

AI UNCHAINED

Accounting Intelligence. No boundaries. No limits.

2024



Elevating Your Firm's Advisory



INTRODUCTIONS



Christine Triantos

Owner

Infinite Advisors (CAS Consulting)



Brian Emposimato

Director of Product

Botkeeper

CHECK IN CODE

1009EI

SESSION OVERVIEW

What will we cover?

01

Introductions

02

Opportunities for Scaling CAS

03

How to Create Capacity &
Level Up

04

How Botkeeper Can Help

05

Reporting & Insights

06

Moral of the Story

HAVING TROUBLE SCALING CAS?

This is what we're hearing from firms across the country.



Capacity

“We want to focus on expanding our CAS offering but month after month we are finding ourselves spending more time than we'd like doing the bookkeeping.”



Advisory

“Our team has not gotten comfortable having these conversations. We know the data is there but we're not sure of the best way to communicate it and explain the “why” behind the numbers.”

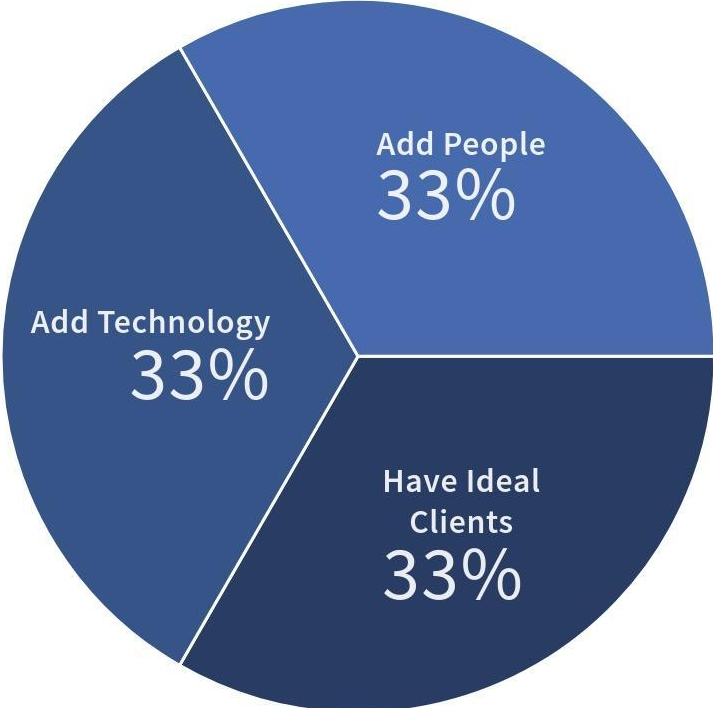


Client Value

“We want our clients to be engaged but we're not sure where to start.”

Our solutions are designed to make life easier, more efficient, more productive and rapidly stand-up and transform CAS practices

HOW TO CREATE CAPACITY



LEVEL UP YOUR CAPACITY

ARE YOU GROWING JUST TO GROW?

Assess Existing Clients



Low Margin Clients



Confidence in your Value



Repaper, Increase Fee or Terminate



Showcase your Value



LEVEL UP YOUR ADVISORY SERVICE OFFERINGS

Identify Industry Niches - Firm and Team

Targeted Niche Training

Regular Meetings with Clients

Identify Tech Products to Easily Produce Advisory Reports and Narratives

Proactive / Showcase your Value

LEVEL UP CLIENT VALUE

HOW ARE YOU CONVEYING VALUE TO CLIENTS?

Create Capacity to Allow Time to Dedicate to Enhancing Client Value

Niche Expertise

Provide Information to Clients That Allows Them to Make Decisions Faster

Present and Explain Data on a Regular Basis - Be Client Facing!

Showcase your Value - Track Value Throughout the Year

COMMON THEME IS TECHNOLOGY

HOW YOU CAN USE BOTKEEPER'S TECH PLATFORM



Artificial Intelligence

Advancements in AI technologies, such as machine learning and natural language processing, are transforming industries, including bookkeeping and accounting



Automation

Automated systems and robotics are streamlining processes and increasing efficiency

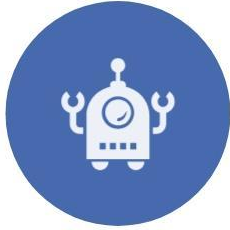


Human-in-the-Loop

Combining the efficiency of automation with the precision of human oversight to drive accuracy

Technology has become an integral part of our lives, driving innovation and shaping the way we live, work, and interact with the world around us.

HOW BOTKEEPER CAN HELP YOU



AI Bots

Automate your day-to-day bookkeeping tasks, including data collection, categorization, review, and reconciliation, freeing up your time to focus on your business.



Client Portal

White-labeled client portal customized to your firm. Exchange, request and receive information, such as documents, in one place.

Allow team members to shift work and jump in without impact on the client.



Financial Insights

Provides real-time financial reporting and analytics, helping you make informed decisions about your business.

Botkeeper's comprehensive financial services can streamline your operations, improve your financial management, and give you the insights you need to grow your business.



CLIENT PORTAL

- ★ Control what the client sees, down to specific transactions
- ★ Ask questions as a persona, not from a particular person
- ★ Streamline communications, repository for client and team emails
- ★ Team engagement management



Drag

Add Client



85



Activity Hub



Clients

All

Activity Type

All

Module

All

Comments To

BE Brian Empo

Comments From

U Search by N...

Comment Status

Unread

Unresolved

Document Uploaded By

U Search by N...

Date

Anytime

Search activity



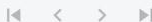
Search

Activity (15)

Sort by Oldest

Rows per page: 50

1-15 of 15



A

Accountant added a comment and mentioned **Brian Empo** in the transaction inquiry **BERKELEY ELECTRIC COOP Debit** for client **Jumpin Jack Flash LLC of Scaling CPAs**

03/27/2024 at 9:19 AM

Hey @Brian Empo ! Please confirm this new account, thanks!



S

System uploaded the **Capensis Savings *5757 04-01-2024.pdf** document to folder **Jumpin Jack Flash LLC / Bank Statements / Capensis Savings - 5757 / 2024** for client **Jumpin Jack Flash LLC of Scaling CPAs**

04/01/2024 at 4:25 PM



AB

Andrew Bosch uploaded the **American Express Gold Card _3004 03-01-2024.pdf** document to folder **Jumpin Jack Flash LLC / Bank Statements / American Express Gold Card - 3004 / 2024** for client **Jumpin Jack Flash LLC of Scaling CPAs**

04/04/2024 at 3:56 PM



S

System uploaded the **American Express Gold Card *3004 04-12-2024.pdf** document to folder **Jumpin Jack Flash LLC / Bank Statements / American Express Gold Card - 3004 / 2024** for client **Jumpin Jack Flash LLC of Scaling CPAs**

04/12/2024 at 3:18 AM



Add Client



Work

Need help?

Create New Task

Tasks

Projects

Clients

All

Assignee

BE Brian Empo

Due Date

This Month

Status

All Open Tasks

Search tasks



Tasks (3)

Rows per page: 25 1-3 of 3

Task Name	Client	Project	Assignee	Due Date	Status	Action
Test custom	Test 1234	Test Template	Brian Empo	09/13/2024 Overdue	To-Do	...
Upload bank statement	Test 1234	Test Template	Brian Empo	09/11/2024 Overdue	To-Do	...
Upload Loan doc	Test 1234	Test Template	Brian Empo	09/09/2024 Overdue	To-Do	...

Rows per page: 25 1-3 of 3

SMART CONNECT

- ★ Smart Link allows clients to set-up bank connections easily
- ★ Can share a link to the portal without granting access to QBO and Xero
- ★ Receive automated alerts when a bank connection is lost
- ★ Access to over 10,000 institutions with 7,000 that support statement fetching

Connections (3)

Cash Available

Updated as of 09/09/2024 at 8:13 PM

\$0.00

Credit Used

Updated as of 09/09/2024 at 8:13 PM

\$91,408.18

Net Cash

Updated as of 09/09/2024 at 8:13 PM

-\$91,408.18



Bank of America

Net Cash Available

N/A



Connection Requested

[Edit](#)



Capital One ⚡

Connection Id: 7019655151

Net Cash Available

Updated as of 09/30/2024 at 8:07 PM

-\$7,014.56



Connected

[Edit](#)

Connection Owner: bemposima... 



**Silicon Valley Bank - SVB Direct
Connect (OFX)**

Connection Id: 7011125072



Net Cash Available

Updated as of 09/09/2024 at 8:13 PM

-\$84,393.62



Disconnected - Action Required

[Reconnect](#)

Connection Owner: bonnie@bo... 

Connection Request



The assignee will receive a task to establish the connection or monitor the task completion if you choose to share a Smart Link.

Institution Name

American Express Credit Card

Assignee

TW Client Point Of Contact

Smart Link (Optional)

Send link via email Generate shareable link

Enter the email address



Cancel

Create Request

Connection Request



The assignee will receive a task to establish the connection or monitor the task completion if you choose to share a Smart Link.

Institution Name

American Express Credit Card

Assignee

TW Client Point Of Contact

Smart Link (Optional)

Send link via email Generate shareable link

Cancel

Create Request

Copy and share the Smart Link with the person responsible for the account connection.

<https://aiunchained.firm.ai/app/?token=eyJhbGciOiJIUzI1Ni>

Copy

Silicon Valley Bank - SVB Direct Connect (OFX) Connection Disconnected



Details Comments (0) Task Log (2)

Client

Brian e test 1234

Due Date

07/24/2024

Assignee

BE Brian ... ▾

Task Watchers ⓘ

No task watchers currently assigned

[Edit](#)

Project

--

Status

To-Do

Requester

System

Smart Link ⓘ

Generate Smart Link

Action

One or more of your Silicon Valley Bank - SVB Direct Connect (OFX) accounts have become disconnected. Please use the window below to reconnect your Silicon Valley Bank - SVB Direct Connect (OFX) accounts.


Can't find a financial institution? ⓘ



Connection lost

Silicon Valley Bank - SVB Direct Connect (OFX) needs you to log in again before we can connect to your accounts.

Transactions (46)

07/01/2024 → 10/01/2024 

 Search Transactions




Beginning Balance **-\$2,899.85**
Ending Balance **-\$7,014.56**

 Refresh Transactions

 Export CSV

Transaction Date	Description	Amount	Balance
7/1/2024	Beginning Balance		-\$2,899.85
7/6/2024	BERKELEY ELECTRIC COOP Debit	-\$333.00	-\$3,232.85
7/15/2024	CAPITAL ONE AUTOPAY PYMT AuthDate 14-Jul Credit	\$2,407.08	-\$825.77
7/16/2024	VENMO *ATKINS PROPERT Debit	-\$1,175.00	-\$2,000.77
7/18/2024	SQ *GVO SWEETGRASS Debit	-\$396.00	-\$2,396.77
7/19/2024	CHICK-FIL-A #04868 Debit	-\$12.92	-\$2,409.69
7/19/2024	PUBLIX #1266 Debit	-\$119.28	-\$2,528.97
7/20/2024	INTEREST CHARGE:PURCHASES Debit	-\$5.51	-\$2,534.48

Download Move

<input type="checkbox"/>	Name	Created Date	Last File Uploaded Date	Uploaded By	To-Do Tasks	Action
<input type="checkbox"/>	 BankAmericard Visa Platinum Plus - 4274 *4274 04-0...	04-29-2024	04-29-2024	System		...
<input type="checkbox"/>	 BankAmericard Visa Platinum Plus - 4274 *4274 04-3...	05-06-2024	05-06-2024	System		...
<input type="checkbox"/>	 BankAmericard Visa Platinum Plus - 4274 *4274 05-3...	05-30-2024	05-30-2024	System		...

TRANSACTION MANAGER

- ★ Control of client access and roles
- ★ Two-way sync
- ★ Automates categorization without rules
- ★ Machine learning / global model, not specific to one client file



Infinite

Needs Review Processed Configurations

Transaction Type

All 56 txns

Date Range

05/01/2024 → 09/30/2024

Source

All 56 txns

Assignee

Search Assignee

Export to CSV

Confidence Level Clear

High 56 Medium 2 Low 37

Transaction State Clear

Bank Feed 0 General Ledger 56

Search

This data is accurate as of 09/29/2024 at 9:06 PM. Refresh

Transactions

Other Actions Needs Review Rows per page: 25 1-25 of 56

<input type="checkbox"/>	Tx Date	Source	Type	Payee	Description	Amount	Category	Action
<input type="checkbox"/> UR	2024-09-14	Credit Card Test	GL Purchase	Capital One	CAPITAL ONE MOBILE PYMT AuthDate 31-Aug Credit	\$100.00	Owner's Conti	...
<input type="checkbox"/> UR	2024-09-05	Credit Card Test	GL Purchase	Capital One	VENMO *CHRIS EMPO Debit	\$154.50	Dues & Subscr	...
<input type="checkbox"/> UR	2024-09-04	Credit Card Test	GL Purchase	Capital One	VENMO *CHRIS EMPO Debit	\$978.50	Dues & Subscr	...
<input type="checkbox"/> UR	2024-08-08	Credit Card Test	GL Purchase	Publix	PUBLIX #1266 Debit	\$28.26	Meals	...
<input type="checkbox"/> UR	2024-08-06	Credit Card Test	GL Purchase	Dollar General	DOLLAR GENERAL #24906 Debit	\$58.88	Dues & Subscr	...
<input type="checkbox"/> UR	2024-07-31	Credit Card Test	GL Purchase	Publix	PUBLIX #1266 Debit	\$144.06	Meals	...
<input type="checkbox"/> UR	2024-07-31	Credit Card Test	GL Purchase	Publix	PUBLIX #1266 Debit	\$18.96	Meals	...

Additional Automation Settings

Cancel

Save

ML Training Dates [i](#)

Start Date

03/01/2024



End Date

09/23/2024



Uncategorized Accounts [i](#)

Uncategorized Asset

Uncategorized Income

Uncategorized Expense



Materiality Threshold [i](#)

Set the materiality threshold at

\$

or above.

Default Assignee Settings [i](#)

Default Assignee

BE

Brian Emposimato



Settings for Low/Medium Confidence Transactions [i](#)



Send Transactions To GL

JOURNAL ENTRY AUTOMATION

- ★ Auto create amortization schedules
- ★ Book interest and principal splits each month
- ★ Matches entries to bank transactions
- ★ Next phase- ability to import amortization schedules

Loans

Number of Loans	Total Original Balance	Total Remaining Balance*	Total Next Payment Amount*	Blended Interest Rate*
1	\$50,000.00	\$46,424.08	\$978.31	6.50%

* Disabled loans are excluded

Rows per page: 10 ▼ 1-1 of 1 ◀ > ▶

Payee	Name	Status	First Payment Date	Original Balance	Current Balance
Bank of America	BofA Auto Loan	● Off Track	5/1/2024	\$50,000.00	\$46,424.08
Interest Rate	Monthly Payment	Last Reconciled	Amortization Period	Payments Remaining	Progress
6.50%	\$978.31	9/15/2024	60	55	<div style="width: 91.67%;"><div style="width: 91.67%;"></div></div>




[Details](#)

Payment Schedule

[Edit Schedule](#)[Create Adjustments](#)

Select Date Range

01/01/2024 → 12/31/2024 

Payment	Date	Amount	Principal	Interest	Extra	Balance	Reconciled
1	5/1/2024	\$978.31	\$707.48	\$270.83	\$0.00	\$49,292.52	Off by -\$49,302.52
2	6/1/2024	\$978.31	\$711.31	\$267.00	\$0.00	\$48,581.21	Off by -\$48,591.21
3	7/1/2024	\$978.31	\$715.16	\$263.15	\$0.00	\$47,866.05	Off by -\$48,591.21
4	8/1/2024	\$978.31	\$719.04	\$259.27	\$0.00	\$47,147.01	Off by -\$48,591.21

BOT REVIEW

- ★ Automates the detection of 13 exceptions that could cause inaccurate coding
- ★ Fixes issues automatically when system is confident
- ★ Two-way sync and real time

Date Range

06/01/2024 → 09/30/2024

Exceptions (8)

46% Complete

This data is accurate as of 09/30/2024 at 9:34 AM. [Refresh](#)

Purchases Missing Payee

Open Exceptions

2

Actioned Exceptions

3

Progress



Select

New Payees with Activity

Open Exceptions

11

Actioned Exceptions

7

Progress



Select

Duplicate Transactions

Open Exceptions

4

Actioned Exceptions

9

Progress



Select

Non Natural Account Balances

Open Exceptions

27

Actioned Exceptions

3

Progress



Select

Capitalization Threshold

Open Exceptions

0

Actioned Exceptions

1

Progress



Select

Deposits Missing Customers

Open Exceptions

2

Actioned Exceptions

6

Progress



Select

Similar Transactions

Open Exceptions

6

Actioned Exceptions

4

Progress



Select

Unreconciled Transactions

Open Exceptions

36

Actioned Exceptions

43

Progress



Select

Duplicate Transactions

[Edit](#)[Delete](#)

Rows per page: 10 ▾

1-4 of 4 |◀ ◁ ▷ ▶|

Are these transactions duplicates? [Keep All](#)

<input type="checkbox"/>	Tx Date	Source	Tx Type	Payee	Description	Amount	Category	Customer/Project	Assignee	Actions
<input type="checkbox"/>	2024-06-12	Checking Test 123	Purchase	<input type="text" value="Search Payee"/>	PAI ISO 06/12 #00...	\$63.00	<input type="text" value="Travel"/>	<input type="text" value="Search Customer/Proje..."/>	<input type="text" value="Search Assignee"/>	⋮
<input type="checkbox"/>	2024-06-12	Checking Test 123	Purchase	<input type="text" value="atm"/>	PAI ISO 06/12 #XX...	\$63.00	<input type="text" value="Owner Distributions"/>	<input type="text" value="Search Customer/Proje..."/>	<input type="text" value="Search Assignee"/>	⋮

EXAMPLE OF AUTOMATED DUPLICATE DETECTION

New Payees with Activity

[Edit](#)[Dismiss](#)[Resolve](#)

Rows per page: 10 ▾

1-10 of 11 |◀ ◁ ▷ ▶|

Publix [Dismiss Payee](#)

<input type="checkbox"/>	Tx Date	Source	Tx Type	Payee	Description	Amount	Category	Customer/Project	Assignee	Actions
<input type="checkbox"/>	2024-07-31	Credit Card Test	Purchase	<input type="text" value="Publix"/>	PUBLIX #1266 Debit	\$18.96	<input type="text" value="Meals"/>	<input type="text" value="Search Customer/Proje..."/>	<input type="text" value="Search Assignee"/>	⋮
<input type="checkbox"/>	2024-07-31	Credit Card Test	Purchase	<input type="text" value="Publix"/>	PUBLIX #1266 Debit	\$144.06	<input type="text" value="Meals"/>	<input type="text" value="Search Customer/Proje..."/>	<input type="text" value="Search Assignee"/>	⋮
<input type="checkbox"/>	2024-08-08	Credit Card Test	Purchase	<input type="text" value="Publix"/>	PUBLIX #1266 Debit	\$28.26	<input type="text" value="Meals"/>	<input type="text" value="Search Customer/Proje..."/>	<input type="text" value="Search Assignee"/>	⋮

EXAMPLE OF AUTOMATED NEW PAYEE DETECTION

AUTO BANK RECONCILIATION

- ★ 2 types of reconciliations, statement and bank feed
- ★ OCR that extracts every line item of bank statements
- ★ Compares coding to actual statements
- ★ Can review before finalization

Brian e test 1234

Auto Bank Rec

BOT LABS

Helpful tips

Submit feedback

Brian e test 1234
Technology Workshop

GL Account	Smart Connect Account	Last Rec Period	Unrec Txns	Stmt Source	Stmt Balance	GL Balance	Difference
Checking Bank	<input type="text"/> Not Connected	2024-06-28 - 2024-06-28 Not completed	Botkeeper: 0 GL: 0	Smart Connect	\$314.79	\$314.79	\$0.00
Quicksilver CC Credit Card	<input type="text"/> Not Connected	2024-06-28 - 2024-07-31 Not completed	Botkeeper: 0 GL: 0	Smart Connect	\$182.09	\$182.09	\$0.00
Credit Card Credit Card	<input type="text"/> SC Disconnected	2024-06-28 - 2024-07-31 Not completed	Botkeeper: 0 GL: 0	Smart Connect	\$198,849.25	\$198,849.25	\$0.00
Savings Bank	<input type="text"/> Not Connected	2024-06-28 - 2024-07-31 Not completed	Botkeeper: 0 GL: 0	Smart Connect	\$339.62	\$339.62	\$0.00
Credit Card Test Credit Card	<input type="text"/> SC Connected	2024-06-28 - 2024-07-31 Not completed	Botkeeper: 0 GL: 0	Smart Connect	\$6,342.93	\$6,342.93	\$0.00
Checking Test 123 Bank	<input type="text"/> Not Connected	-	Botkeeper: - GL: 27	Upload		\$92,914.33	

Client & User Management

Activity Hub

Work

Documents

Transaction Manager

Auto Bank Rec

JE Automation

Smart Connect

Password Manager

Financial Insights

Bot Review

Transaction Insights

Auto Bank Rec

BOT LABS

Brian e test 1234

Technology Workshop

Credit Card Test

Reconcile

History per month

Audit log

The ending balance and date have been autofilled from the statement or Smart Connect. Update as needed.

Ending Balance Ending Date

-\$5,423.64 2024-08-30

Edit

-\$5,423.64

Smart Connect Ending Balance

+ \$7,825.34

GL Beginning Balance

- \$451.71

Cleared Txns

= \$1,949.99

Difference

Status Clear

No Match 58

Possible Match 0

Confident Match 2

GL

Confirm

Not A Match

<input type="checkbox"/>	Status	Date	Type	Description	Amount	Action
<input type="checkbox"/>	✓	2024-07-18	Purchase	SQ *GVO SWEET...	\$396.00	
	!	2024-07-20	Purchase	INTEREST CHAR...	\$5.51	...
<input type="checkbox"/>	✓	2024-07-20	Purchase	INTEREST CHAR...	\$55.71	
	!	2024-07-22	Purchase	IN *LIKE NEW G...	\$135.00	...

The Smart Connect transactions were last updated on 09/28/2024 at 7:03 AM

Smart Connect

Date	Type	Description	Amount	Action
2024-07-18	Purchase	SQ *GVO SWEETGRASS	\$396.00	⚡
2024-07-20	Purchase	INTEREST CHARGE:CA...	\$55.71	⚡

No Match 174

Possible Match 16

Confident Match 39

GL

Confirm

Not A Match

<input type="checkbox"/>	Status	Date	Type	Description	Amount	Action
<input type="checkbox"/>		2023-11-01	Purchase	ZAPIER	\$50.00	...
<input type="checkbox"/>		2023-11-01	Purchase	DOUGH BOYS	\$229.00	...

Statement [View](#)

Date	Type	Description	Amount	Action

NO MATCHES

No Match 174

Possible Match 16

Confident Match 39

GL

Confirm

Not A Match

<input type="checkbox"/>	Status	Date	Type	Description	Amount	Action
<input type="checkbox"/>		2024-08-04	Purchase	AMAZON WEB S...	\$28,405.30	...
<input type="checkbox"/>		2024-08-04	Purchase	AMAZON WEB S...	\$3,256.39	...

Statement [View](#)

Date	Type	Description	Amount	Action
2024-08-02	Purchase	AMAZON WEB SERVIC...	\$28,405.30	...
2024-08-02	Purchase	AMAZON WEB SERVIC...	\$3,256.39	...

POSSIBLE MATCHES

No Match 174

Possible Match 16

Confident Match 39

GL

Confirm

Not A Match

<input type="checkbox"/>	Status	Date	Type	Description	Amount	Action
<input type="checkbox"/>		2024-08-01	Purchase	FEDEX4647672...	\$74.55	...
<input type="checkbox"/>		2024-08-01	Purchase	EXPENSIFY, INC....	\$1,658.14	...

Statement [View](#)

Date	Type	Description	Amount	Action
2024-08-01	Purchase	FEDEX	\$74.55	
2024-08-01	Purchase	EXPENSIFY, INC. SAN F...	\$1,658.14	

CONFIDENT MATCHES

Reconcile History per month Audit log

Reconciliation Period	Reconciled On	Status	Difference	Auto Reconciled	
2024-08-01 - 2024-08-31	-	In Progress		92.11%	Report Resume
2024-07-01 - 2024-07-31	-	In Progress		94.87%	Report Resume

2024-08-01 - 2024-08-31

Comments (1)

BE Brian Emposimato

Accountant

09/30/2024 at 9:57 AM

Accountant



Hi Brian! Please review this before I complete the rec, thank you!

Auto Reconciled

92.11%

94.87%

11.11%

Who can view this comment?

Accountant

Partner

Client

B *I* U

Enter some text...

Cancel

Comment

Credit Card Test


Reconcile History per month Audit log

By Transaction Timeline

Export CSV

Transaction Date Range
07/01/2024 → 07/31/2024

Search

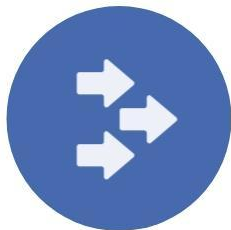
Txn Date	Txn Type	Description	Amount	
2024-07-20	Purchase	INTEREST CHARGE:PURCHASES Debit	5.51	^
 auto-bank-rec 08/30/2024 at 5:12 AM Found and matched the GL transaction with the Smart Connect transaction:				
2024-07-19	Purchase	CHICK-FIL-A #04868 Debit	12.92	v

FINANCIAL INSIGHTS - START SIMPLE



Spending Patterns

Identify areas for potential savings and budget optimization.



Income and Expense Trends

Reveal opportunities to increase earnings or cut costs.

Compare industry standards with your client's.



Financial Insights

Provide a clear picture of financial stability

Allow clients to make informed decisions quicker



The Future

Proactive planning

Partnering with tax teams

You don't have to do it all, you just have to be the one with the idea = trusted advisor

Financial insights are crucial for individuals and businesses to achieve financial goals, make informed decisions, manage risks, and optimize their financial performance.

JIRAV



Auto Forecast

Automate the planning process with Auto Forecast, utilizing intelligent algorithms to analyze past performance and predict the future.



Cash Flow Forecasting

Know your client's financial runway, forecast the zero-cash date, and anticipate when they'll break even or hit other key financial milestones.



Detailed Models

Utilize operational data to drive revenue forecasts and other bottoms-up models. Determine the impact on deferred revenue, accounts receivable, and more.



Scenarios

Accelerate planning and execute multiple what-if scenarios across all financial statements in minutes to identify the most effective path forward.



Workforce Planning

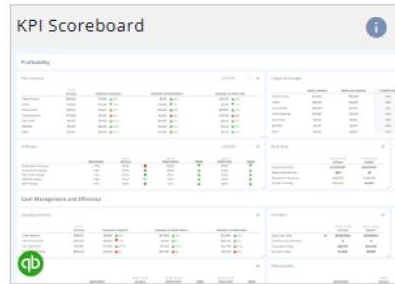
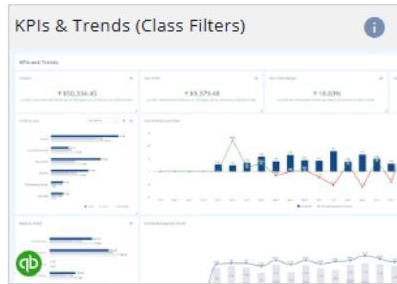
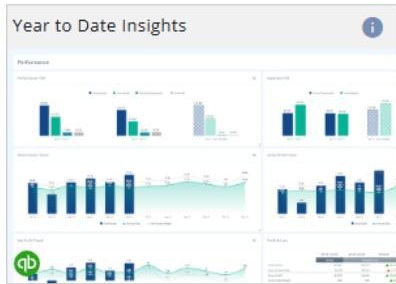
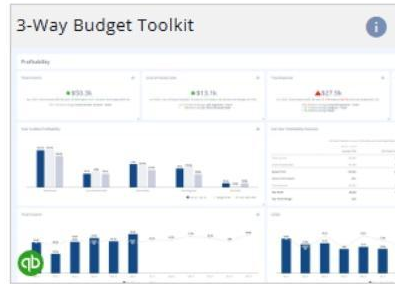
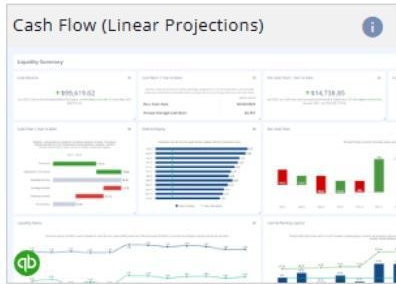
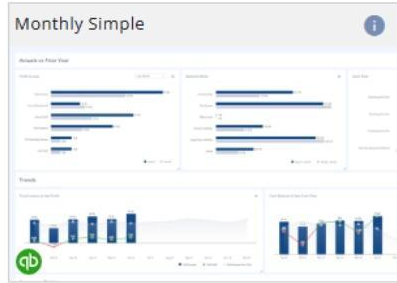
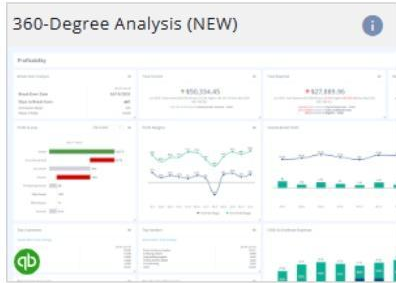
Bring in your client's employee roster and forecast new hires, raises, bonuses, accrued expenses, and more.



Rolling Forecasts

Build and adjust forecasts based on the latest actuals. Predict how next month - or the next 5 years - will develop.

REACH REPORTING - TEMPLATES



REACH REPORTING - 360 DEGREE ANALYSIS EXAMPLE

360-Degree Analysis

Update Thumbnail

Aug 2024



+ Add Metric

Profitability

Break Even Analysis

Break Even Date

Jan 24 - Aug 24
06/11/2024

Days to Break Even

👍 0

Contribution Margin

85%

Margin of Safety

22,216

Total Income

↑ \$40,323.11

Aug 2024: Total Income (\$40,323.11) was 37.92% higher (+\$11,085.63) than Jul 2024 (\$29,237.48).

\$13,864.10 Increase to **Services Income - Total**
-\$2,746.43 Decrease to **Discounts Given - Total**
-\$68.05 Decrease to **Retail Supplements**

Total Expense

↑ \$28,660.98

Aug 2024: Total Expense (\$28,660.98) was 81.77% higher (+\$12,893.19) than Jul 2024 (\$15,767.79).

\$6,107.37 Increase to **Payroll Expense - Total**
\$5,186.73 Increase to **Ask Customer**
\$1,773.99 Increase to **Rent & Lease**

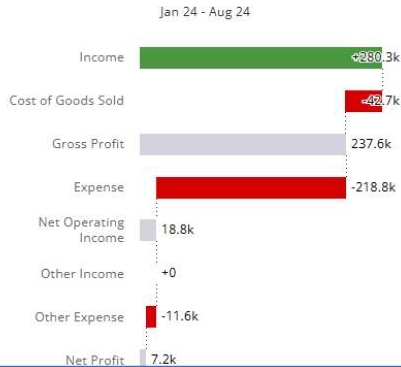
Net Profit

↓ \$5,415.13

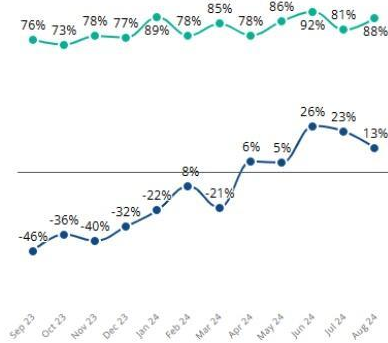
Aug 2024: Net Profit (\$5,415.13) was 19.21% lower (-\$1,287.32) than Jul 2024 (\$6,702.45).

Profit & Loss

Year to Date



Profit Margins



Income & Net Profit



REACH REPORTING - 360 DEGREE ANALYSIS EXAMPLE

Liquidity

Cash Balance

↓ \$3,697.12

Aug 2024: Cash at End of Period (\$3,697.12) were 34.96% lower (-\$1,987.17) than Jul 2024 (\$5,684.29).

Cash Burn | Year to Date

Jan 24 - Aug 24

Zero Cash Date

09/04/2024

*assumption: no additional cash inflows

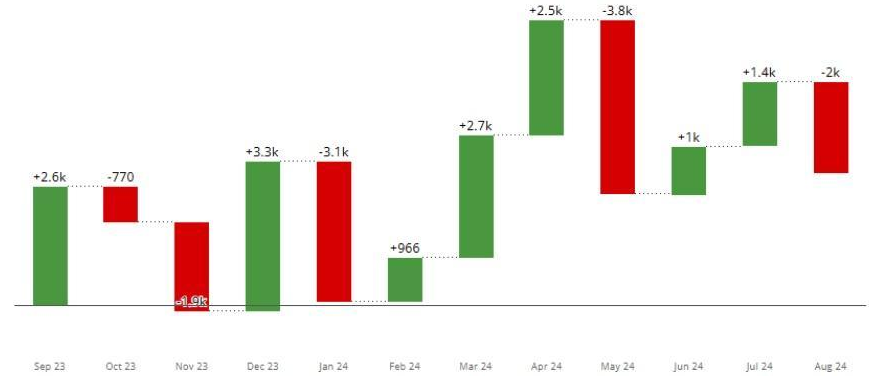
Average Monthly Cash Burn

32,678

Cash Burn Rate (Months)

0

Cash Inflow/ Outflow



Cash Inflow/ Outflow

↓ -\$1,987.17

Aug 2024: Net Cash Increase for Period (-\$1,987.17) were 242.72% lower (-\$3,379.55) than Jul 2024 (\$1,392.38).

Current Ratio

↑ -3.72

Aug 2024: Current Ratio (-3.72) were 0.13 higher (+0.13) than Jul 2024 (-3.85).

Cash Flow

Year to Date

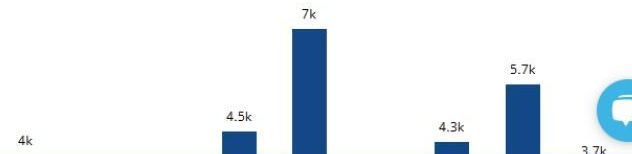
Jan 24 - Aug 24



Liquidity Ratios



Cash Balance



REACH REPORTING - 360 DEGREE ANALYSIS EXAMPLE

Efficiency

Net Assets

↑ **-\$167,068.29**

Aug 2024: Net Assets (-\$167,068.29) was 3.14% higher (+\$5,415.13) than Jul 2024 (-\$172,483.42).

Current Assets

↑ **-\$215,487.88**

Aug 2024: Current Assets (-\$215,487.88) was 1.71% higher (+\$3,755.76) than Jul 2024 (-\$219,243.64).

\$5,742.93 Increase to **Other Current Assets**
 -\$1,987.17 Decrease to **Bank Accounts**

Working Capital

↑ **-\$273,369.75**

Aug 2024: Working Capital (-\$273,369.75) was 1.01% higher (+\$2,787.54) than Jul 2024 (-\$276,157.29).

Current Liabilities

↑ **\$57,881.87**

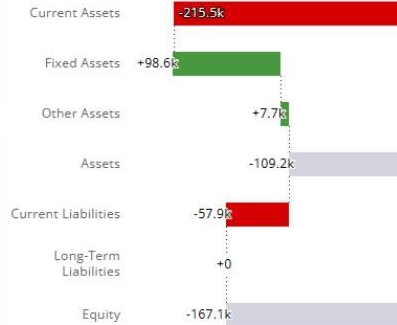
Aug 2024: Current Liabilities (\$57,881.87) was 1.70% higher (+\$968.22) than Jul 2024 (\$56,913.65).

\$1,622.11 Increase to **Other Current Liabilities**
 -\$653.89 Decrease to **Credit Card**

Balance Sheet

Year to Date

Jan 24 - Aug 24



Receivables & Payables

Vs Prior Month

AR

0
0
0

AP

0
0
0

● Aug 24 ● Jul 24 ● Change

REACH REPORTING - 360 DEGREE ANALYSIS EXAMPLE

Working Capital



Return on Assets & Return on Equity



BOTKEEPER'S FINANCIAL INSIGHTS

Financial Insights

Download

Refresh

Client Name

Company Name

Industry: Technology

Location: San Francisco, CA

Company Size: Small (1-50 employees)

Years in Operation: 5-10 years

▲ 20%

Monthly Sales

Monthly sales growth is 20% higher than the industry average.

▲ 10%

Gross Profit

Gross profit is 10% higher than the industry average

▲ 16%

EBITDA

EBITDA is 16% higher than the industry average.

▲ 12%

Net Profit

Net Profit is 12% higher than the industry average.

Exceeding Industry Norms

Nice work! Your total expense ratio for July was 80%. On average, your expense ratio has been 84%. The decrease in Advertising expense and increase in Sales caused the decreased ratio for August. For the Technology industry, similar businesses have an expense ratio closer to 90% - what you're doing is working!

In the dynamic business landscape, YourCompany stands out as a leader. With a remarkable 20% monthly sales growth, it soars above the industry average of 10%. YourCompany's strategic prowess and adaptability are driving impressive results.

Additionally, YourCompany's 10% lower customer acquisition cost (CAC) compared to the industry average reflect an efficient approach, saving resources for growth opportunities.



All insights are generated based on industry-specific data from Botkeeper.



BOTKEEPER'S FINANCIAL INSIGHTS

Income Statement Summary

Last 30 days

Last Month

Last 12 months

Compare

▲ 1,43%

Net Income

\$3,000

▲ 5,02%

Total Revenue

\$1,200,000

▲ 3,12%

Total COGS

\$600,000

▲ 2,52%

Gross Profit

\$480,000

▲ 16,5%

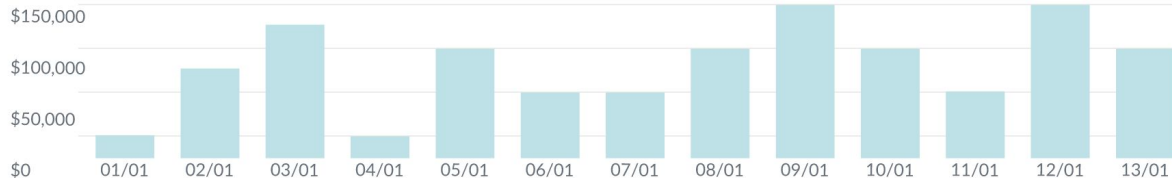
EBITDA

\$380,000

▲ 4,5%

Total Expense

\$900,000



Top Incomes

[View all](#)

Income 1

\$5,000

Income 2

\$2,700

Income 3

\$2,300

Top Customers

[View all](#)

Customers 1

\$5,000

Customers 2

\$2,700

Customers 3

\$2,300

BOTKEEPER'S FINANCIAL INSIGHTS

\$20k Boost

Total revenue increased by \$20k in July because of Square deposits for Retail Sales.



COGS Up \$5k

COGS total increased by \$5k in July because of a payment to Amazon for Supplies. Your increased revenue allowed this payment to not have a negative impact on your overall financial performance.



Net Income Drops \$10k

Net income decreased by \$10k in July because of less deposits than a normal month. On a typical month, you receive deposits from Customers Brian and Jenny but didn't in July.



MORAL OF THE STORY

- TECHNOLOGY IS REQUIRED

Not one product but many products

- START SIMPLE

Just start!

- BUILD ADVISORS

Create capacity and upskill

- UNDERSTAND AND DETERMINE
PRICE OF YOUR VALUE

What's this worth to your clients? A lot more than you think!

Convey the value!

- INCREASE MARGINS

Implementing technology, creating capacity, upselling,
expanding services to ideal clients = **ADVISORY SERVICES**

In a world increasingly dominated by technology, it's important
to remember the value of real-life relationships.

CHECK IN CODE

1009E0

THANKS!



Do you have any questions?

ctriantos@infinite-advisors.com

bemposimato@botkeeper.com

www.botkeeper.com