HOW DO WE MAKE MONEY?

Service level tailored to match different companies' needs.

## ACCOUNTANTS

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### Paid features

- Automated invoice processing
- Online archive of documents
- Digital exchange of information
- Customer management support
- Intelligent accounting

### Pricing

- 200 - 1 000 PLN / month

based on  
number of documents or customers

## SMEs

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### Free features

- Sending documents to accountants
- Receiving tax information

### Paid features

- Documents archive
- Live cashflow forecasts
- Live VAT forecasts
- Automated business intelligence
- Automated BI reports
- Automated liabilities management
- Automated receivables management

### Pricing

- 0 - 500 PLN / month

based on  
scope of used features **or**  
savings generated by the platform **or**  
size of company

## DATA-BASED SERVICES

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### Financial services

- Factoring on demand
- Loans on demand
- Foreign exchange
- Short/long-term Investments
- Leasing
- Insurance

### Business services

- Debt collection
- Counterpart scoring reports
- Office inventory sales
- Group purchases
- Promotional offers

### Pricing

- Financial services:  
0,5-2,5% commissions
- Other services:  
monthly or one-off commissions



# COMPETITION

Why are we better than each of those groups?

## BANKING ACCOUNTING

- You keep your accountant
- Bank-agnostic

Banks engage in accounting. It is convenient, but has its limitations.

In order to use the service, customers have to abandon their accountant in favor of the bank's.

Often poor UX.

mKsięgowość, Alior księgowość

## SCANNING SOFTWARE

- Better OCR
- Accounting programs integrations
- Better CX
- Better UX

Scanye is not the only accounting automation platform. We have competitors that are rooted in bookkeeping.

One can't have the UX and UI of their software. Many customers complain about it and their lack of customer-centric approach.

Saldeo, Mobevo, Maszfacture.pl,  
[RunMyAccounts.ch](https://runmyaccounts.ch)

## ONLINE ACCOUNTING

- You keep your accountant
- Accounting-software agnostic

Online accounting platforms are competing with the traditional ones. They have technology and economies of scale.

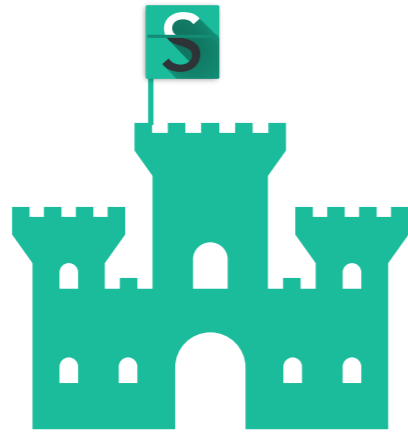
However, one still has to abandon their accountant or make them join the platform.

InFakt, wFirma, [bill.com](https://bill.com),

**Scanye is a platform enabling accountants to compete with big players using technology and variety of services.**

# DEFENSIBILITY

How do we protect our position?



## FINANCIAL DATA MIGRATION

Customers with data history will be demotivated to leave Scanye. The longer the history and the bigger the network, the better results will the predictive algorithms deliver.

## COUNTERPARTS MIGRATION

Accountant who convinced the customers to use Scanye will be demotivated to change the platform.

SMEs rarely change the accountant.

## UNIQUE DISTRIBUTION MODEL

The majority of finance/cashflow management automation platforms do not use the data exchange with accountants. To make it work, users need to input the data to platforms on their own.

We reduce the hassle and benefit the both sides.

# BROUGHT TO YOU BY...



Krzysztof Otto

## CTO

Functional programming, algorithms, machine learning, piano manque

Responsible for dev team, product development, technology.



Tadeusz Chruściel

## CEO

Finance & accounting, project management

Responsible for Scanye, sales team, HR, key partnerships



Łukasz Podgajny

## CMO

Quantitative Methods and Information Systems, web and presentation design

Responsible for product design, Customer Success, online marketing, UI

Since 2014 we have been building solutions to solve paperwork problem.

After many experiments, business models and target groups, we finally have it.

Join Scanye and automate what should be automated!

## Dev team

Front-end and back-end ninjas passionate about algorithms, AI and web dev



## Sales team

Outbound sales team passionate about cold calling and mailing techniques

# MARKET ESTIMATIONS [EUR]

Annual  
ARPU  
Accounting **840 EUR**

Annual  
ARPU SME **240 EUR\***

	Accountants	Annual revenue	Number of SMEs	Annual revenue	Total addressable market
Poland	40 000	<b>33 600 000</b>	1 516 864	<b>364 047 360</b>	<b>397 647 360</b>
CEE	90 000	<b>75 600 000</b>	3 449 282	<b>827 827 680</b>	<b>903 427 680</b>
EU	581 913	<b>488 806 920</b>	22 302 036	<b>5 352 488 640</b>	<b>5 841 295 560</b>

\*Estimation: Basic 5EUR+ Pro 25EUR\*30% + Fin services 75EUR\*10%

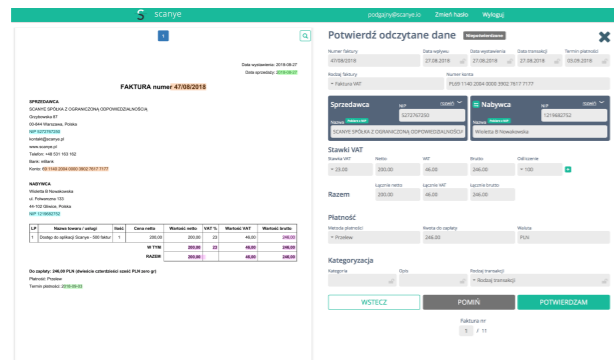


**Digital CFO**

## **WHY IS THIS THE RIGHT MOMENT?**

1. SMEs remain **the worst served** segment of financial market
2. Cloud went **mainstream**
3. **PSD2** implementation will open the banks to innovation

# CURRENT STATE OF THE PROJECT



SaaS web app

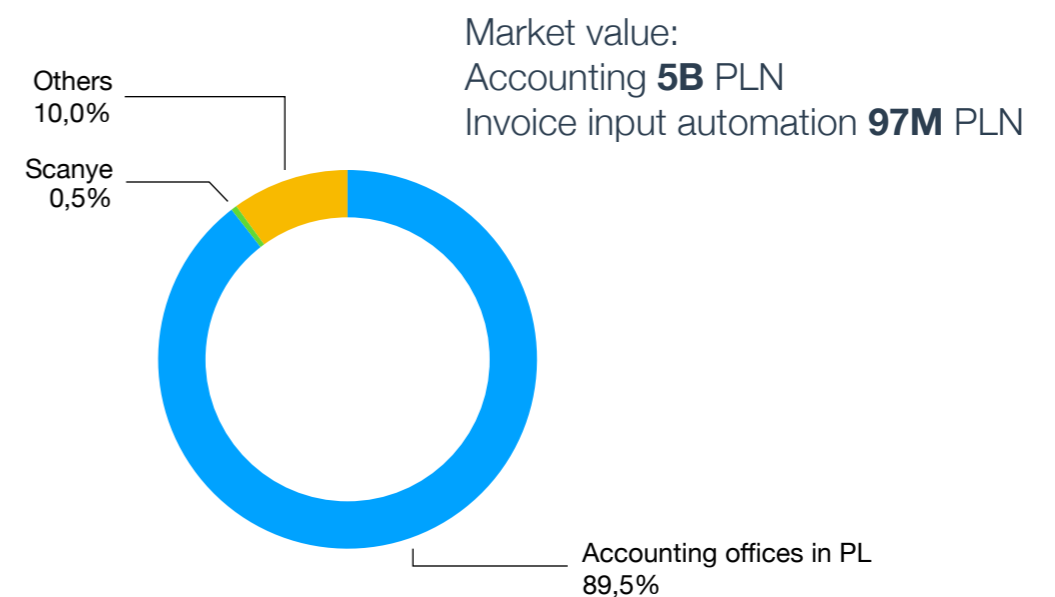
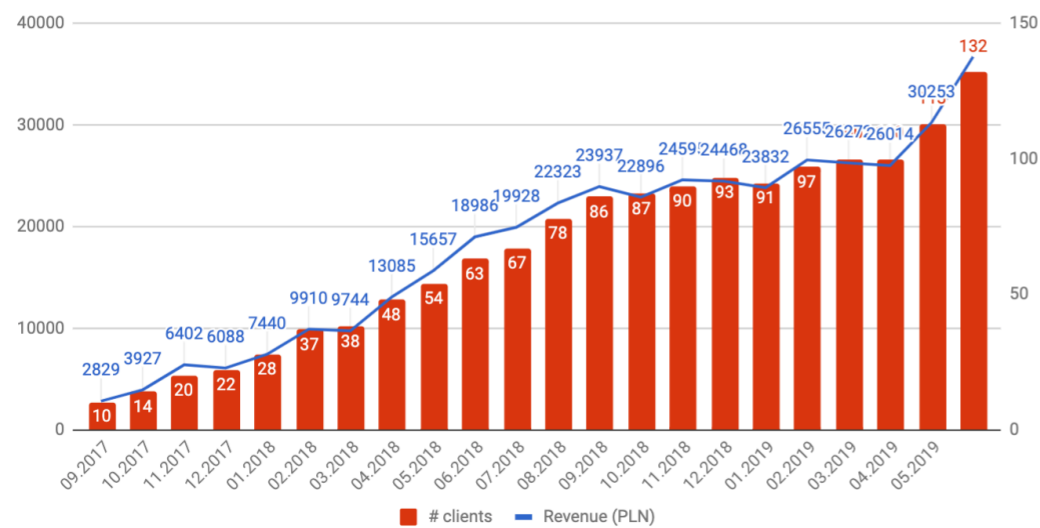
- Saving accountants' time and money
- Monthly „pay per package” fee
- 130 customers, 36 000 PLN MRR



Accounting software integrations

- Direct access to Scanye from the accounting program
- Revenue share or distribution fee
- 3 integrations live, 7 in pipeline

Revenue and # of clients



# PROJECTED TIMELINE

<b>R&amp;D</b>	<b>SME-acc. app</b>	<b>dCFO MVP</b>	<b>Cashflow forecasts</b>	<b>Marketplace</b>	<b>D/UK/ES tests</b>	<b>D/UK/ES launch</b>		
<b>Sales</b>	Accountants Active SMEs	203 -	277 -	398 750	496 1909	814 3135	1412 4236	2437 6324
<b>MRR [PLN]</b>	50 000	66 779	93 807	115 491	217 789	429 248	807 200	
	<b>Q3 2019</b>	<b>Q4 2019</b>	<b>Q1 2020</b>	<b>Q2 2020</b>	<b>H2 2020</b>	<b>H1 2021</b>	<b>H2 2021</b>	



AI CAN DO IT FOR YOU

[WWW.SCANYE.PL](http://WWW.SCANYE.PL)

# Join Scanye

and automate what  
should be automated



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AI CAN DO IT FOR YOU

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