

Cash Director

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

Cash Director

“widget” in the on-line banking

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

Paying & getting paid

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

Managing cash flows

Connecting to key professional accounting packages

Potential Accounting and/or Tax advisory (though partners)

End-to-End (Digital) CFO service

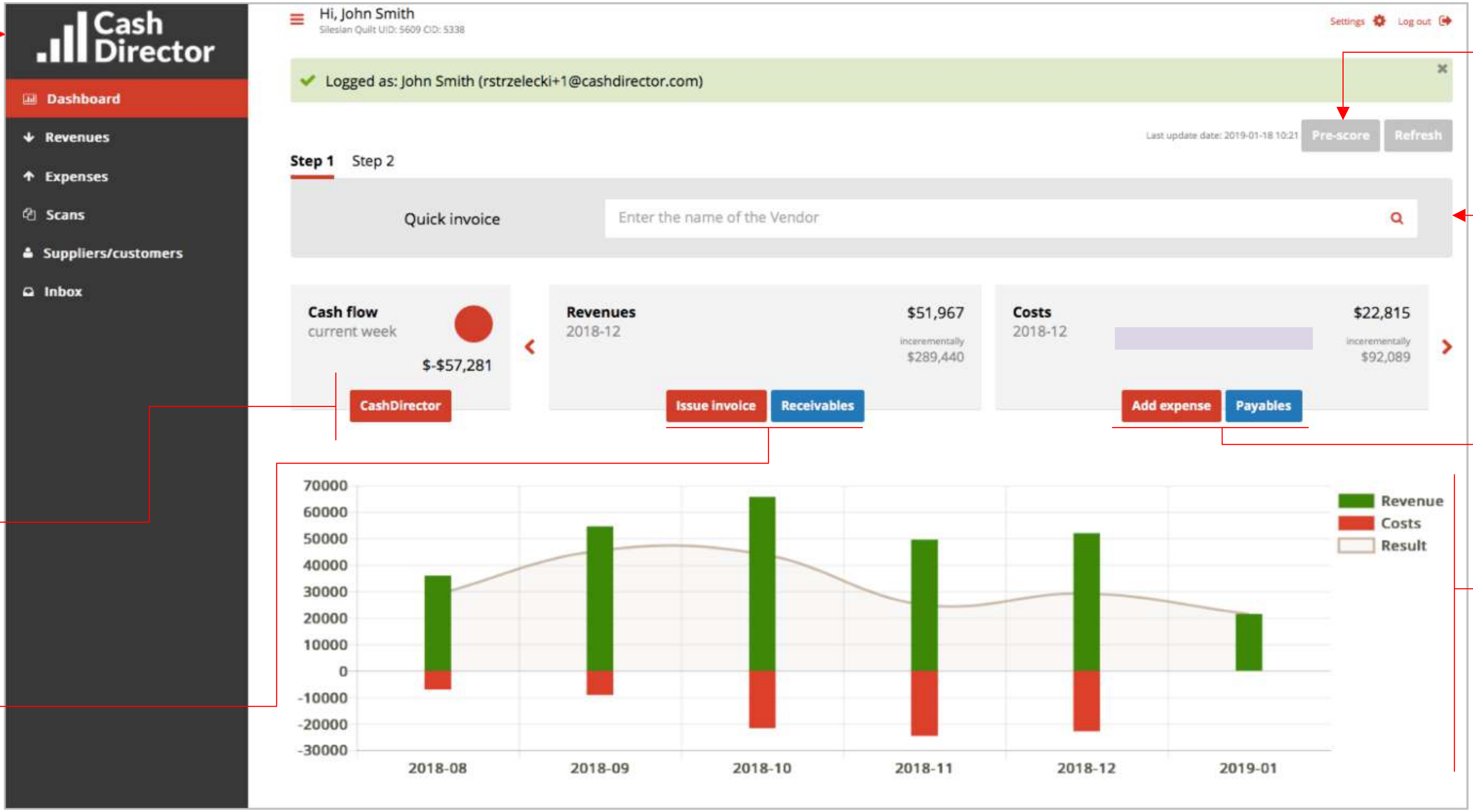
DASHBOARD (SME) - REAL TIME summary of key business information at fingertips and "action buttons" to manage IMMEDIATE FUTURE

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



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

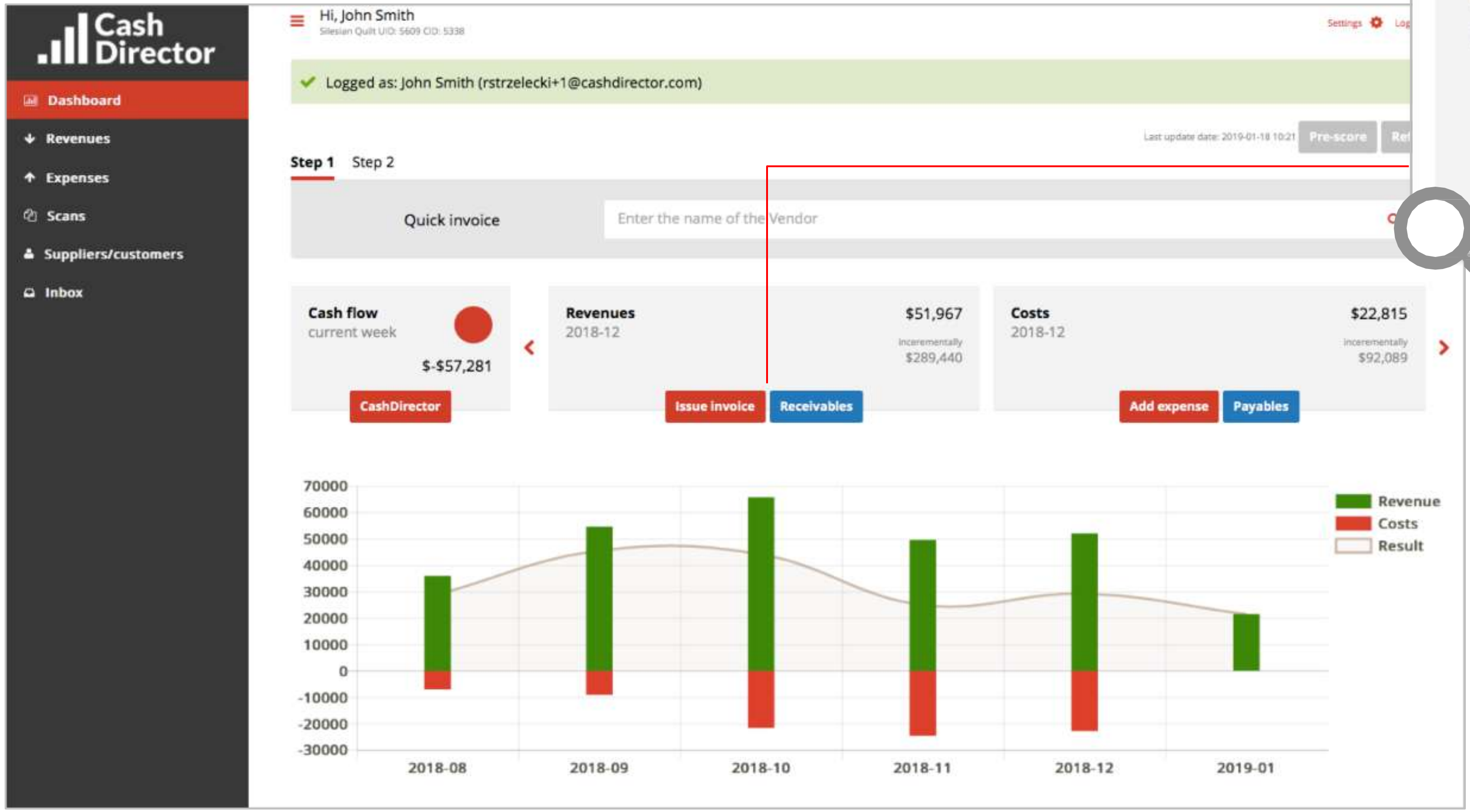
A rapid 2-step invoice issuer for recurring income

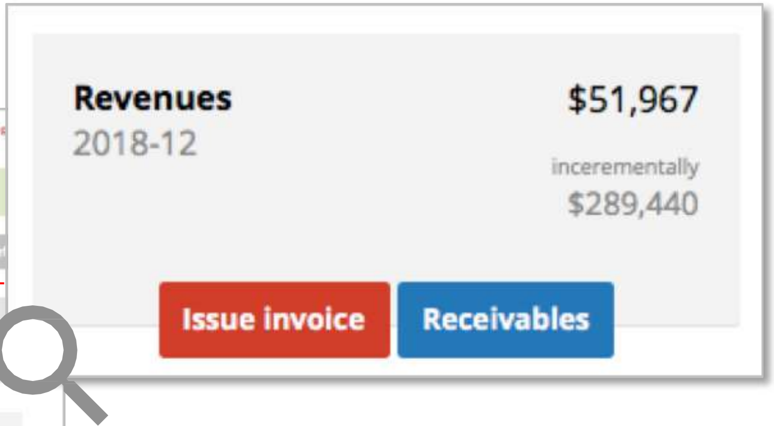
1. Register cost invoice
2. View unpaid expenses

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)

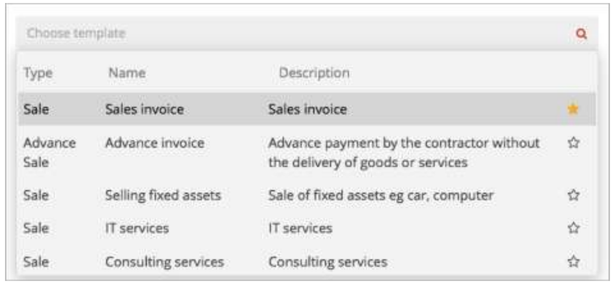
1 Select “Issue invoice” button in Dashboard….

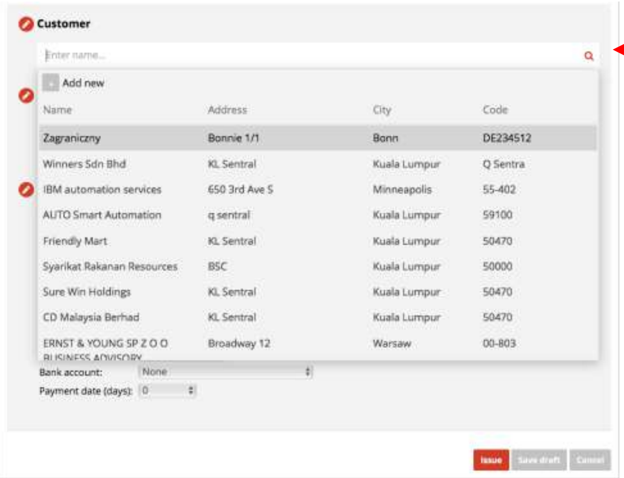




Issue invoice, send it to your customer with a pay-link and finance it in few ‘hassle free” steps with automated functionality and pre-populated areas (2/3)

2 …then choose “invoice type” from the prompted invoice type library



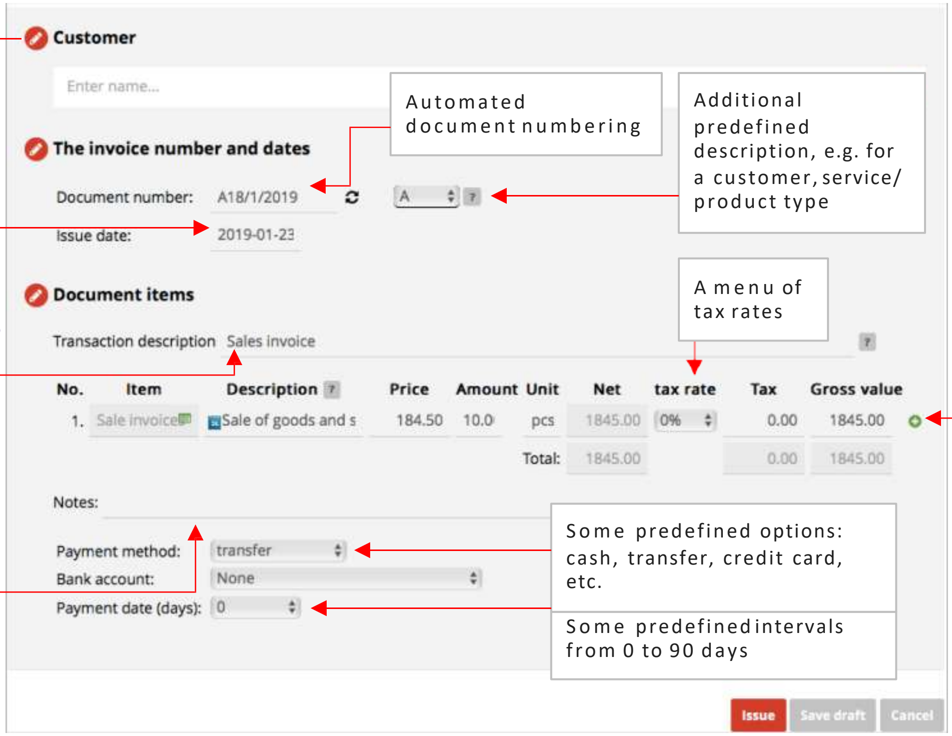


2 “Sales invoice” template then unfolds with some pre-populated (from external sources, CRM or past history) data with a variety of data points and functional options to choose from for accuracy, flexibility and convenience

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



Automated document numbering

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

A menu of tax rates

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

!

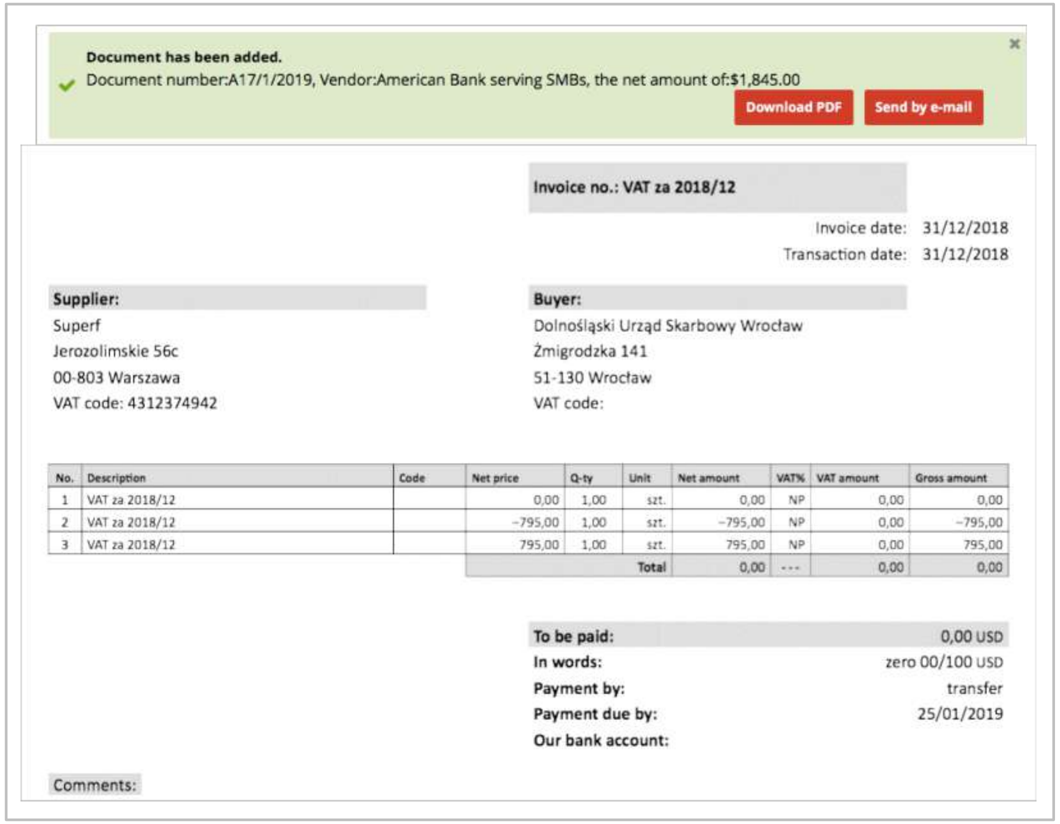
Adding new line items

CASH IN the invoice INSTANTENOUSLY without leaving office!

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

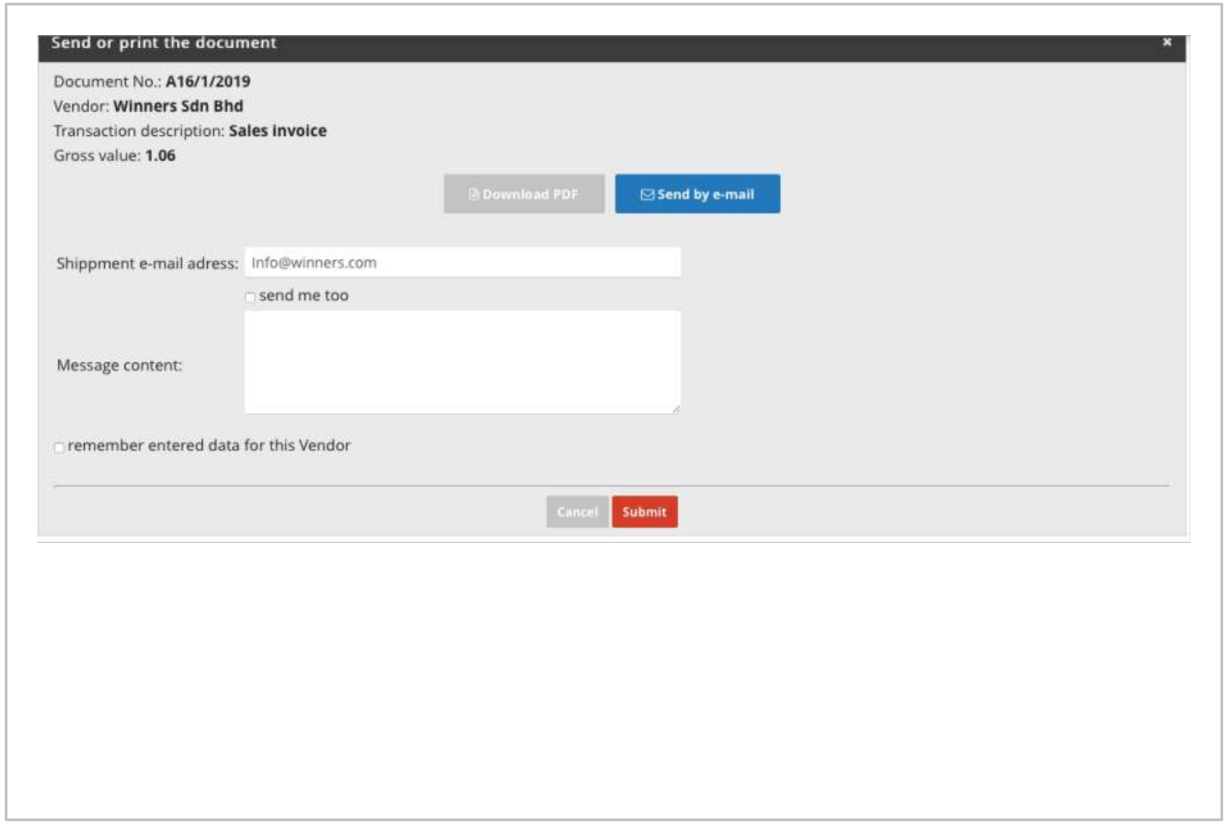
Buyer:
Dolnośląski Urząd Skarbowy Wrocław
Żmigrodzka 141
51-130 Wrocław
VAT code:

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**

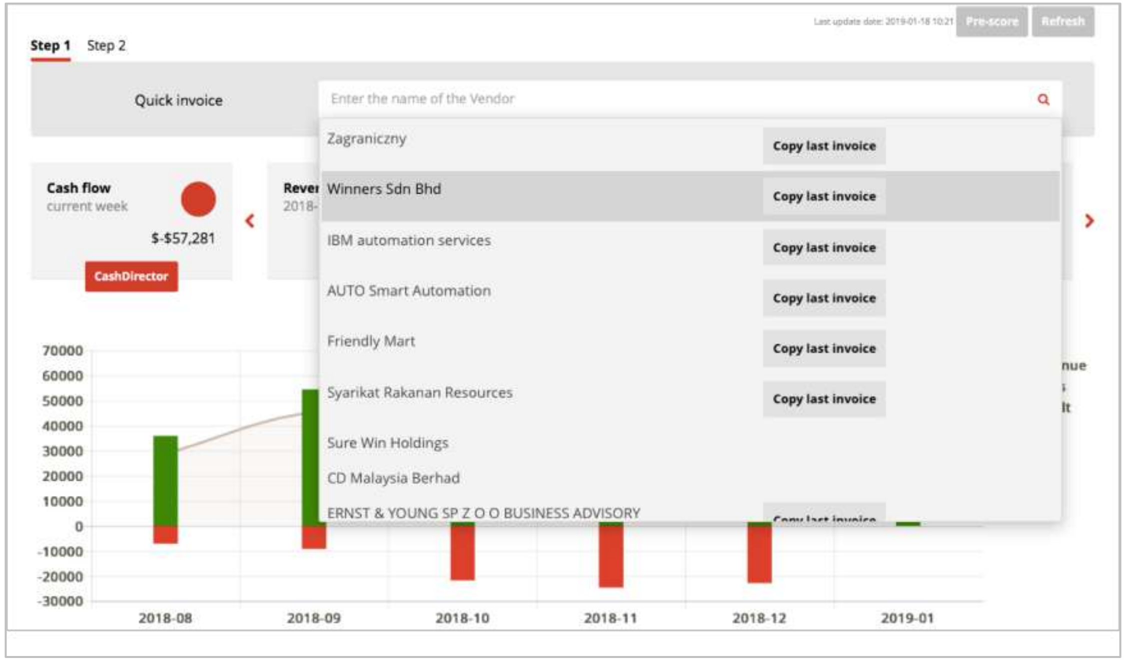
Download PDF | Send by e-mail

Shippment e-mail adress: Info@winners.com
send me too
Message content:
remember entered data for this Vendor

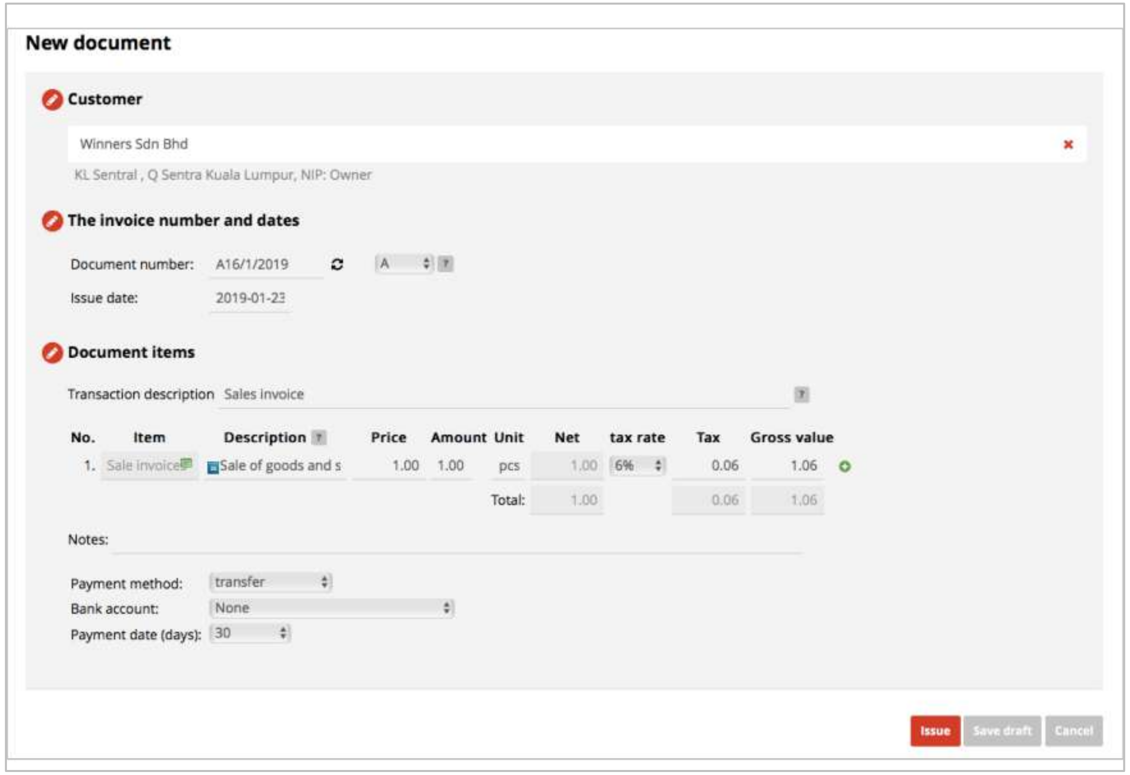
Cancel | Submit

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

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

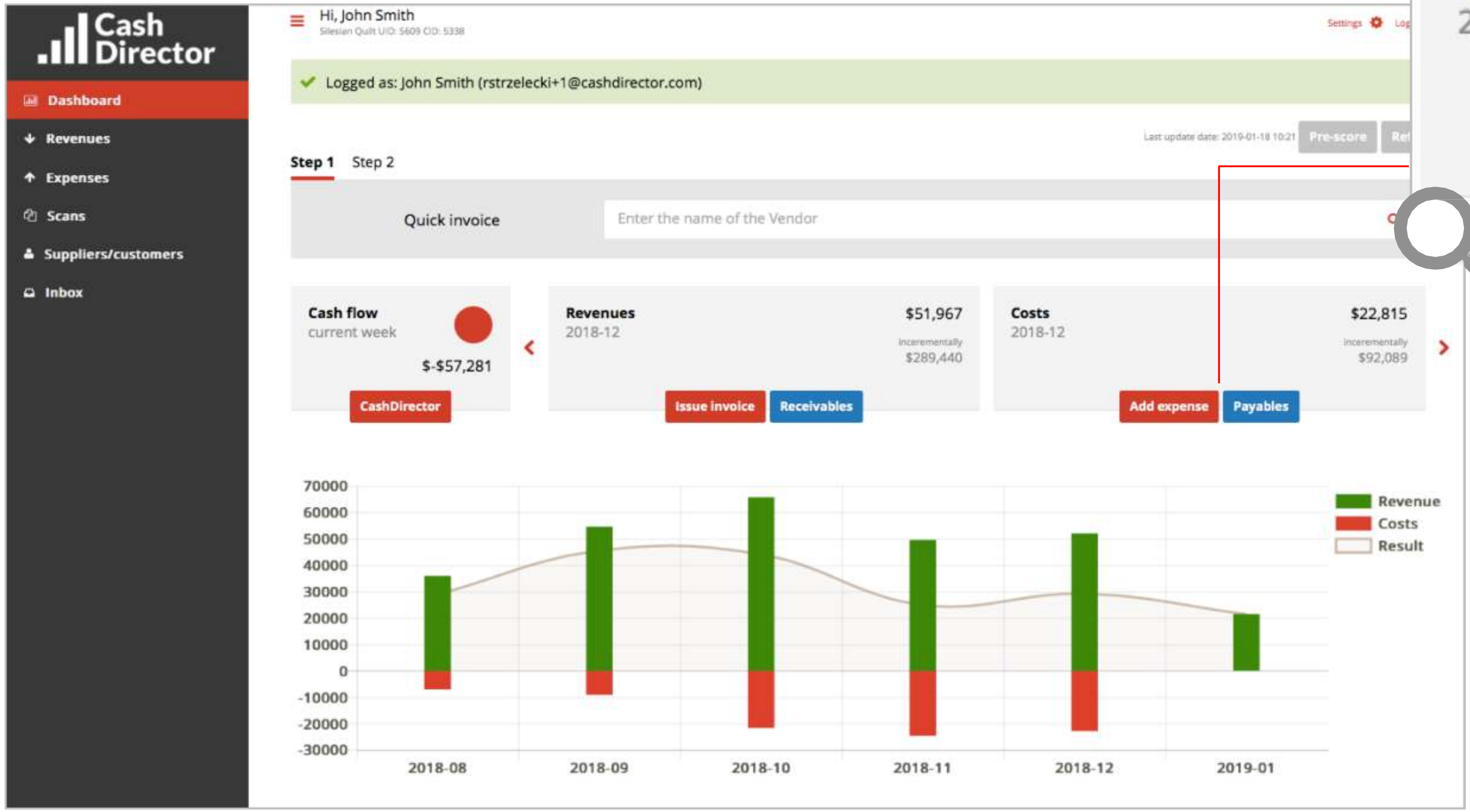


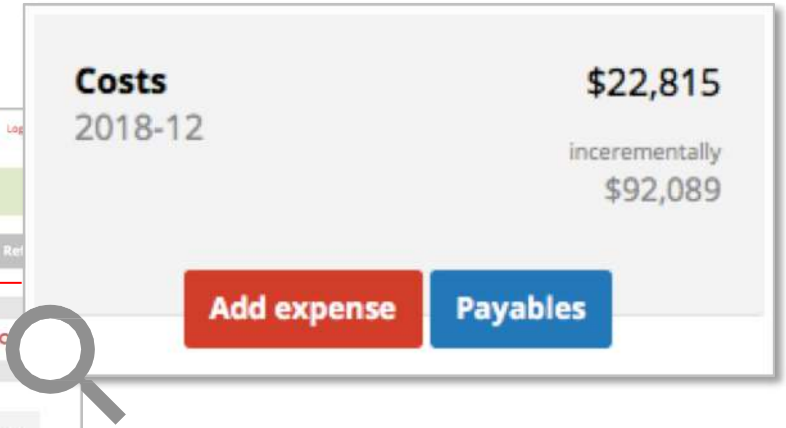
2 Verify the invoice details & press “Issue” (the system auto-generates the invoice current date and serial number).



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





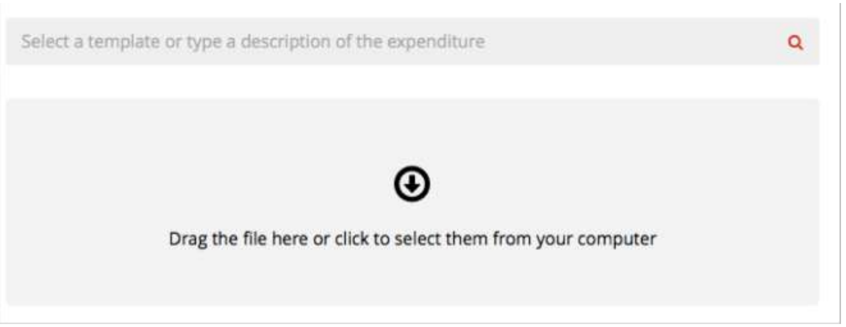
Register expenses manually or automatically and make (instant) convenient payments linked with on-line current account (2/4) – Manual

2

Choose to either register the expense…..

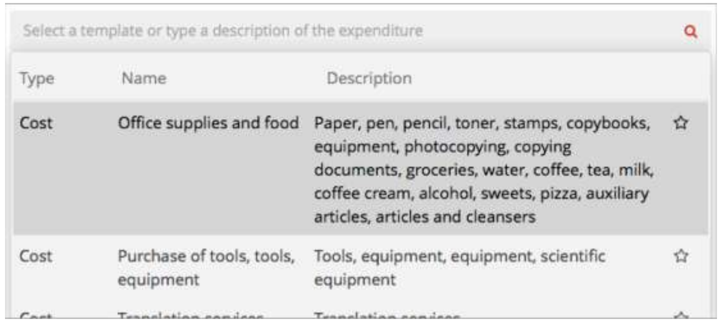
…Manually…

…or by a Scan/Photo/Email forward



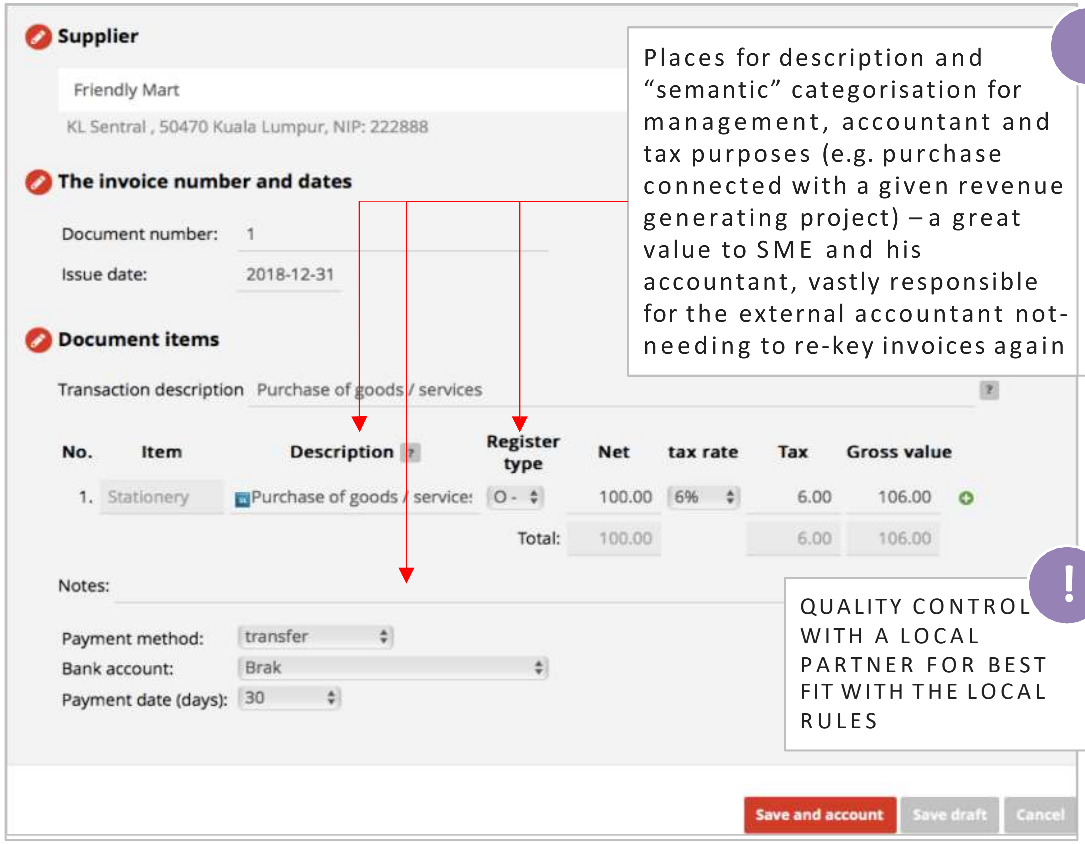
3

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



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

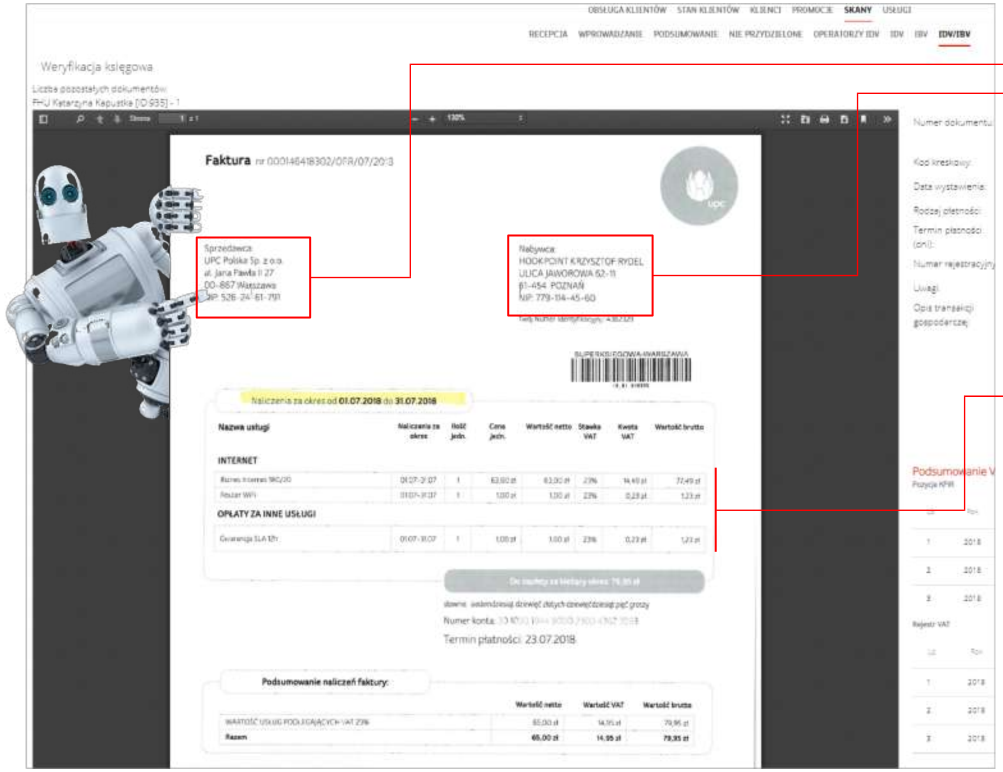


Places for description and "semantic" categorisation for management, accountant and tax purposes (e.g. purchase connected with a given revenue generating project) – a great value to SME and his accountant, vastly responsible for the external accountant not-needing to re-key invoices again

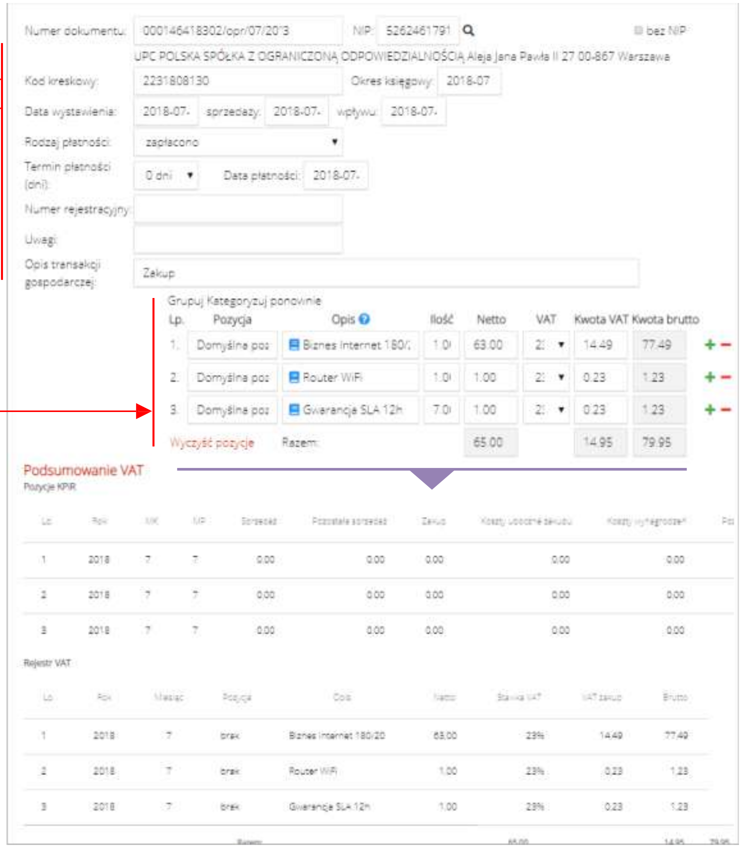
QUALITY CONTROL WITH A LOCAL PARTNER FOR BEST FIT WITH THE LOCAL RULES

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

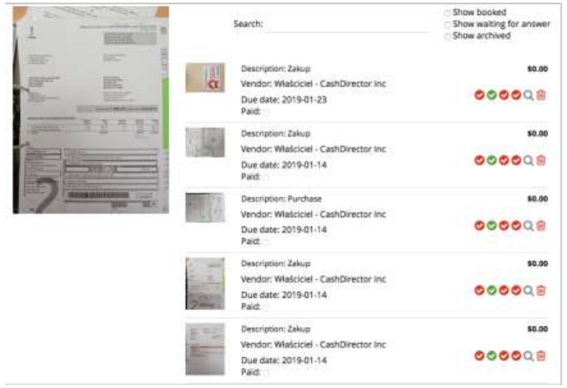


2 CD will OCR all KEY LINE ITEMs, verify for accuracy and record for cash flow as well as statutory purposes, including basic categorisation rules for local purposes

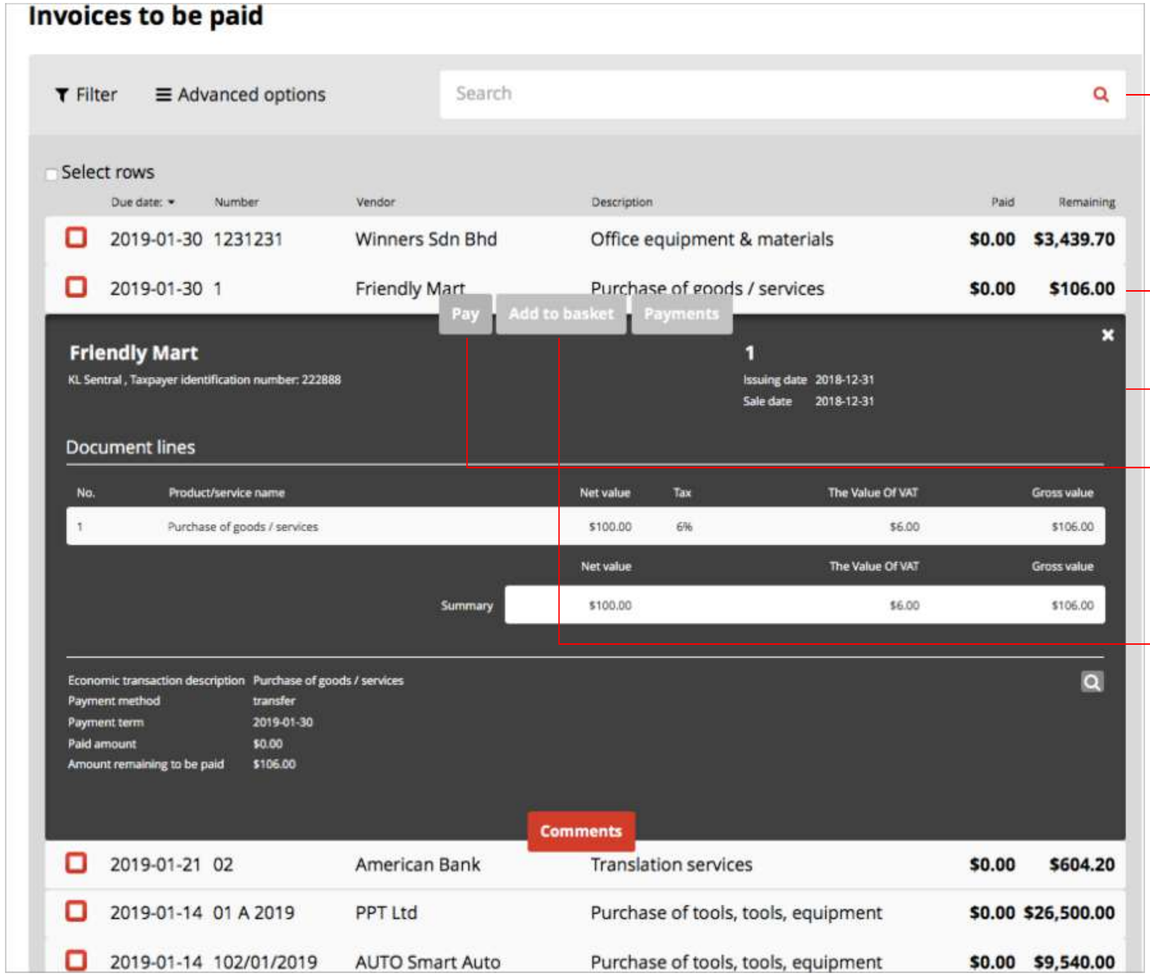


! This is a great value to the SME and his accountant (confirmed in interviews with SMEs), as in this way, external accountants will not need to re-key invoices as it happens quite often

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



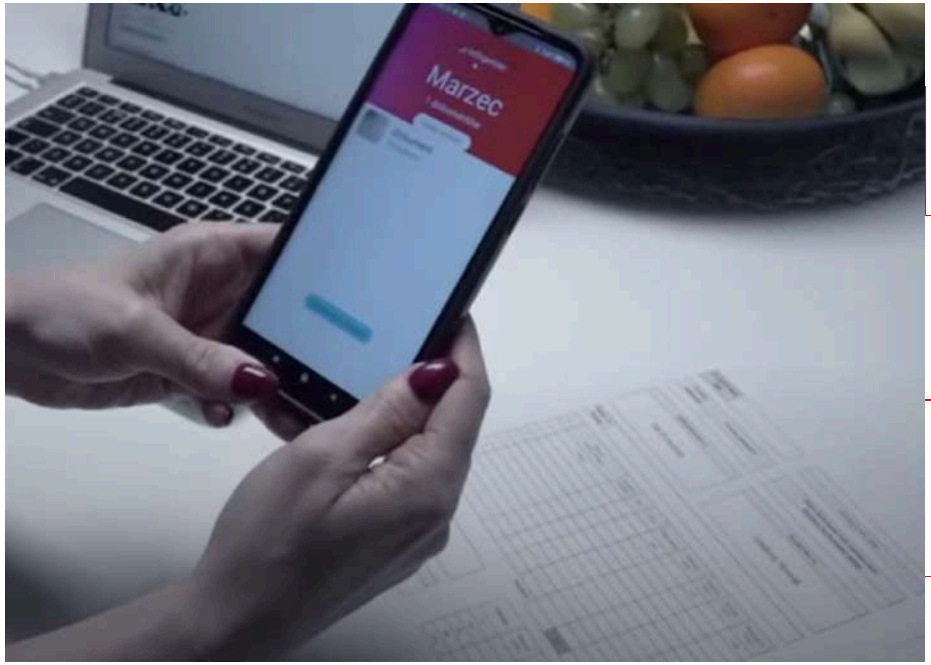
ACCOUNTS PAYABLE REGISTER (in DASHBOARD)

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



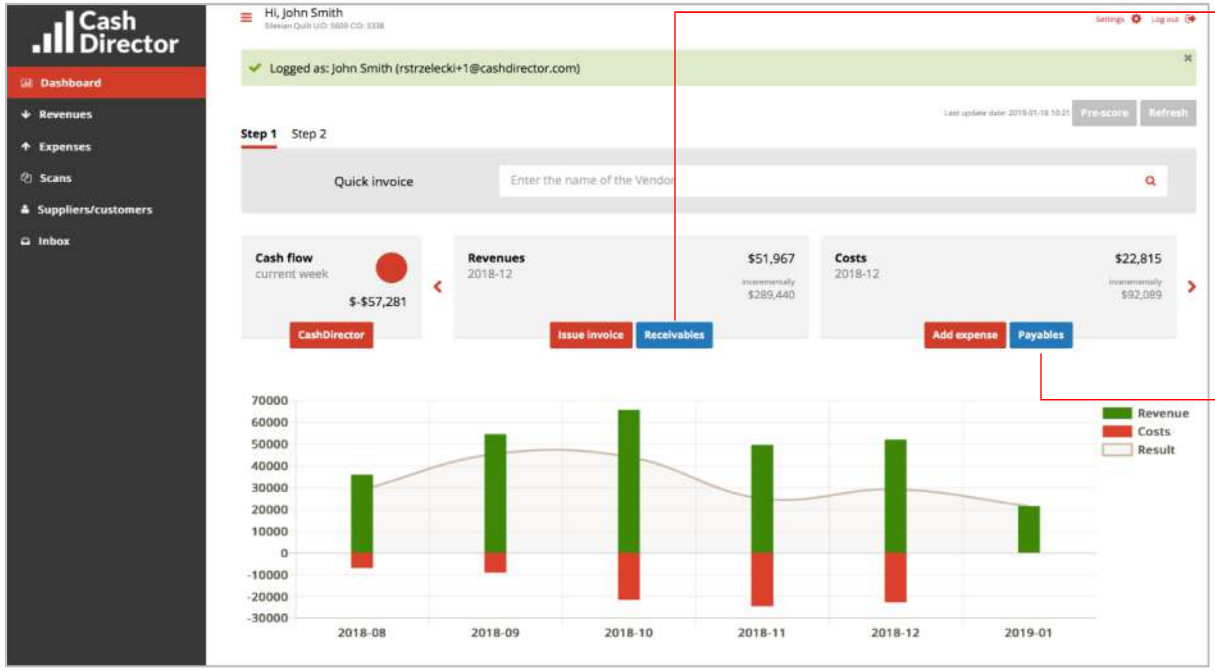
INVOICES AND DOCUMENTS MADE AVAILABLE TO THE ACCOUNTANT WITHOUT LEAVING HOME

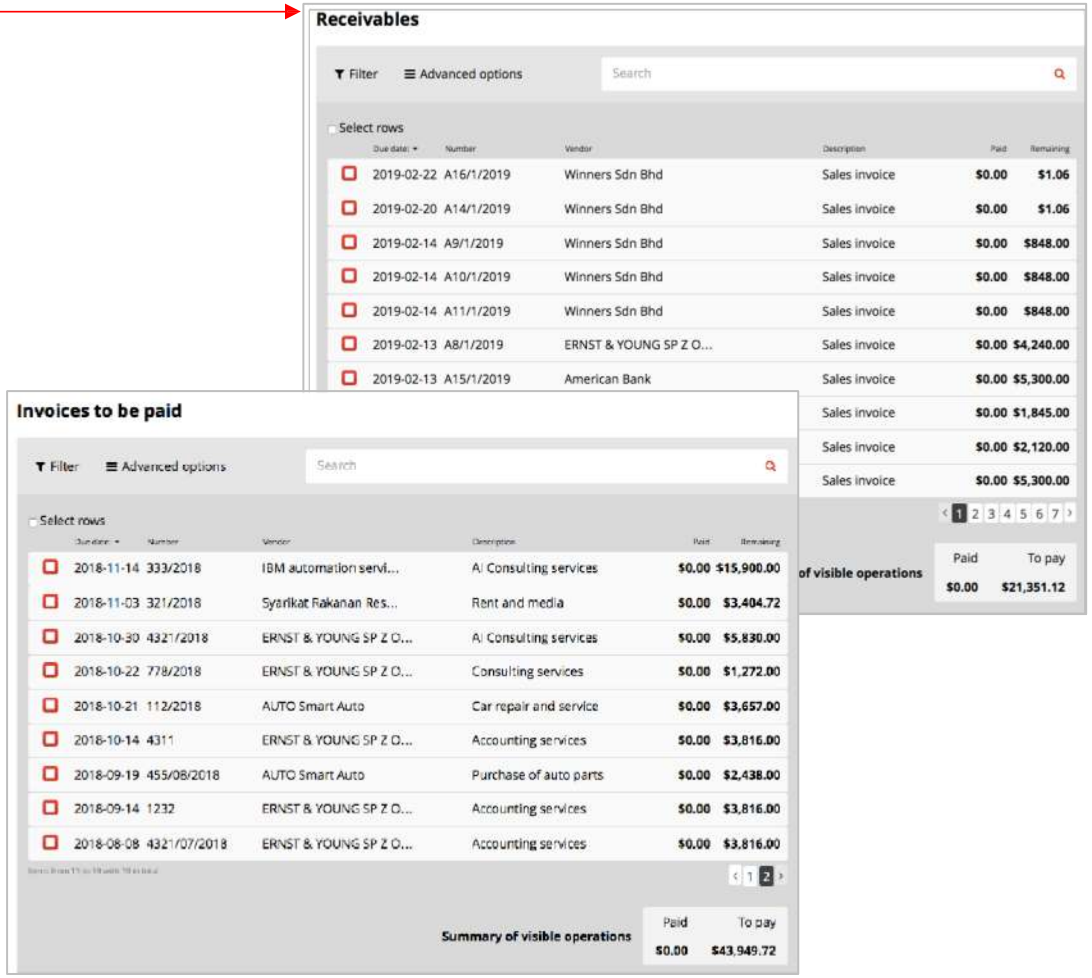
1. TAKE PHOTOS of bills and receipts, no scaner needed
2. INVITE your accountant to access selected documents and downloads them from the platform
3. Monitor the STATUS, you will see if and when the accountant downloaded the documents for booking

!

NOTE: No need to visit the accountant or send invoices by courier.
A simple way to digitalize documents and make tchem 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....

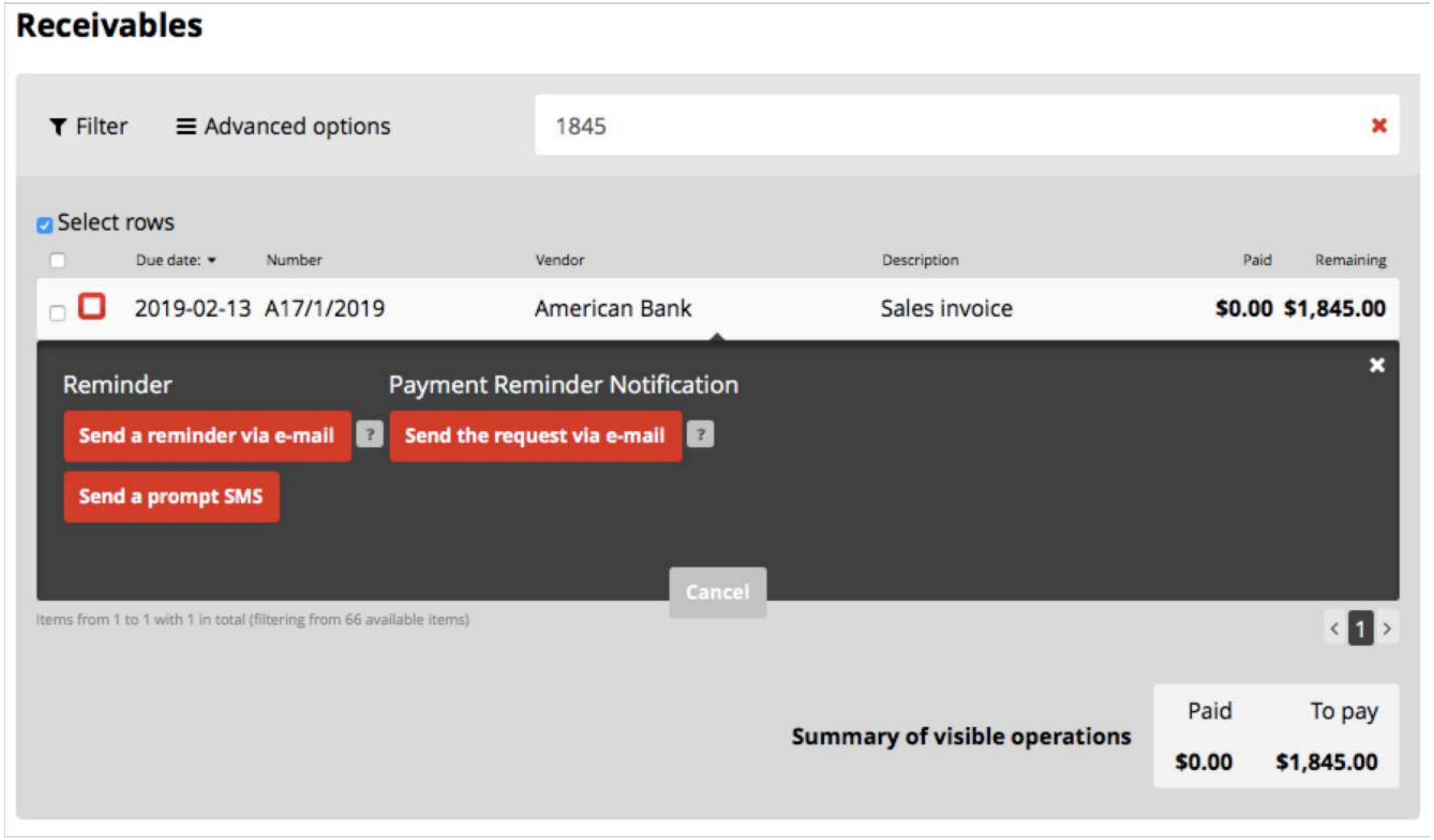




!

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

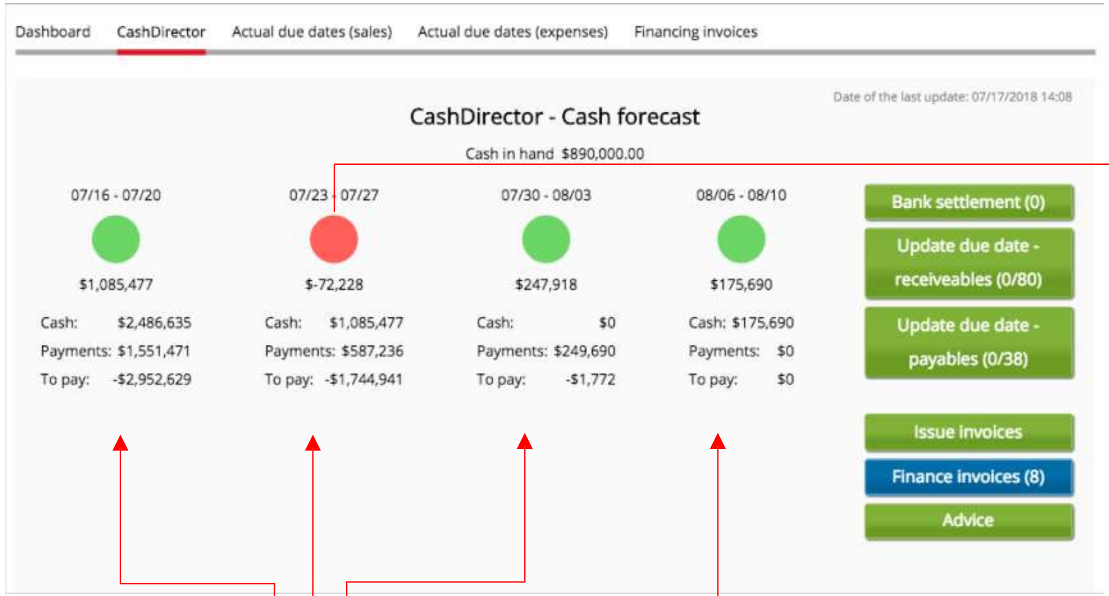
….taking action, e.g. sending a payment reminder to the SME or his customer(s) via email or SMS



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

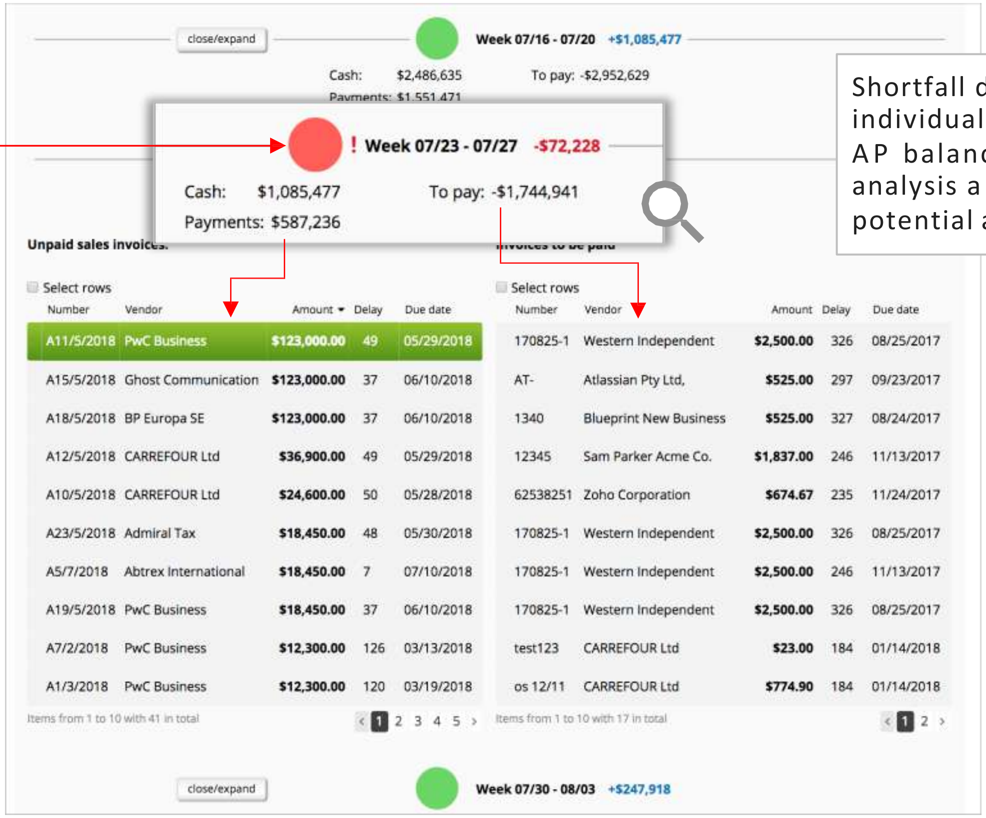
Managing cash flow – easy 4 steps to understand how much cash is REALLY on hand and how to get it if needed (1/3)

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)



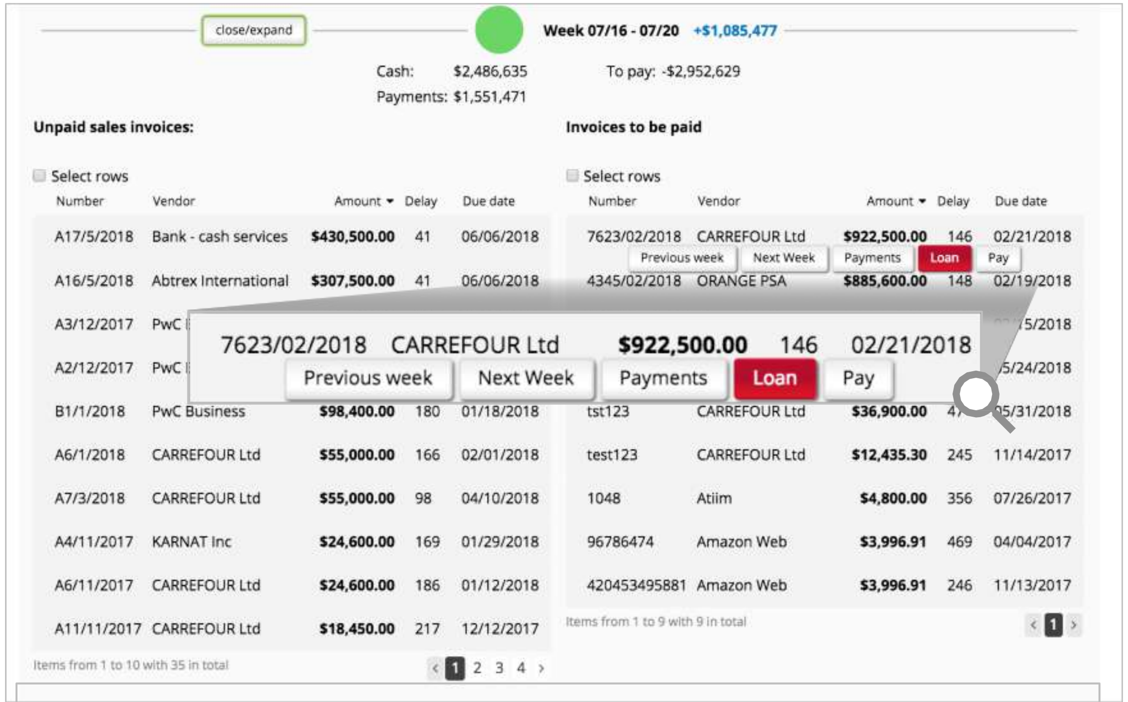
Number	Vendor	Amount	Delay	Due date
A11/5/2018	PwC Business	$123,000.00	49	05/29/2018
A15/5/2018	Ghost Communication	$123,000.00	37	06/10/2018
A18/5/2018	BP Europa SE	$123,000.00	37	06/10/2018
A12/5/2018	CARREFOUR Ltd	$36,900.00	49	05/29/2018
A10/5/2018	CARREFOUR Ltd	$24,600.00	50	05/28/2018
A23/5/2018	Admiral Tax	$18,450.00	48	05/30/2018
A5/7/2018	Abtrex International	$18,450.00	7	07/10/2018
A19/5/2018	PwC Business	$18,450.00	37	06/10/2018
A7/2/2018	PwC Business	$12,300.00	126	03/13/2018
A1/3/2018	PwC Business	$12,300.00	120	03/19/2018

Number	Vendor	Amount	Delay	Due date
170825-1	Western Independent	$2,500.00	326	08/25/2017
AT-	Atlassian Pty Ltd,	$525.00	297	09/23/2017
1340	Blueprint New Business	$525.00	327	08/24/2017
12345	Sam Parker Acme Co.	$1,837.00	246	11/13/2017
62538251	Zoho Corporation	$674.67	235	11/24/2017
170825-1	Western Independent	$2,500.00	326	08/25/2017
170825-1	Western Independent	$2,500.00	246	11/13/2017
170825-1	Western Independent	$2,500.00	326	08/25/2017
test123	CARREFOUR Ltd	$23.00	184	01/14/2018
os 12/11	CARREFOUR Ltd	$774.90	184	01/14/2018

Shortfall details: individual AR & AP balances for analysis and potential actions

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

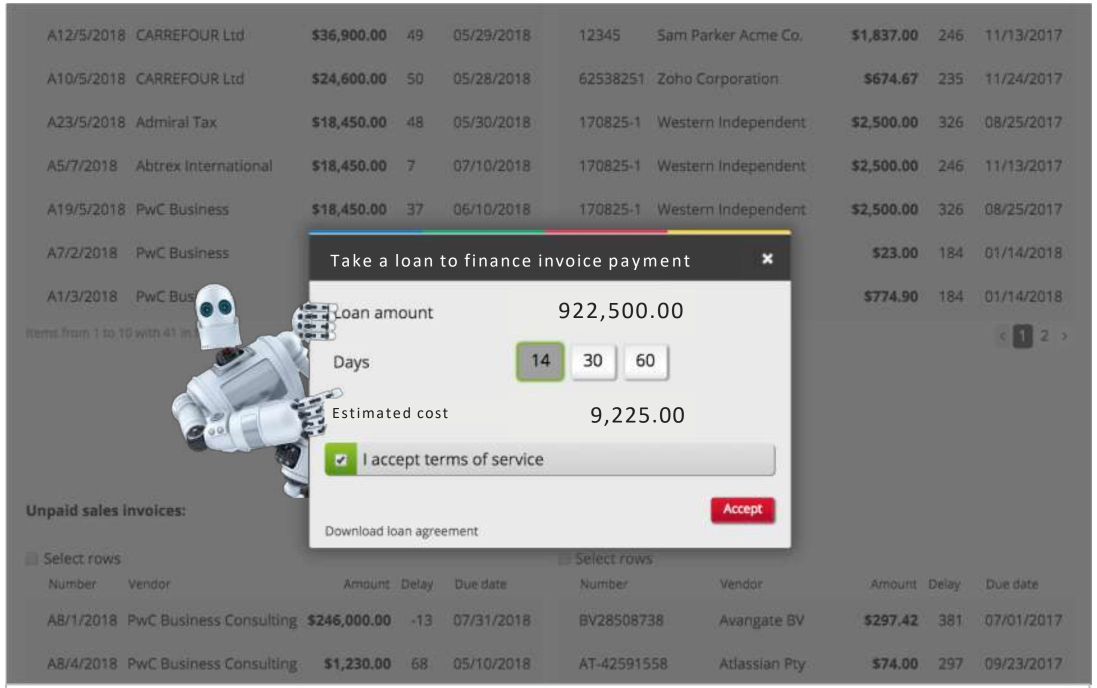
3 Identify a given AP (cost invoice), the shortfall for financing or sales invoice for factoring/discounting



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….

!

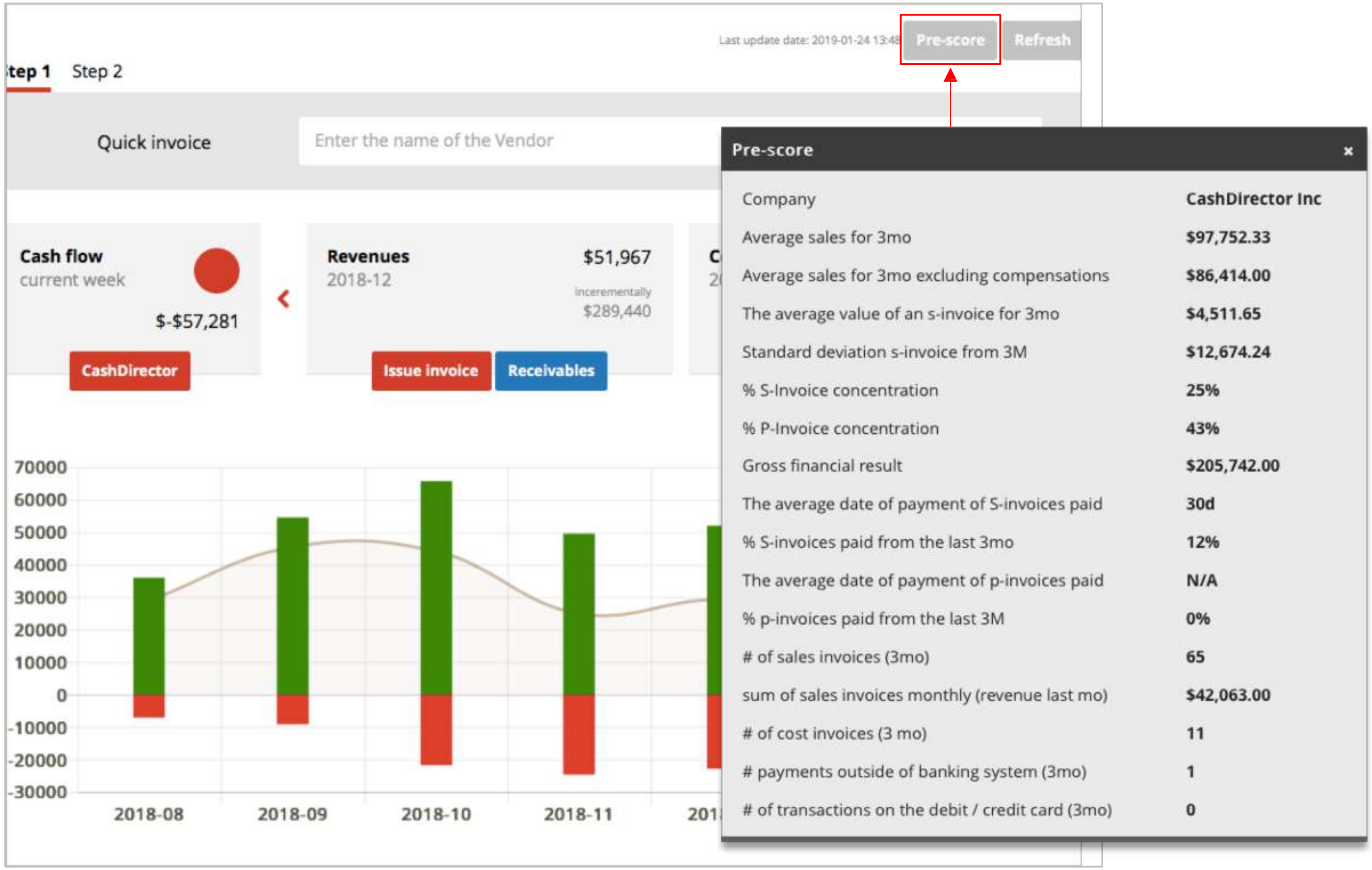
4 Select financing options and details and "click" for instant processing



…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



!

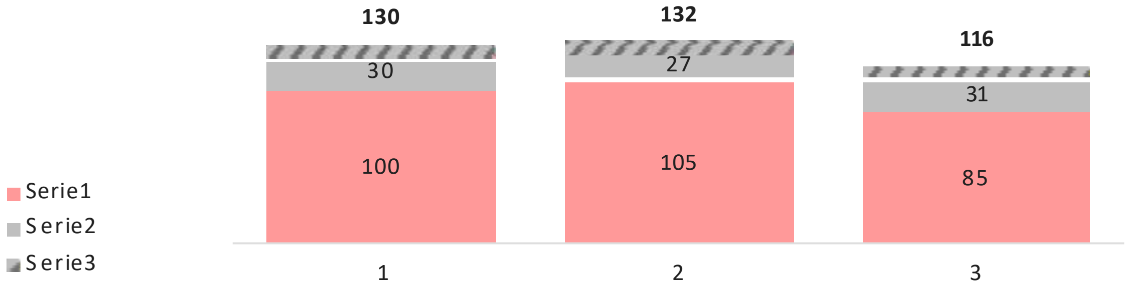
- Business activities (sales, expenses), coupled with accounting and tax details may provide valuable input to Bank's RISK for more efficient and accurate decision making (see an example on the left for a sample)
- CashDirector may agree with Bank what information to collect for each customer and even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

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

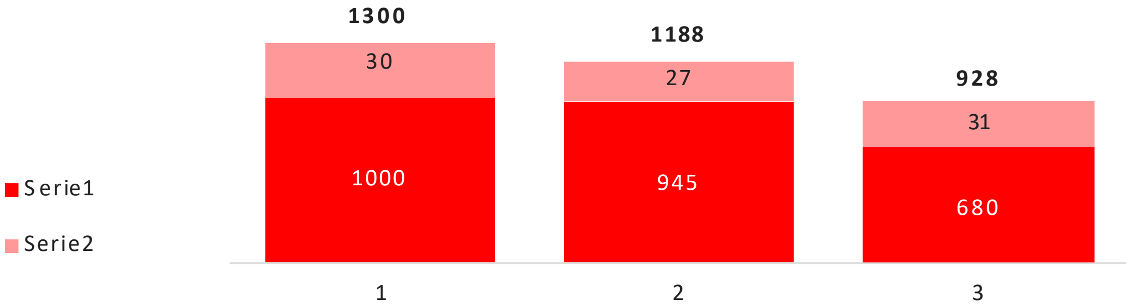
Portfolio Activity

Revenue ['000 000 USD]

Net revenue	122	125	110
Cost of risk	8	7	6



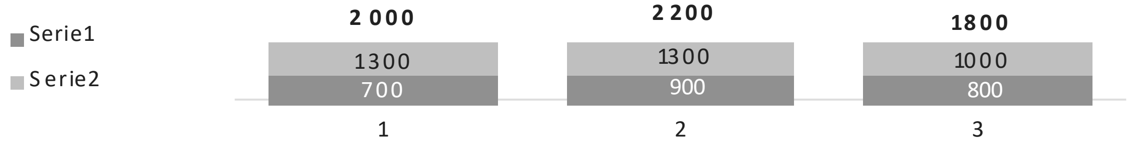
Sales volume ['000 000 USD]



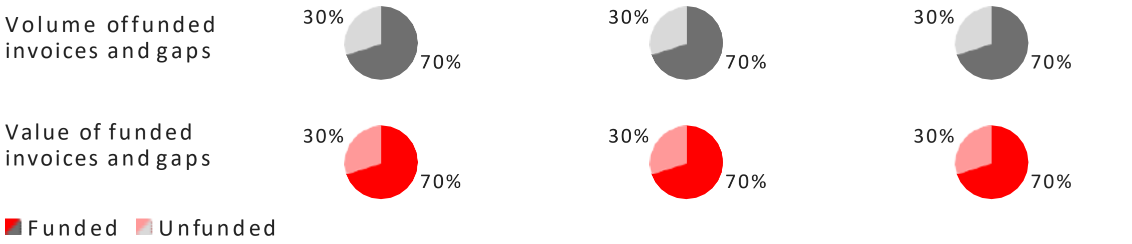
Customer engagement

Limits ['000 000 USD]

% unused	65%	59%	56%



Penetration of the customer business (%)



Performance per customer

	1	2	3
Revenue/ customer [USD]	1300	1397	1706
# of products/ customer	3	2	1
# of customers	100 000	94 500	68 000

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

pwc

Geoffrey Nicholson
Managing Director US

Goldman Sachs BCG

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

Celent Model Bank · Efma · web summit · MIT · FinTech Digital

7 Participated in 4 acceleration programs, especially:

techstars · pwc · SUPERCHARGER

8 Global Offices:
- London (HQ)
- Warsaw (Operations)

Independently recognised by a prestigous research firm (equivalent to a leader in the "Gartner Quadrant")

WE ARE VERY PROUD!

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