



Digital CFO for MSMEs

available as an add-on in the online banking



Cash Director is an on-line, real-time white-label SSO widget in on-line banking platform (internet & mobile): benefits both for SMEs & banks and...



ON-LINE real-time DETAILED TRANSACTIONAL VS. HISTORICAL STATIC INFORMATION:

1 LEAD GENERATOR: immediate lending, factoring...

2 ON-LINE real-time TRANSACTIONAL DATA for more accurate RISK MANAGEMENT

3 More EFFICIENT and PAPERLESS process



Hi, I am Frank – your digital, real time CFO



Paying & getting paid

- Issuing invoices, sending to customers w/ paymentslink
- Registering invoices & making payments
- Reconciling payments & invoices; alerts & reminders



Managing cash flows



Connecting to key professional accounting packages



Potential Accounting and/or Tax advisory (through partners)

End-to-End (Digital) CFO service

DASHBOARD (SME) - REAL TIME summary of key business information at fingertips and “action buttons” to manage IMMEDIATE FUTURE

SME sees THIS dashboard after clicking “CashDirector” function button in its on-line banking Menu

Information buttons, provide detailed information when “clicked” –eg: list of all sales invoices/ customers that sum up to the total revenue

Cash SURPLUS or SHORTFALL for next 7 days

- 1. Issue an invoice
- 2. View uncollected Sales

The dashboard interface includes a sidebar menu with options: Dashboard, Revenues, Expenses, Scans, Suppliers/customers, and Inbox. The main content area shows a user greeting 'Hi, John Smith' and a 'Quick invoice' form with a search field for the vendor name. Below this is a financial summary section with three cards: 'Cash flow current week' showing a deficit of \$-\$57,281, 'Revenues 2018-12' at \$51,967 (incrementally \$289,440), and 'Costs 2018-12' at \$22,815 (incrementally \$92,089). Action buttons for 'Issue invoice', 'Receivables', 'Add expense', and 'Payables' are present. At the bottom is a bar chart showing 'Revenue' (green), 'Costs' (red), and 'Result' (beige) from 2018-08 to 2019-01.

Statistical input into bank’s RISK based on customer sales, expenses, accounting and tax data

A rapid 2-step invoice issuer for recurring income

- 1. Register cost invoice
- 2. View unpaid expenses

A graphical representation of periodical performance (revenues less costs); there are “numbers” above

Issue invoice, send it to your customer with a pay-link and finance it in few ‘hassle free’ steps with automated functionality and pre-populated areas (1/3)

1 Select "Issue invoice" button in Dashboard...

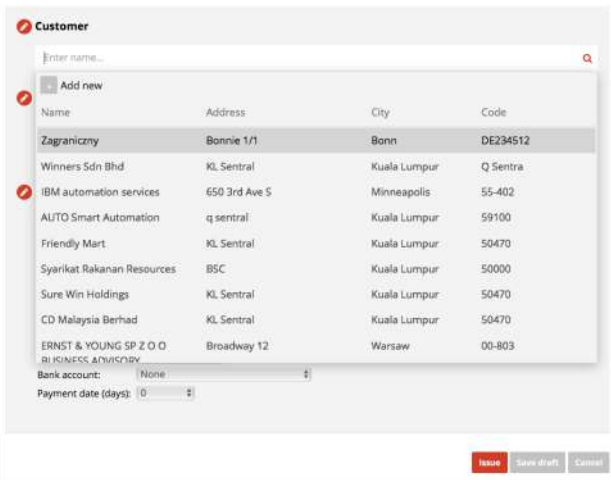
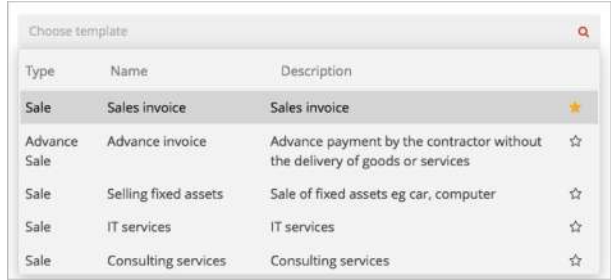
The screenshot shows the Cash Director dashboard for user John Smith. The dashboard includes a sidebar with navigation options: Dashboard, Revenues, Expenses, Scans, Suppliers/customers, and Inbox. The main content area displays a 'Quick invoice' form with a 'Vendor' input field. Below the form are several summary cards: 'Cash flow current week' showing a deficit of \$57,281; 'Revenues 2018-12' showing \$51,967 with an incremental total of \$289,440; and 'Costs 2018-12' showing \$22,815 with an incremental total of \$92,089. At the bottom, a bar chart displays monthly revenue (green), costs (red), and the resulting net result (grey) from August 2018 to January 2019.

| Metric | 2018-12 Value | Incremental Value |
|----------|---------------|-------------------|
| Revenues | \$51,967 | \$289,440 |
| Costs | \$22,815 | \$92,089 |

A magnified view of the 'Issue invoice' (red button) and 'Receivables' (blue button) located in the dashboard's summary cards. A magnifying glass icon is positioned over the buttons to highlight them.

Issue invoice, send it to your customer with a pay-link and finance it in few ‘hassle free’ steps with automated functionality and pre-populated areas (2/3)

2 ...then choose “invoicetype” from the prompted invoice type library



2 “Sales invoice” template then unfolds with some pre-populated (from external sources, CRM or past history) data with a variety of data points and functional options to choose from for accuracy, flexibility and convenience

Automated issue date or “semi-manual” with the calendar provided

Free text space for additional description for internal purposes (does not appear on the printed invoice, e.g., allocation to project, profit center, etc.)

Free text space for description or reference to the customer

Customer

The invoice number and dates

Document items

Notes

Payment method

Bank account

Payment date (days)

Automated document numbering

Additional predefined description, e.g. for a customer, service/ product type

A menu of tax rates

Adding new line items

Some predefined options: cash, transfer, credit card, etc.

Some predefined intervals from 0 to 90 days

QUALITY CONTROL WITH A LOCAL PARTNER FOR BEST FIT WITH THE LOCAL RULES

CASH IN the invoice INSTANTENOUSLY without leaving office!

| No. | Item | Description | Price | Amount | Unit | Net | tax rate | Tax | Gross value |
|--------|--------------|---------------------|--------|--------|------|---------|----------|------|-------------|
| 1. | Sale invoice | Sale of goods and s | 184.50 | 10.0 | pcs | 1845.00 | 0% | 0.00 | 1845.00 |
| Total: | | | | | | 1845.00 | | 0.00 | 1845.00 |

Issue Save draft Cancel

Take a factoring to finance invoice payment

Factored amount 1,845.00

Days 14 30 60

Estimated commission 18,45

Accept terms of service

Download loan agreement

NOTE: the above functionality and pre-defined options may be tailored to geography and customer needs

Issue invoice, send it to your customer with a pay-link and finance it in few ‘hassle free’ steps with automated functionality and pre-populated areas (3/3)

3

Create a PDF....

Document has been added.
 ✓ Document number:A17/1/2019, Vendor:American Bank serving SMBs, the net amount of:\$1,845.00
 Download PDF Send by e-mail

Invoice no.: VAT za 2018/12
 Invoice date: 31/12/2018
 Transaction date: 31/12/2018

Supplier:
 Superf
 Jerozolimskie 56c
 00-803 Warszawa
 VAT code: 4312374942

Buyer:
 Dołnośląski Urząd Skarbowy Wrocław
 Żmigrodzka 141
 51-130 Wrocław
 VAT code:

| No. | Description | Code | Net price | Q-ty | Unit | Net amount | VAT% | VAT amount | Gross amount |
|--------------|----------------|------|-----------|------|------|------------|------|------------|--------------|
| 1 | VAT za 2018/12 | | 0,00 | 1,00 | szt. | 0,00 | NP | 0,00 | 0,00 |
| 2 | VAT za 2018/12 | | -795,00 | 1,00 | szt. | -795,00 | NP | 0,00 | -795,00 |
| 3 | VAT za 2018/12 | | 795,00 | 1,00 | szt. | 795,00 | NP | 0,00 | 795,00 |
| Total | | | | | | 0,00 | --- | 0,00 | 0,00 |

To be paid: 0,00 USD
In words: zero 00/100 USD
Payment by: transfer
Payment due by: 25/01/2019
Our bank account:

Comments:

4

...add a payment link and email to your customer
 (there is a space for a free email text for personalisation,
 e.g. Dear Alice, please find attached...)

Send or print the document

Document No.: A16/1/2019
 Vendor: **Winners Sdn Bhd**
 Transaction description: **Sales invoice**
 Gross value: **1.06**

Download PDF Send by e-mail

Shipment e-mail adress: Info@winners.com
 send me too

Message content:

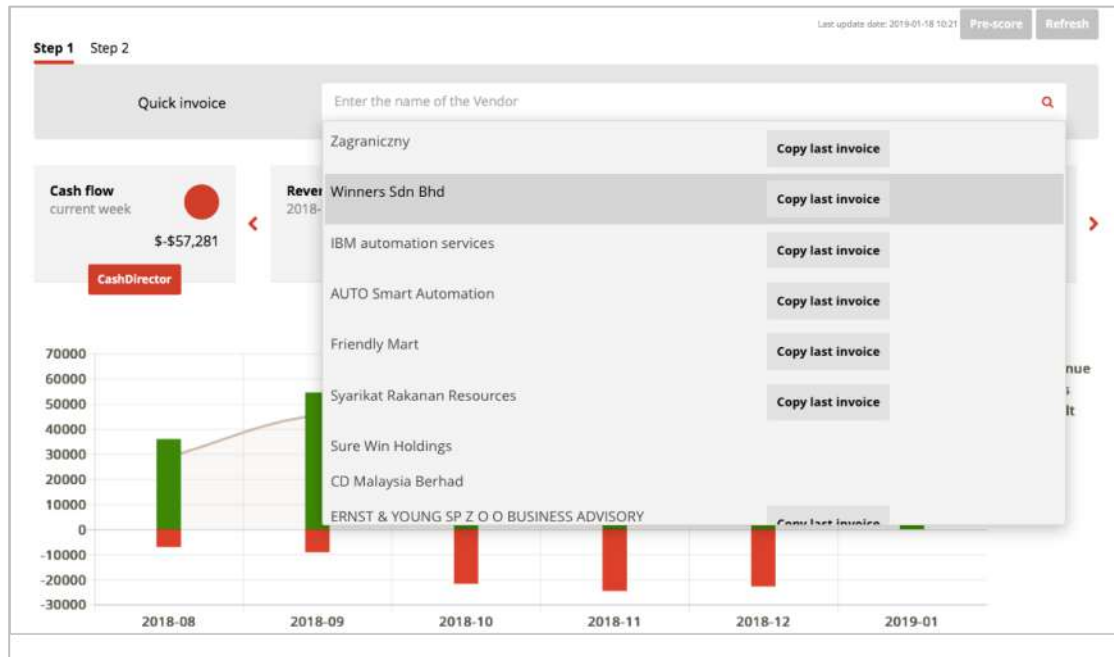
remember entered data for this Vendor

Cancel Submit

Rapid „few clicks’ to raise invoice for a recurring income stream

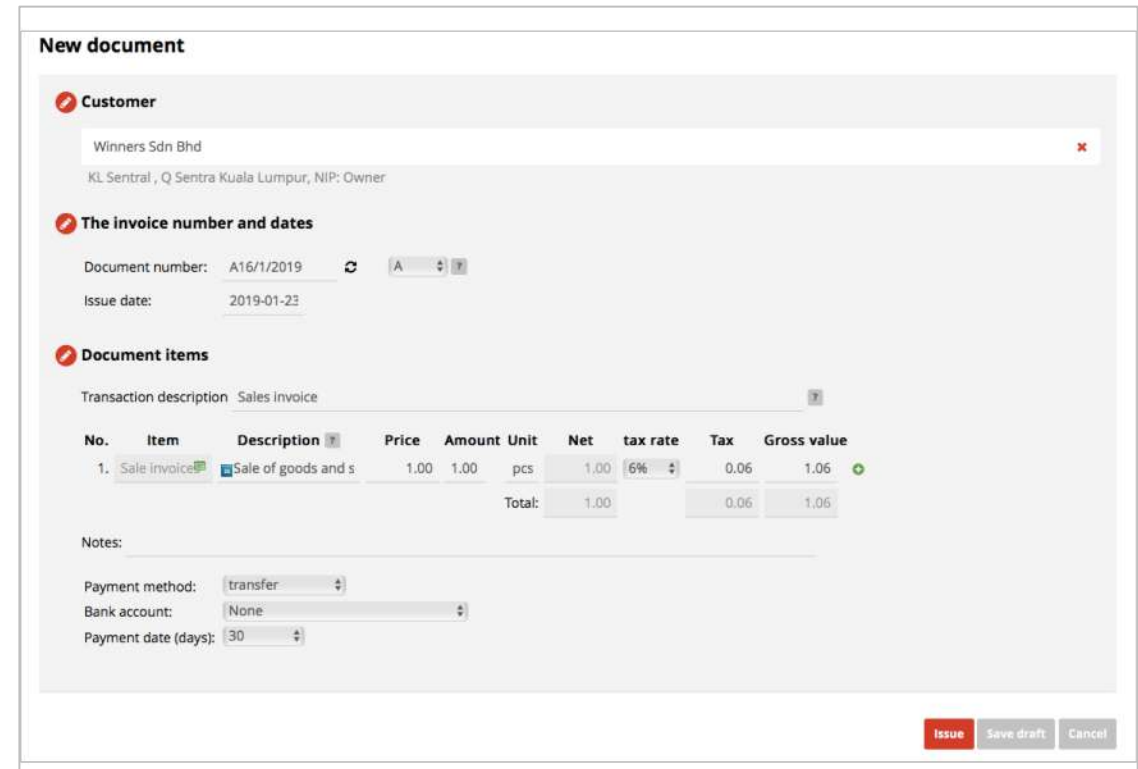
1

Select the customer and “Copy last invoice” in the Quick invoice section



2

Verify the invoice details & press “Issue” (the system auto-generates the invoice current date and serial number).



The screenshot shows the 'New document' form. It is divided into three main sections: 'Customer', 'The invoice number and dates', and 'Document items'.
Customer: Winners Sdn Bhd, KL Sentral, Q Sentra Kuala Lumpur, NIP: Owner.
The invoice number and dates: Document number: A16/1/2019, Issue date: 2019-01-23.
Document items: Transaction description: Sales invoice. A table with columns: No., Item, Description, Price, Amount, Unit, Net, tax rate, Tax, Gross value. The table contains one item: 1. Sale invoice, Sale of goods and s, 1.00, 1.00, pcs, 1.00, 6%, 0.06, 1.06. Total: 1.00, 0.06, 1.06.
Notes: Payment method: transfer, Bank account: None, Payment date (days): 30.
 At the bottom right, there are buttons for 'Issue', 'Save draft', and 'Cancel'.

Register expenses manually or automatically and make (instant) convenient payments linked with on-line current account (1/4)

1 Select "Add Expense" button in Dashboard

Hi, John Smith
Silesian Quilt UID: 5409 CID: 5338

Settings Log

✓ Logged as: John Smith (rstrzelecki+1@cashdirector.com)

Step 1 Step 2

Quick invoice Enter the name of the Vendor

Last update date: 2019-01-18 10:21 Pre-score Ref

Cash flow current week \$-\$57,281

Revenues 2018-12 \$51,967 incrementally \$289,440

Costs 2018-12 \$22,815 incrementally \$92,089

CashDirector Issue invoice Receivables Add expense Payables

70000
60000
50000
40000
30000
20000
10000
0
-10000
-20000
-30000

2018-08 2018-09 2018-10 2018-11 2018-12 2019-01

Revenue Costs Result

Costs 2018-12 \$22,815

incrementally \$92,089

Add expense Payables

Register expenses manually or automatically and make (instant) convenient payments linked with on-line current account (2/4) – Manual

2

Choose to either register the expense.....

...Manually...

...or by a Scan/Photo/E mail forward

Select a template or type a description of the expenditure

Drag the file here or click to select them from your computer

3

If MANUALLY, select a template from the menu.....

| Type | Name | Description |
|------|-------------------------------------|---|
| Cost | Office supplies and food | Paper, pen, pencil, toner, stamps, copybooks, equipment, photocopying, copying documents, groceries, water, coffee, tea, milk, coffee cream, alcohol, sweets, pizza, auxiliary articles, articles and cleansers |
| Cost | Purchase of tools, tools, equipment | Tools, equipment, equipment, scientific equipment |

4

...and proper template will appear with some pre-populated (from external sources, CRM or past history) data with a variety of data points and functional options to choose from for accuracy, flexibility and convenience

Supplier
Friendly Mart
KL Sentral, 50470 Kuala Lumpur, NIP: 222888

The invoice number and dates
Document number: 1
Issue date: 2018-12-31

Document items
Transaction description: Purchase of goods / services

| No. | Item | Description | Register type | Net | tax rate | Tax | Gross value |
|--------|------------|------------------------------|---------------|--------|----------|------|-------------|
| 1. | Stationery | Purchase of goods / service: | O - | 100.00 | 6% | 6.00 | 106.00 |
| Total: | | | | 100.00 | | 6.00 | 106.00 |

Notes:
Payment method: transfer
Bank account: Brak
Payment date (days): 30

Buttons: Save and account, Save draft, Cancel

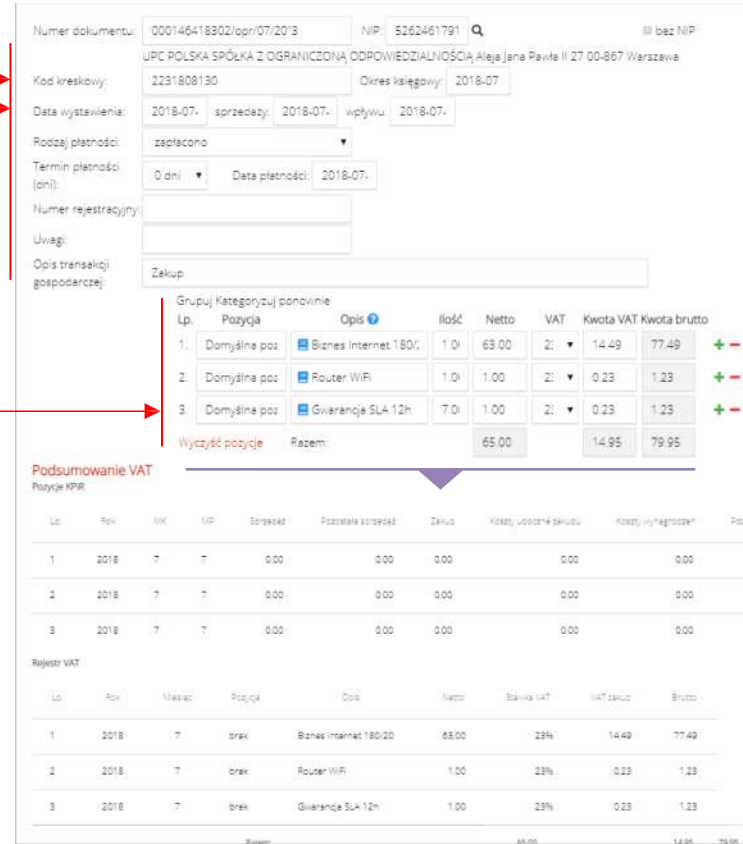
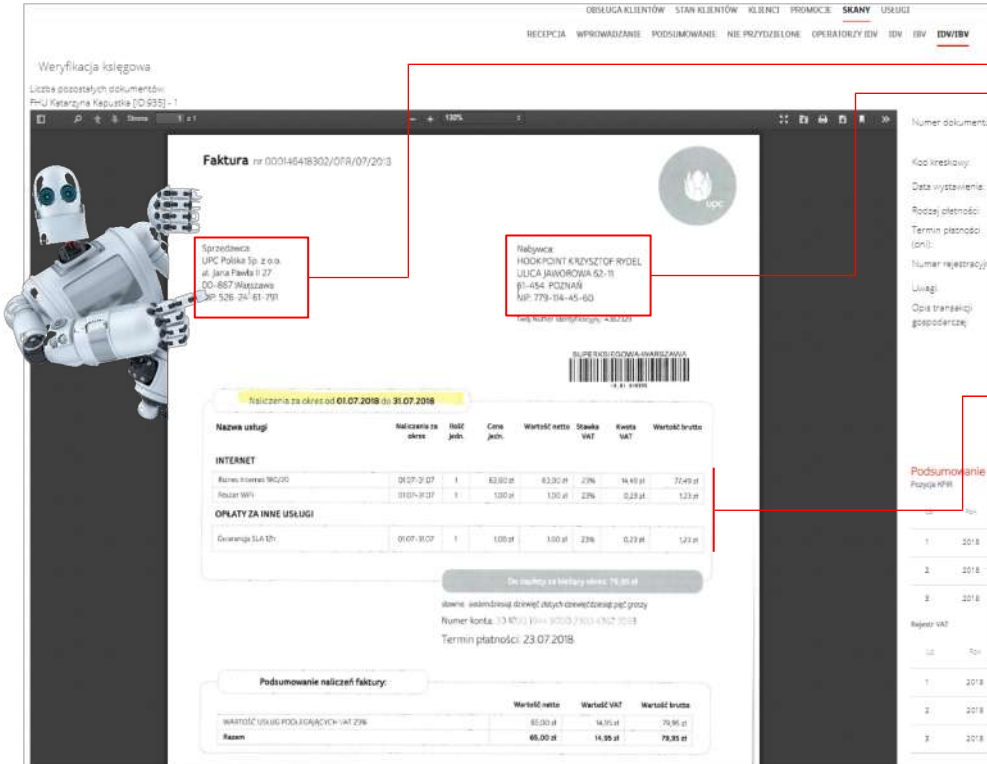
Places for description and "semantic" categorisation for management, accountant and tax purposes (e.g. purchase connected with a given revenue generating project) – a great value to SME and his accountant, vastly responsible for the external accountant not-need to re-key invoices again

QUALITY CONTROL WITH A LOCAL PARTNER FOR BEST FIT WITH THE LOCAL RULES

Register expenses manually or automatically and make (instant) convenient payments linked with on-line current account (3/4) – Scan

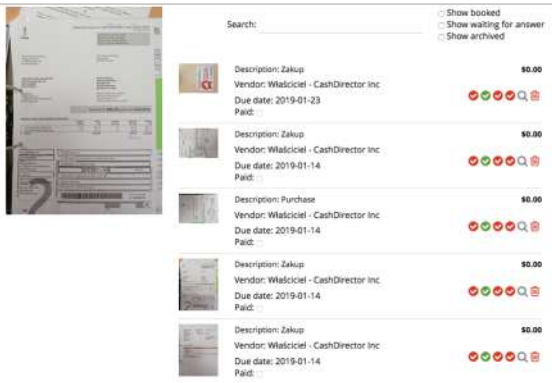
1 Make a photo of your expense via mobile app and submit it to CashDirector

2 CD will OCR all KEY LINE ITEMS, verify for accuracy and record for cash flow as well as statutory purposes, including basic categorisation rules for local purposes



This is a great value to the SME and his accountant (confirmed in interviews with SMEs), as in this way, external accountants will not need to re-key invoices as it happens quite often

3 All expenses are e-Archived (can be submitted to the external accountant /tax advisor for analysis/proof of existence)



Register expenses manually or automatically and make (instant) convenient payments linked with on-line current account (4/4) – Payment

Invoices to be paid

Filter Advanced options Search

Select rows

| Due date | Number | Vendor | Description | Paid | Remaining |
|------------|-------------|-----------------|-------------------------------------|--------|-------------|
| 2019-01-30 | 1231231 | Winners Sdn Bhd | Office equipment & materials | \$0.00 | \$3,439.70 |
| 2019-01-30 | 1 | Friendly Mart | Purchase of goods / services | \$0.00 | \$106.00 |
| 2019-01-21 | 02 | American Bank | Translation services | \$0.00 | \$604.20 |
| 2019-01-14 | 01 A 2019 | PPT Ltd | Purchase of tools, tools, equipment | \$0.00 | \$26,500.00 |
| 2019-01-14 | 102/01/2019 | AUTO Smart Auto | Purchase of tools, tools, equipment | \$0.00 | \$9,540.00 |

Friendly Mart
KL Sentral, Taxpayer Identification number: 222888

Issuing date: 2018-12-31
Sale date: 2018-12-31

Document lines

| No. | Product/service name | Net value | Tax | The Value Of VAT | Gross value |
|---------|------------------------------|-----------|-----|------------------|-------------|
| 1 | Purchase of goods / services | \$100.00 | 6% | \$6.00 | \$106.00 |
| Summary | | \$100.00 | | \$6.00 | \$106.00 |

Economic transaction description: Purchase of goods / services
Payment method: transfer
Payment term: 2019-01-30
Paid amount: \$0.00
Amount remaining to be paid: \$106.00

Comments

ACCOUNTS PAYABLE REGISTER (in DASHBOARD)

1

SELECT your invoice and confirm details

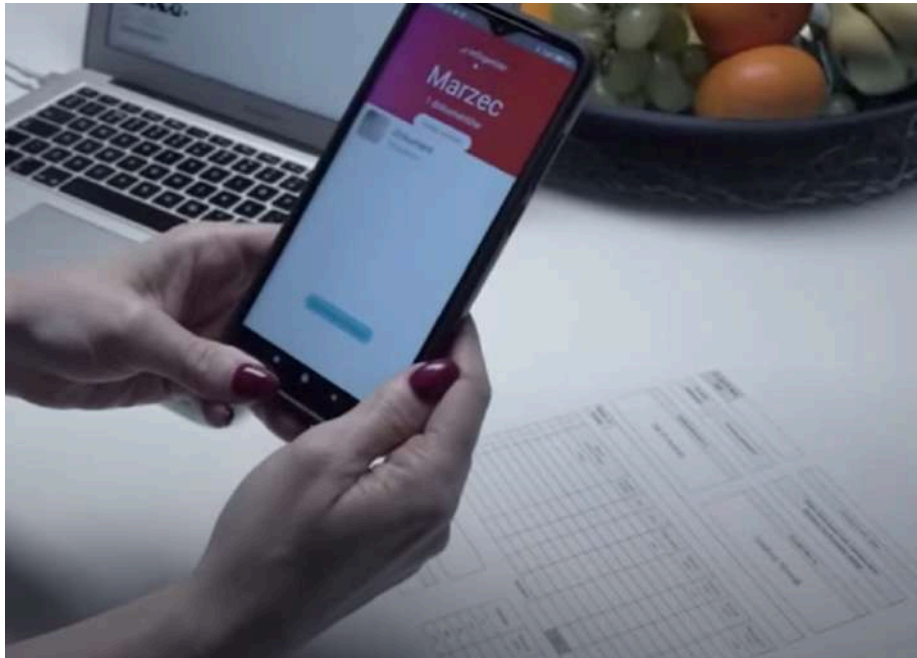
2

Select PAY for immediate payment or...

3

Select ADD TO BASKET if you would like to pay several expenses in ONE CLICK (and one authorisation)

Take photos of bills and receipts with our mobile app and make them available to your accountant as a download from the platform



INVOICES AND DOCUMENTS MADE AVAILABLE TO THE ACCOUNTANT WITHOUT LEAVING HOME

1

TAKE PHOTOS of bills and receipts, no scanner needed

2

INVITE your accountant to access selected documents and downloads them from the platform

3

Monitor the STATUS, you will see if and when the accountant downloaded the documents for booking



NOTE: No need to visit the accountant or send invoices by courier. A simple way to digitalize documents and make them available for download from the platform. Easier, faster and safer.

AR and AP details allow for a very efficient snap-shot of payments status (an actual pmt/invoice reconciliation!), which SMEs spend lots of time every day! And....

The screenshot displays the Cash Director dashboard for user HI, John Smith. The dashboard includes a sidebar with navigation options: Dashboard, Revenues, Expenses, Scans, Suppliers/customers, and Inbox. The main content area shows a 'Quick invoice' form, a 'Cash flow' summary for the current week (\$-\$57,281), and a bar chart comparing Revenue (green) and Costs (red) from August 2018 to January 2019. The chart shows revenue generally exceeding costs, with a 'Result' line indicating the net position.

Two callout windows are shown:

- Receivables:** A table listing sales invoices with columns for Due date, Number, Vendor, Description, Paid, and Remaining. The table shows several invoices from 2019-02-22 to 2019-02-13, mostly with \$0.00 paid and varying remaining amounts up to \$5,300.00.
- Invoices to be paid:** A table listing invoices with columns for Due date, Number, Vendor, Description, Paid, and Remaining. The table shows invoices from 2018-11-14 to 2018-08-08, with remaining amounts ranging from \$3,816.00 to \$15,900.00.

Red arrows indicate the flow of information from the dashboard's 'Receivables' and 'Invoices to be paid' buttons to their respective detailed views.

NOTE: The reconciliation of invoices/receipts and payments is conducted “in the background” and the list of APs and ARs is updated automatically, with an exception report for unreconciled amounts (partial payments, unmatched items); this can be also done by “manual clicking” as an option

...taking action, e.g. sending a payment reminder to the SME or his customer(s) via email or SMS

Receivables

Filter Advanced options

Select rows

| <input type="checkbox"/> | Due date: ▼ | Number | Vendor | Description | Paid | Remaining |
|--------------------------|-------------|------------|---------------|---------------|--------|------------|
| <input type="checkbox"/> | 2019-02-13 | A17/1/2019 | American Bank | Sales invoice | \$0.00 | \$1,845.00 |

Reminder ✕

Payment Reminder Notification

Send a reminder via e-mail ?
 Send the request via e-mail ?

Send a prompt SMS

Items from 1 to 1 with 1 in total (filtering from 66 available items) < 1 >

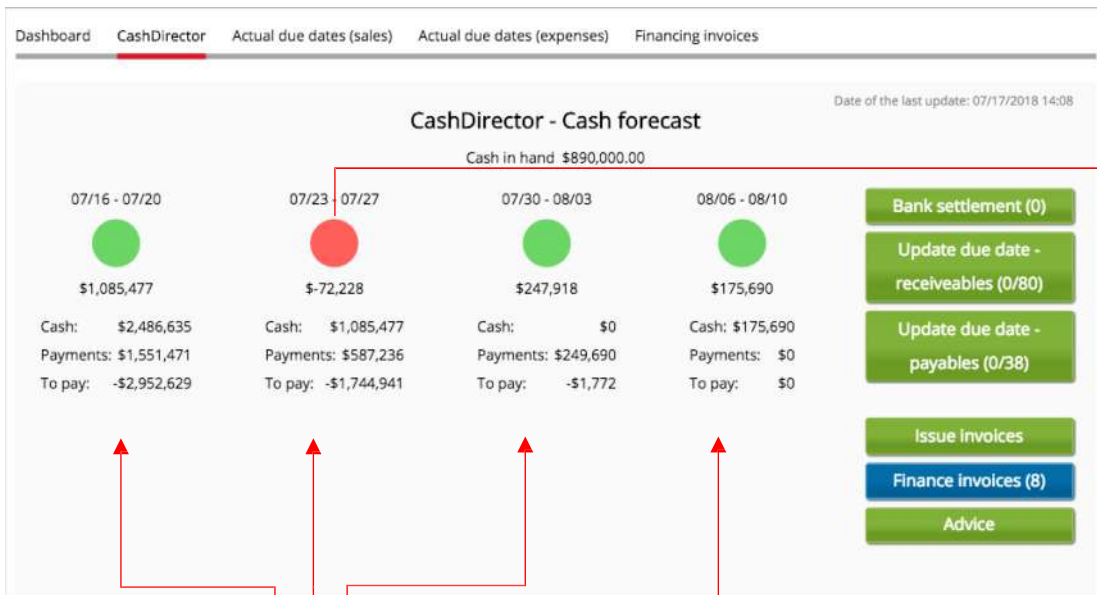
| Summary of visible operations | |
|-------------------------------|------------|
| Paid | To pay |
| \$0.00 | \$1,845.00 |

- The reminders and alerts can be sent to both the customer and the SME
- The frequency of reminders may be customized by the users

Managing cash flow – easy 4 steps to understand how much cash is REALLY on hand and how to get it if needed (1/3)

1

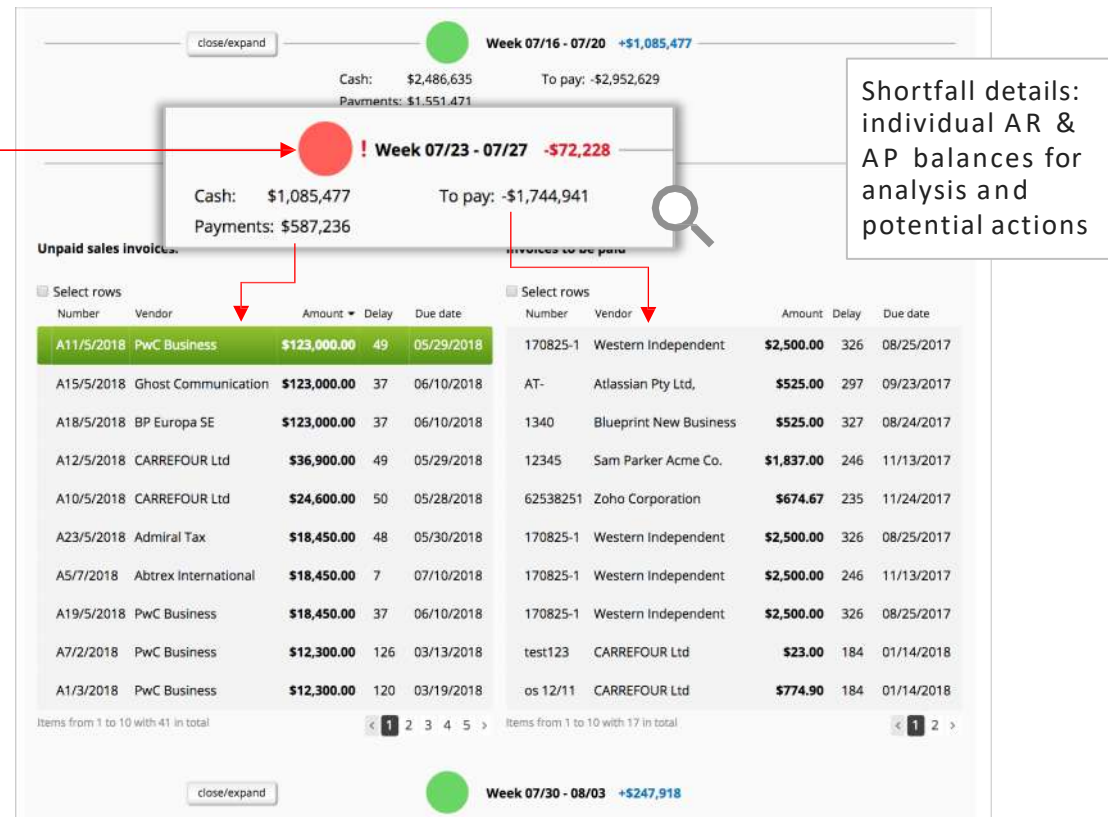
The Dashboard presents the summary of the total cash on hand and the weekly “actual” forecast



Cash position in weeks 1,2, 3, 4: a SHORTFALL in week 2; a SURPLUS in weeks 1,3,4

2

A laser focus on week 2: a shortfall & its composition (receivables and payables)



Managing cash flow – easy 4 steps to understand how much cash is REALLY on hand and how to get it if needed (2/3)

3

Identify a given AP (cost invoice), the shortfall for financing or sales invoice for factoring/discounting

Week 07/16 - 07/20 **+\$1,085,477**

Cash: \$2,486,635 To pay: -\$2,952,629
Payments: \$1,551,471

Unpaid sales invoices:

| Number | Vendor | Amount | Delay | Due date |
|-------------|----------------------|--------------|-------|------------|
| A17/5/2018 | Bank - cash services | \$430,500.00 | 41 | 06/06/2018 |
| A16/5/2018 | Abtrex International | \$307,500.00 | 41 | 06/06/2018 |
| A3/12/2017 | PwC Business | \$98,400.00 | 180 | 01/18/2018 |
| A2/12/2017 | PwC Business | \$55,000.00 | 166 | 02/01/2018 |
| B1/1/2018 | CARREFOUR Ltd | \$55,000.00 | 98 | 04/10/2018 |
| A4/11/2017 | KARNAT Inc | \$24,600.00 | 169 | 01/29/2018 |
| A6/11/2017 | CARREFOUR Ltd | \$24,600.00 | 186 | 01/12/2018 |
| A11/11/2017 | CARREFOUR Ltd | \$18,450.00 | 217 | 12/12/2017 |

Invoices to be paid:

| Number | Vendor | Amount | Delay | Due date |
|--------------|---------------|--------------|-------|------------|
| 7623/02/2018 | CARREFOUR Ltd | \$922,500.00 | 146 | 02/21/2018 |
| 4345/02/2018 | ORANGE PSA | \$885,600.00 | 148 | 02/19/2018 |
| tst123 | CARREFOUR Ltd | \$36,900.00 | 47 | 05/31/2018 |
| test123 | CARREFOUR Ltd | \$12,435.30 | 245 | 11/14/2017 |
| 1048 | Atiim | \$4,800.00 | 356 | 07/26/2017 |
| 96786474 | Amazon Web | \$3,996.91 | 469 | 04/04/2017 |
| 420453495881 | Amazon Web | \$3,996.91 | 246 | 11/13/2017 |

Action buttons help SMEs in instant re-scheduling the ARs & APs and thus MAKING the Cash Flow REAL and CURRENT, based on the dialogue with their business partners; they will eventually reach out to the Bank...



4

Select financing options and details and “click” for instant processing

Take a loan to finance invoice payment

Loan amount: 922,500.00

Days: 14 30 60

Estimated cost: 9,225.00

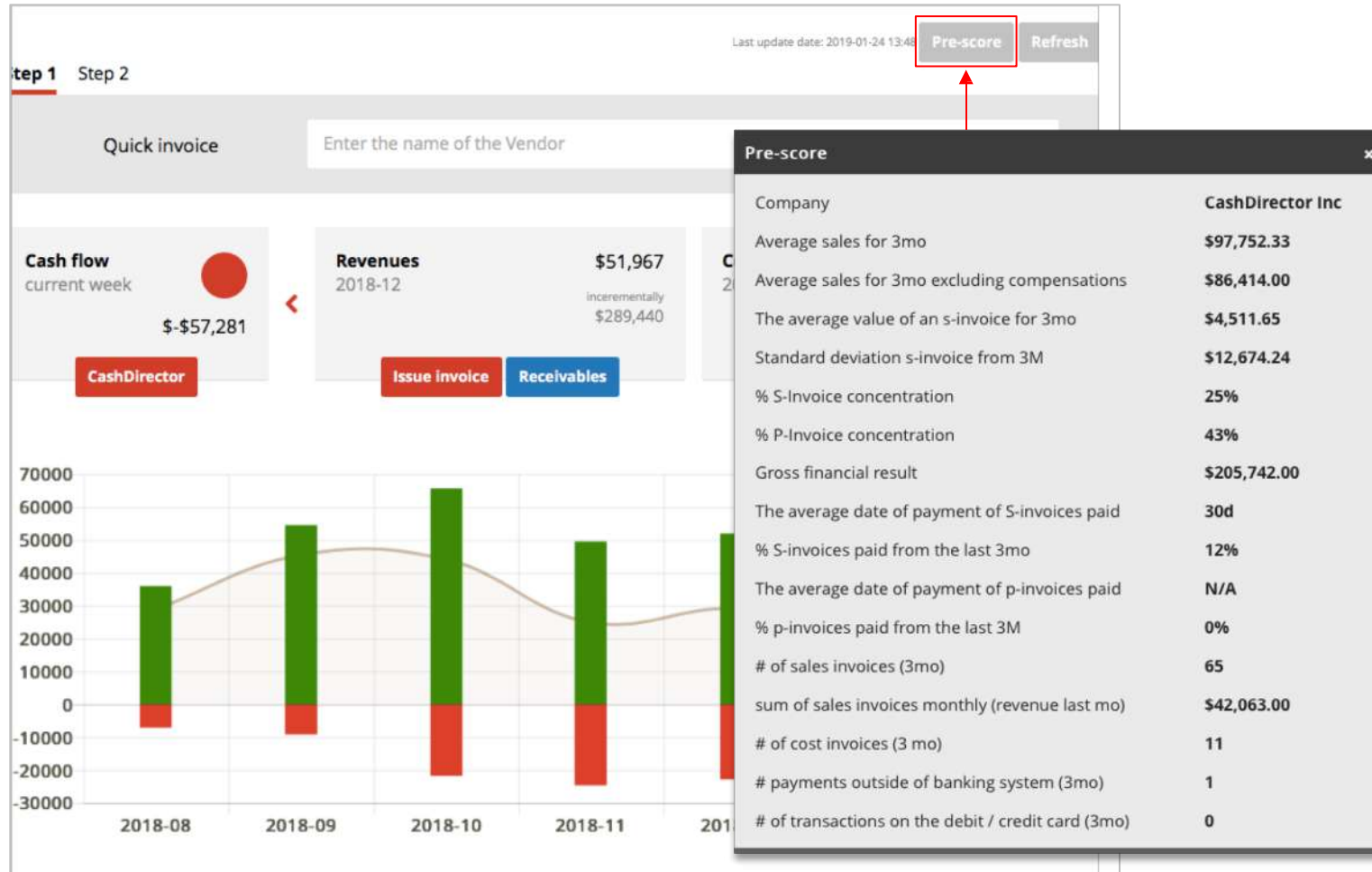
I accept terms of service


Accept

...once SME clicks, the Bank receives an instant HOT LEAD; the Bank may analyse the given SME CF needs in advance and build SME loyalty by proposing a tailored-made offering exactly when needed!



Managing cash flows (3/3) – reducing risk, making more accurate and efficient decision with a PRE-SCORE

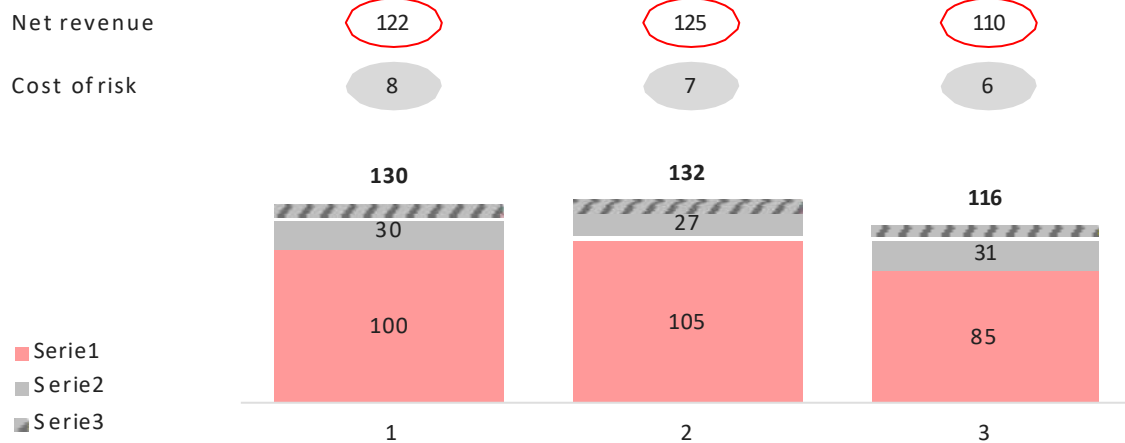


- 
- Business activities (sales, expenses), coupled with accounting and tax details may provide valuable input to Bank's RISK for more efficient and accurate decision making (see an example on the left for a sample)
 - CashDirector may agree with Bank what information to collect for each customer and even prepare a pre-score

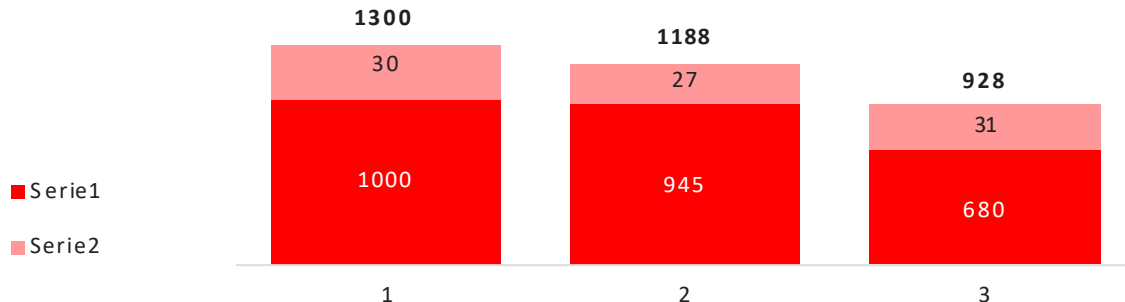
DASHBOARD (Bank) – an on-line real-time dashboard to monitor and track SME banking performance

Portfolio Activity

Revenue ['000 000 USD]

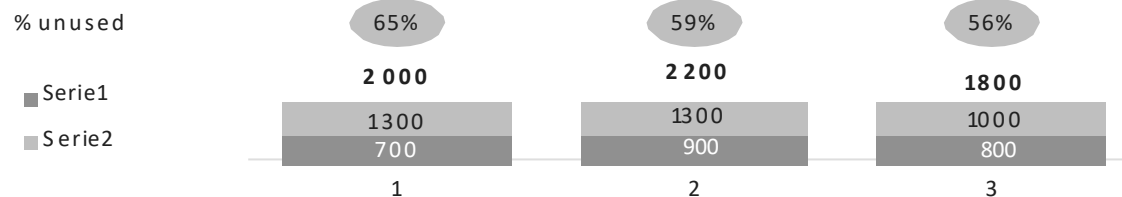


Sales volume ['000 000 USD]

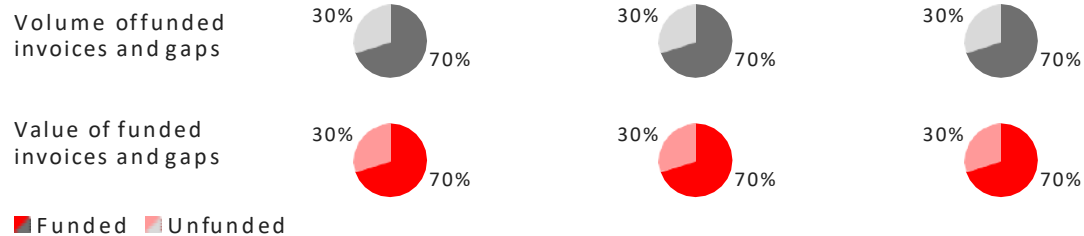


Customer engagement

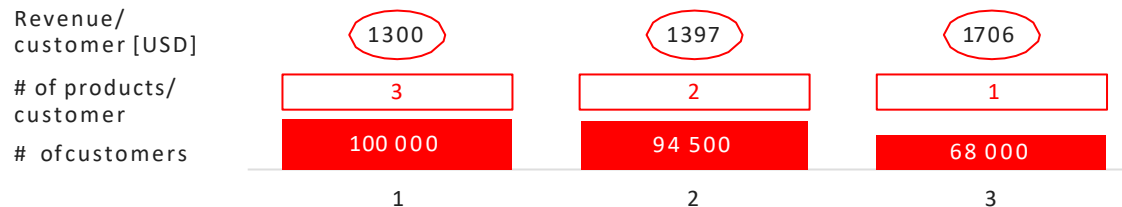
Limits ['000 000 USD]



Penetration of the customer business (%)



Performance per customer

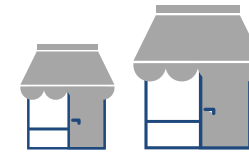


In summary... **Banks can better serve their SME clients while increasing profitability per account** and SMEs can manage their finances using an AI-enabled digital CFO linked to their bank



Benefits for BANK

- Sell more lending products based on accounting data
- Decrease risk and better monetize MSME portfolio
- Building an MSME ecosystem to attract more new customers



Benefits for MSMEs

- Manage financials in digital channel in REAL TIME
- Avoid cash liquidity problems in advance and get easier access to financing
- Save time and money with automated tools

About CashDirector: A dynamically growing Fintech of seasoned professionals and entrepreneurs with a unique and market proven solution for MSME business partners...

1 Founded in 2012 by 3 finance entrepreneurs, with +>10yr experience in running own accounting outsourcing for global blue-chips, sold to TMF Group



Rafal Strzelecki
FOUNDER, CEO



Patrycja Strzelecka
FOUNDER, CCO



Tatiana Hołub-Grabarczyk
FOUNDER, Legal

2 Developed since to a team of 70 professionals, with a strong core of functional leads



Łukasz Bystrzyński
Managing Int'l Business
Development Partner



Geoffrey Nicholson
Managing Director US



Robert Kaliszuk
CTO



Marlena Wieteska
CMO



Anita Golebiewska
Operations Director



3 Invested \$4m in innovative technology =>

4

- Won trust of 4 SME banks
- Implementation in 3 WE EU counties (BaaS)

5

- >100,000 users
- >50% success rate in new client acquisition
- >90% higher use of transactional banking
- A network of >500 accounting firms, growing to 1,000 in PL

6 Received prestigious international awards



7 Participated in 4 acceleration programs, especially:



8 Global Offices:

- London (HQ)
- Warsaw (Operations)

Independently recognised by a prestigious research firm (equivalent to a leader in the “Gartner Quadrant”)



Celent is a division of Oliver Wyman, a recognised global consultancy

THANK YOU!



Please contact PATRYCJA STRZELECKA
+48 606 296 840 or
patrycja@cashdirector.com
for any questions, queries or comments

