



# Digital CFO for MSMEs Cash Director



# Introduction

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**1** The purpose of this document is to showcase how CashDirector may add value to a Bank's existing and prospective MSME customers through our Digital CFO

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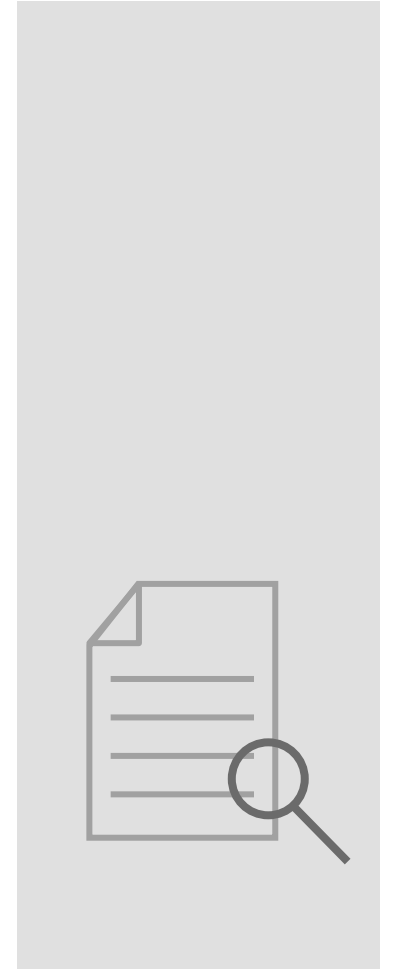
**2** Our differentiated value proposition is based on 3 pillars:

- private label
- end-to-end functionality responding to the needs of both the MSMEs and banks
- affordability (to MSMEs and banks)

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**3** This document is structured as follows:

- executive summary (p2)
- market context (p4) & introduction to CashDirector (p5-8)
- description of our Digital CFO (p9-15, two film links – p12; impl't plan – p15)
- communication with the customers (p16-17)
- future state/end-state (p18)
- summary benefits (p19)





# is a **REAL-TIME e2e Digital CFO**, connecting **BANKs** with **MSMEs** and enabling a long-term business partnership

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1

There are >25m MSMEs in EU (>400m world), mostly **underserved** and **underfunded** by banks as they are **risky, non-homogeneous** and require **personalised offering**

With >50% contribution to GDP, an increasing B2B workforce and a rather saturated “business as usual banking”, **MSMEs** are a **growth opportunity** for **banks or other MSME focused service providers**

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2

The **single most important enabler** for an MSME-Bank business partnership is **Technology**

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To this end, CashDirector has developed an **e2e Digital CFO Platform** – a **Microsoft cloud solution (Azure)**

3

**Private-label, e2e and affordability** have been **market proven differentiators**, mainly in **Europe** with tests in **Asia** and **USA**; CashDirector has also won key globally recognised awards

We provide **positive tangible outcomes** both MSMEs and Banks

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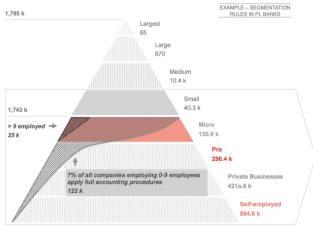
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We have grown **8% MoM** over **last 18m**, achieving **>90k users**

**Implementation** can be completed within **3 months** in **10 easy steps** & then build on it to develop together a **future end-state**

# Although MSMEs are not the “easiest” banking customers, IT is #1 disruptor to enable valuable MSME-Bank partnership

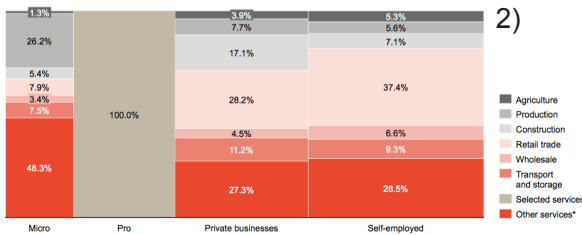
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1)

MSME is a multi-segment...

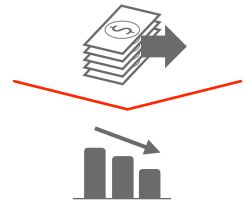
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2)

...non-homogenous (various industry segments), hence not easily scalable and

3



82% of businesses fail

...risky group (high rejection rate)

- Growing # of MSMEs = a higher revenue pool and increased scalability
- Over the next 5-10 years, B2B will likely to represent the majority of the workforce; this trend rapidly progresses
- Key areas of focus, where banks have expertise
- Technology provides for efficient and scalable service and more accurate decision making (risk) tools



NO 1 concern for MSMEs is to manage liquidity on a daily basis, hence they need a non-traditional (on-line, on-demand) service; financial firms have not yet adequately responded (low revenue and high-risk using traditional approach)

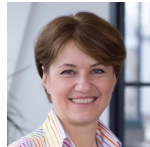


# A dynamically growing Fintech of seasoned professionals and entrepreneurs with a unique and market proven solution for MSME business partners....

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 Holub-Grabarczyk**  
FOUNDER, Legal

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



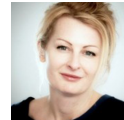
**Lukasz Bystrzyński**  
Managing Int'l Business  
Development Partner



**Geoffrey Nicholson**  
Managing Director US



**Robert Kaliszuk**  
CTO



**Marlena Wieteska**  
CMO



**Anita Golebiewska**  
Operations Director



3 Invested \$4m in innovative technology =>



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



- 4
- Won trust of 3 Top 10 banks in Poland
  - Implementation with 2 banks in US
  - Implementation in 3 WE EU countries (BaaS)

- 5
- >90,000 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)
  - Palo Alto (USA)
  - Kuala-Lumpur, Jakarta (Asia)

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

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CASE STUDY

**MBANK: MACCOUNTANT**  
WINNER OF CELENT MODEL BANK 2018 AWARD FOR  
SMALL BUSINESS

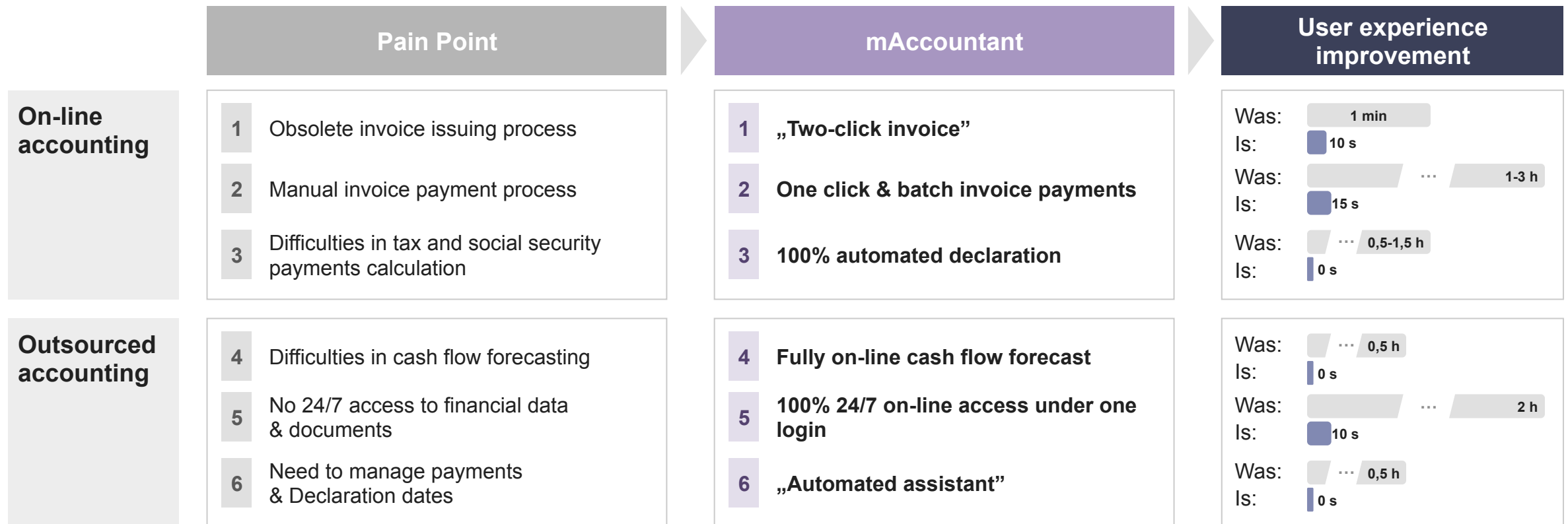


Celent is a division of Oliver Wyman, a recognised global consultancy

# ...bringing a significant change to our customers

Figure 1: Catapulting Financial Management to the Digital Age

**Thanks to Knowledge Work Automation, mAccountant improves on all major customer pain points**





# CashDirector (with Digital CFO Platform) has unique connected capabilities to support Banks, mainly: private label, e2e, affordability

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1

- Private-label
- Customisable (country, bank)
- Integration vs. implementation
- AI-powered cloud platform

2

- Real-time vs. updates
- Future focused vs. past
- Action based vs. passive info
- Connectable to partners

3

- Actionable dashboard
- Active cash-flow mgt,
- “Transactional” services
- Connected to accountants
- Affordable

4

- Hot Leads (CRM) & Pre-Score (Risk) – automated ingestion of SMB transactional and financial data

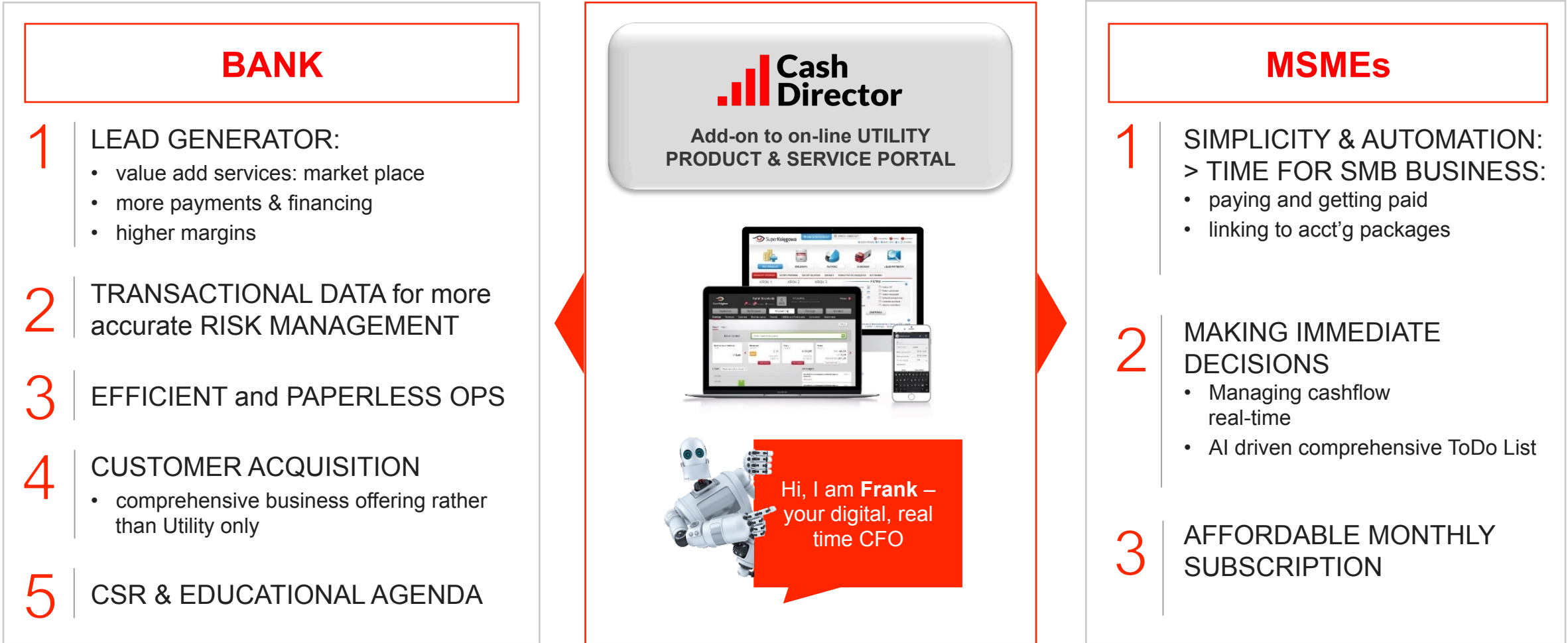
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- Active long-term business partner rather than vendor
- A team of 40 IT & banking experts, working in *sprints*
- ISO 27001: Security & Quality

6

- Market tested solution
- Global banking awards
- PL, 3 EU countries (in progress), US, Asia

# Cash Director is a REAL-TIME e2e digital CFO, connecting Banks with MSMEs and enabling a long-term business partnership



Please refer to p. 13-14 for examples on the “command center”; details for each of the other points are available by request/during a meeting

# The CashDirector functionality is relevant to Banks and their SME customers

1 Command center (dashboards)



2 Lending



3 Transactions



4 Reconciliation



5 Efficiency



6 Soft collection, reminders



7 Risk & business logic



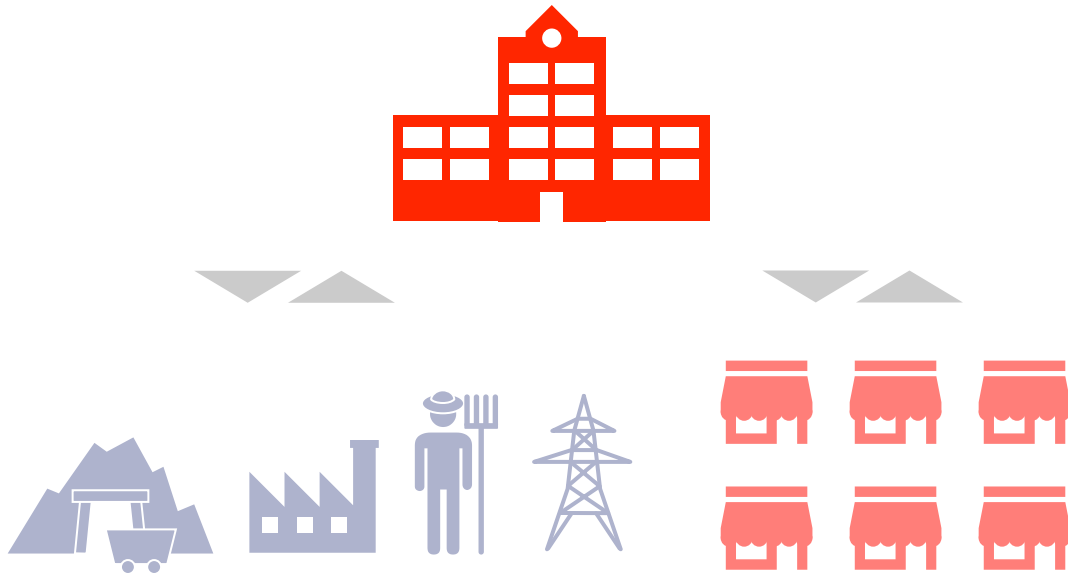
8 E-2-E accounting or a transfer file to incumbent accounting packages





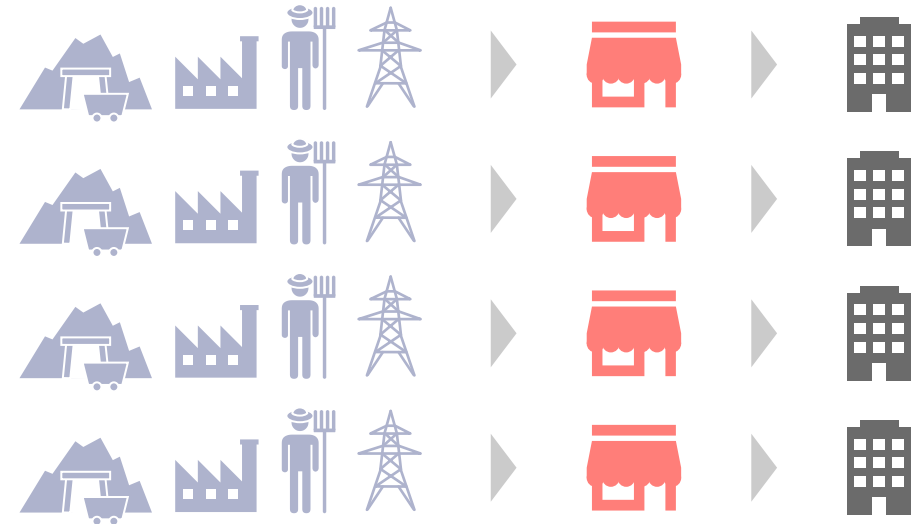
# CD platform may be used to build a „supply chain finance” to scale up SME acquisition and loyalty

## „Classical” supply chain (clustered around a LARGE FIRM)



- Finance efficiency and liquidity management for the „supply chain”
- Fast scale-up, provided LARGE CAP buy-in

## A number of „small supply chains”



- Leveraging off the Bank’s SME network (ETB)
- Finance efficiency and liquidity management for the „supply chain”
- „Slower pace” but no dependencies

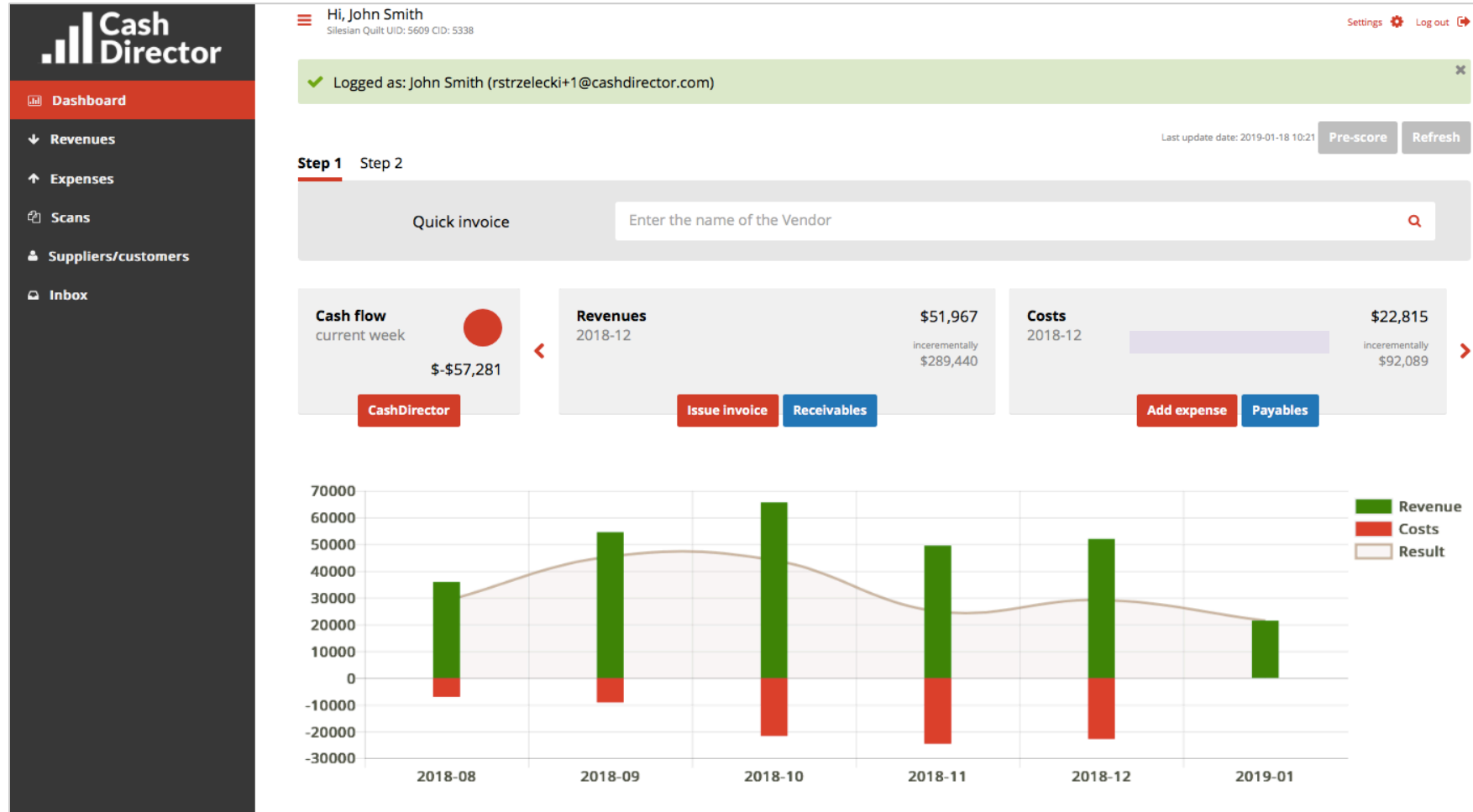
**Two short movies providing an overview of our Digital Platform – we shall showcase to you the „real” system at your convenience**



<https://youtu.be/hCA97feJA0Q> 

<https://www.youtube.com/watch?v=CoAyysUM-38> 

# DASHBOARD (SME) – REAL TIME summary of key business activities and “action buttons” to manage IMMEDIATE FUTURE



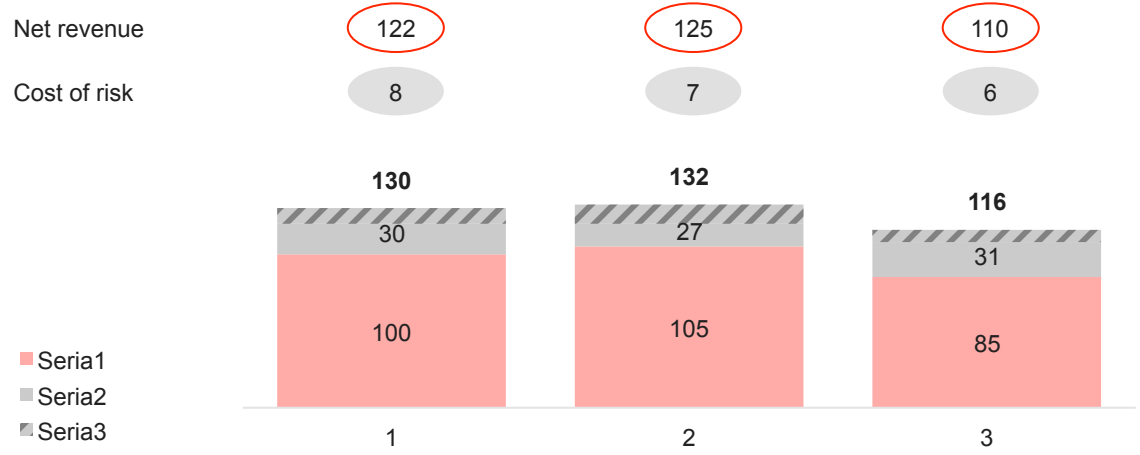
- A cloud based Microsoft (Azure) platform
- Add-on to on-line platform
- No need to integrate, tailoring API connection only
- Single-sign on through on-line banking
- White-label, partner branded
- ISO 27001
- GDPR compliant (independently certified, Nov17)



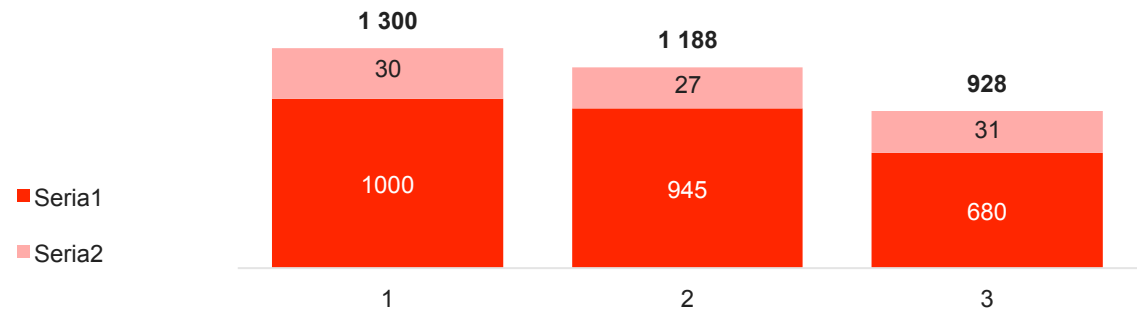
# DASHBOARD (Bank) – an on-line real-time dashboard to monitor and track SME (transactional and lending) performance

## Portfolio Activity

### Revenue ['000 000 PLN]



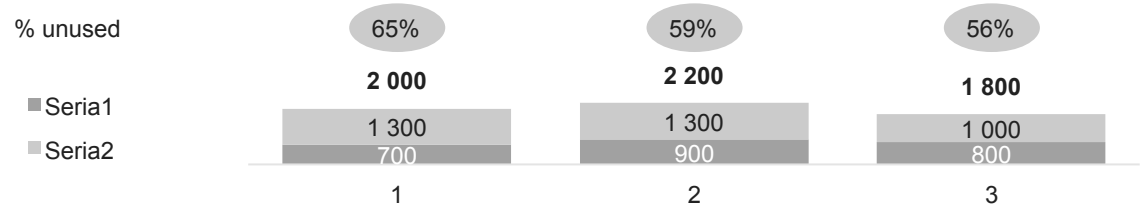
### Sales volume ['000 000 PLN]



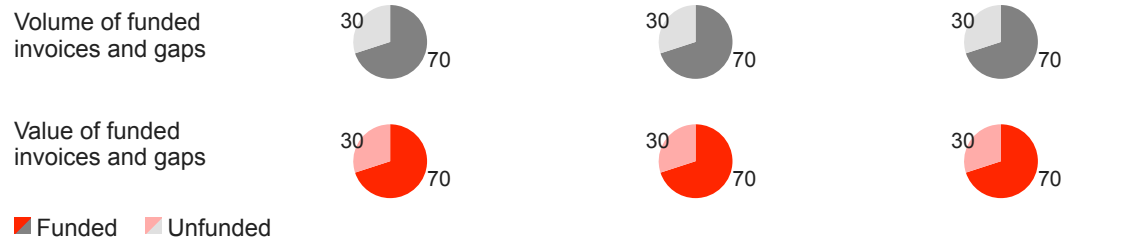
This is an example that can be adjusted to the Bank as needed

## Customer engagement

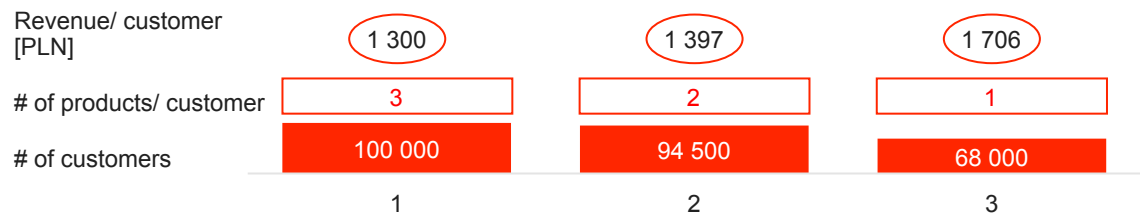
### Limits ['000 000 PLN]




### Penetration of the customer business [%]



## Performance per customer



# Implementation completed in 10 steps, F&F within 3 months: key tasks to execute in parallel

- 1 UX adjusting  (Web & Mobile) to Bank's on-line portal (for the same look & feel and branding)
- 2 Developing SSO, PAYMENT, TRANSACTION HISTORY, CRM and Risk linkage (through API) with the Bank
- 3 Developing a direct or indirect API connection to Bank's internal payment gateway or an external partner
- 4 Developing a transfer file to 3 key accounting packages
- 5 Adjusting functionality to fit the Bank's needs and the country specific rules (eg. Invoice content, VAT logic, language, T&C)
- 6 Confirming business and risk rules with the Bank for establishing HOT LEADS (CRM) and "Pre-score" (RISK)
- 7 Developing a business case (CD & the Bank)
- 8 Resolving any compliance & legal issues (eg. outsourcing, T&C, consent, security, customer protection, GDPR, etc)
- 9 **Friends & family TEST**
- 10 **GO LIVE!**

# Two attractive product & service offerings (with Add-ons) for a monthly subscription to be bundled with the Bank's value proposition...

1

## PAY & GET PAID + SEND DOCS TO YOUR ACCOUNTANT

- Dashboard with 5 action buttons & performance
- Issuing invoice, sending email to customer with PAYMENT ACCDEPTANCE
- List of invoices, AR and automatic reconciliation
- Expense registry manual & mobile with AI semantic categorization & PAY button
- Expense registry – mobile: OCR, manually adjusted by the user
- List of expenses, AP and automatic reconciliation
- EXPORT file for exporting docs to external accountant

- **FREE TRIAL (1-3 months); then €XX/month**
- (\*) – individual fee for each pmt acceptance

2

## MANAGE YOUR CASH-FLOW (Phased approach)

1 +

- REAL TIME cash planner for 4 time intervals, a detailed list of underlying APs & ARs with action buttons (reschedule, borrow, factoring)
- Funding action buttons when issuing invoice & registering expense
- Reminders (email, SMS) to users and customers on incoming and outgoing payments (including lending)
- To Do SMART MANAGER

- **FREE TRIAL (1-3 months); then €XX/month**

3

## ADDITIONAL SERVICES

- Additional User
- Advanced CashPlanner
- Enhanced OCR
- MiniBudget
- MiniWorkflow
- e-Archive
- Etc....

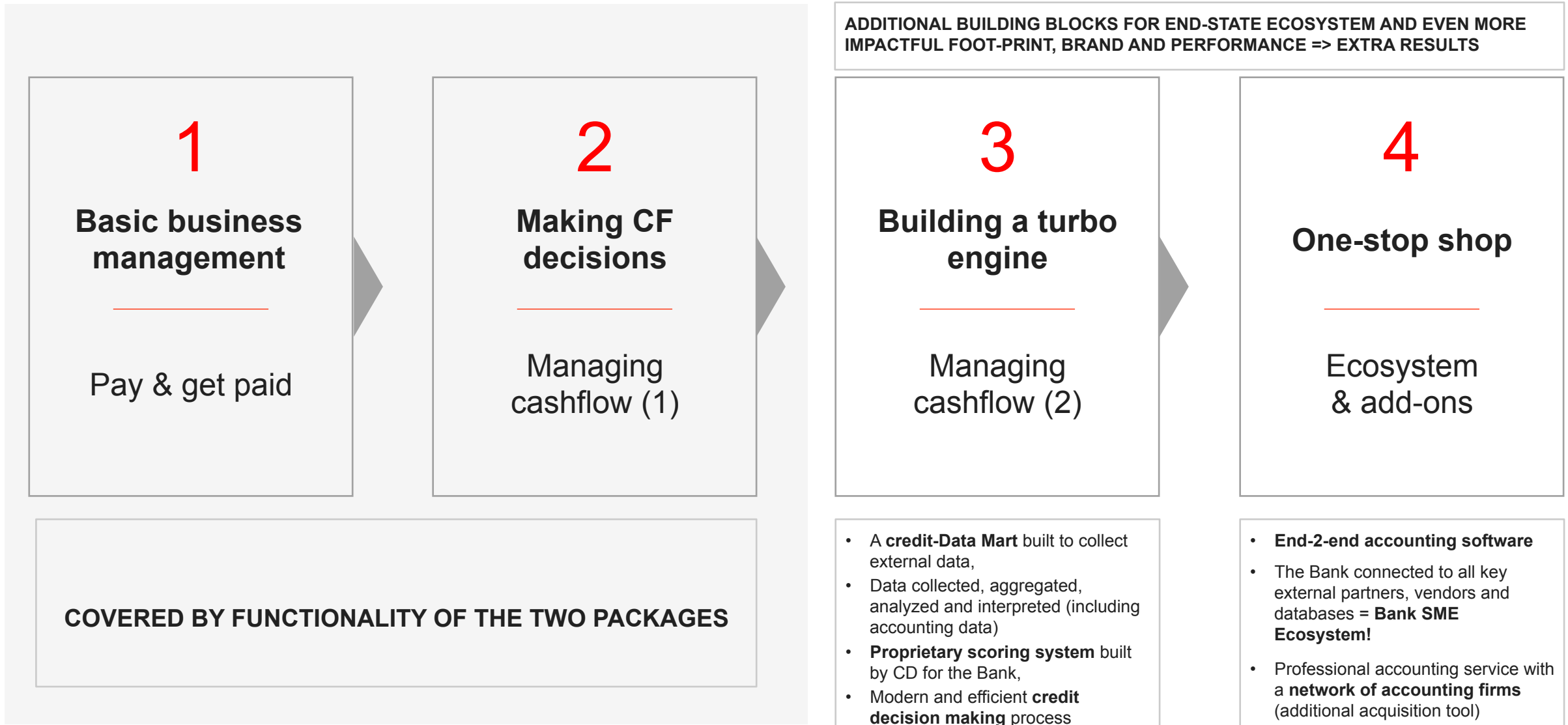
- **FREE TRIAL (1-3 months); then €XX/month/per each service**



# ....with some extra motivation (& gamification for fun)



# We can support you in building an even more unique, impactful and modern end-state (points 3 & 4 below)



# Win-Win Deal in 3 months!

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## Benefits for BANK

- Distinctive SME Brand & CSR benefits
- Attract more new customers
- X-sell & Up sell
- Building an MSME ecosystem
- ALL in ONE & customised



## Benefits for MSMEs

- Manage financials in digital in REAL TIME
- Avoid cash liquidity problems in advance
- Save time and money with automated tools
- AFFORDABLE!

# Thank You!



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for any questions, queries or comments regarding  
this material