

ACCELERFI

Product Explainer Deck

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Introduction

Accelerfi is revolutionizing the landscape of accounting with its innovative SaaS platform. Designed to cater to the diverse needs of businesses across all industries, Accelerfi provides a seamless solution for managing transactions and generating journals. Gone are the days of tedious manual entry and complex accounting rules, as Accelerfi empowers users to effortlessly streamline their financial processes. Whether you're a small startup or a multinational corporation, our platform adapts to your unique requirements, offering flexibility and scalability like never before. With Accelerfi, users can say goodbye to the headaches of traditional accounting software and embrace a future where efficiency and accuracy go hand in hand. Join us on the forefront of financial technology and experience the transformative power of Accelerfi today.

GAPS



Fragmented Software Solutions: Companies often face challenges with disparate accounting software solutions for different modules such as payroll, accounts payable, or Revenue Recognition. This fragmentation leads to data silos and a lack of centralized visibility, hindering real-time insights and decision-making.

Lack of Centralized Data Mart: Due to the use of multiple accounting software solutions, companies struggle to maintain a centralized data mart. This absence of a single source of truth complicates data integration and analysis, leading to inefficiencies in reporting and compliance efforts.

Rigid and Limited Customization: Many accounting software options offer limited customization, making it challenging for companies to adapt the software to their specific industry and geographical compliance requirements. This rigidity can result in workaround processes and compromises in functionality.

Training Challenges: Transitioning from manual processes or Excel-based systems to new accounting software requires extensive training for employees. The learning curve associated with unfamiliar software interfaces and workflows can lead to productivity losses and resistance to change among staff members.

GAPS

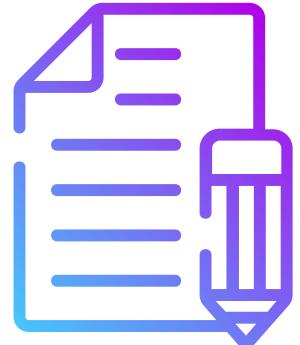


Scalability Limitations: As companies grow or expand into new markets, their accounting software needs to scale accordingly. However, rigid software architectures and licensing constraints may hinder scalability, forcing companies to seek alternative solutions or endure performance bottlenecks.

Vendor Lock-In Risks: Companies may become locked into long-term contracts with accounting software vendors, limiting their ability to switch to more suitable solutions as their needs evolve. This dependence on a single vendor can result in reduced flexibility, higher costs, and vendor-driven product roadmaps that may not align with the company's strategic goals.

Compliance and Regulatory Risks: Accounting software may not always align with industry-specific regulations or geographical compliance standards. Companies face the risk of non-compliance penalties and regulatory scrutiny if their software lacks the necessary features and capabilities to support adherence to legal requirements.

Objectives



Centralized Data Mart: Access a centralized hub for all accounting transactions, balances, and journals, providing users with a unified platform to manage financial data efficiently.



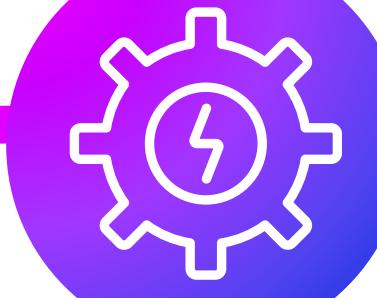
Customizable Transactions: Full flexibility to customize transactions and map relevant journals according to individual needs, empowering users to tailor the app to suit their unique accounting requirements.



Seamless Excel Integration: Seamlessly integrate existing Excel models into the app, enabling users to leverage familiar Excel functionalities for transaction calculations and analysis within the platform.

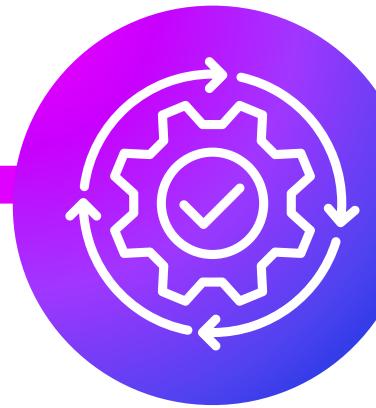
Robust Validation and Period Close: Benefit from robust data validation processes and an efficient mechanism for accounting period closure, ensuring data accuracy and compliance throughout the financial reporting cycle.

Workflow



Transaction Mapping

- Clients start by mapping their relevant transactions and related attributes into the system.
- This mapping is entirely user-defined, allowing clients to tailor the system to their specific needs.



Journal Mapping

- After mapping transactions, users provide relevant account subtypes.
- Users also define journal mappings using the previously mapped transactions.
- This step involves associating each transaction type with specific accounts



Model Integration

- If users require system calculations, they can upload predefined Excel models.
- The system utilizes data from the mapped transactions to perform calculations within the Excel model.
- Calculated numbers are then returned to the system for the selected period.



Finalize Results

- Once calculations are complete, the system generates journals based on the mapped transactions and calculations.
- Users review and finalize the generated journals.
- After finalization, users have the option to close the particular accounting period.



Key Features

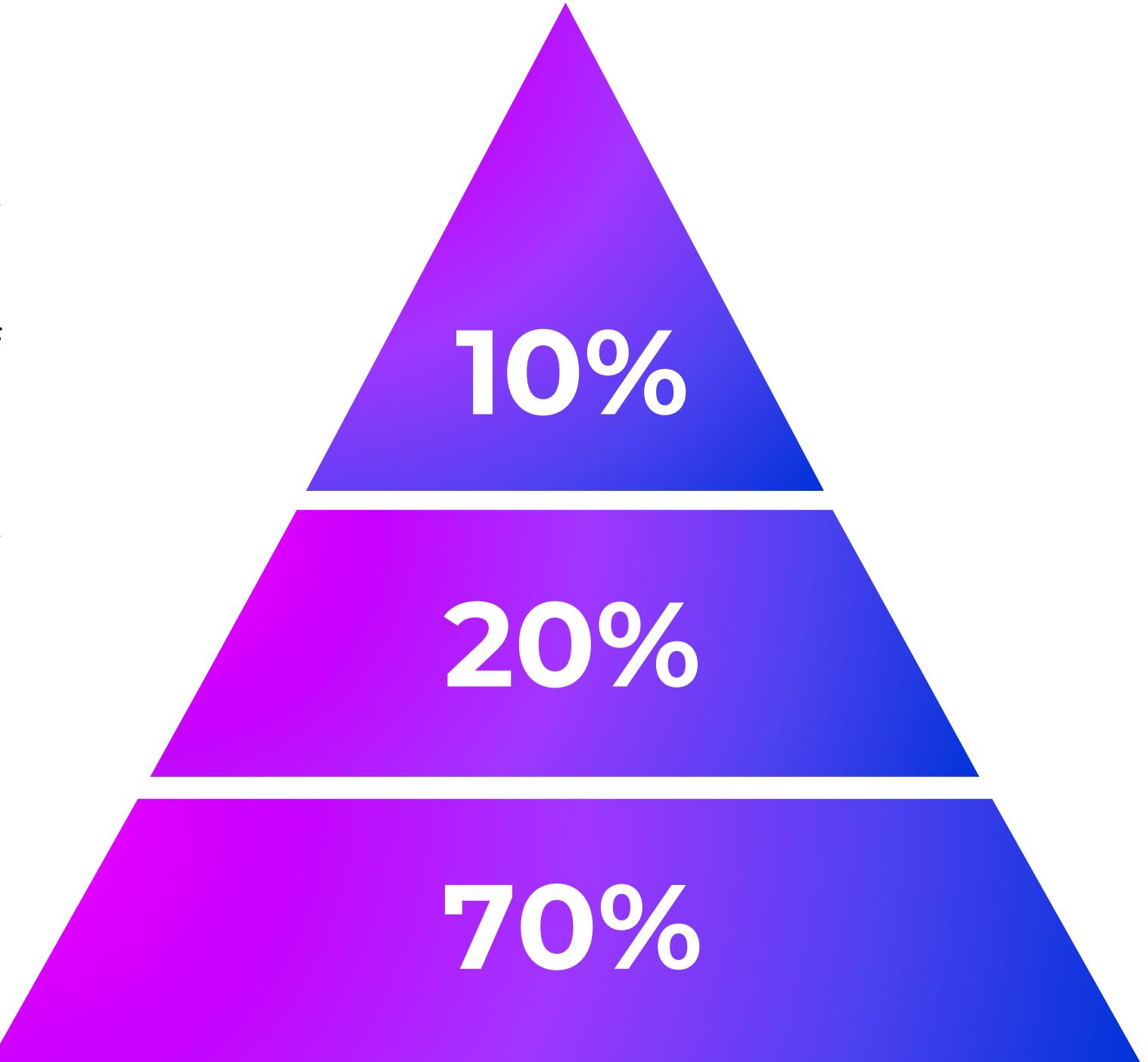
- 01 Dynamic Dashboard and Reporting capabilities
- 02 Bespoke Vertical and horizontal model integration
- 03 Multi Tenancy and Consolidated Reporting support
- 04 Robust Data Validation & User management



Target Market

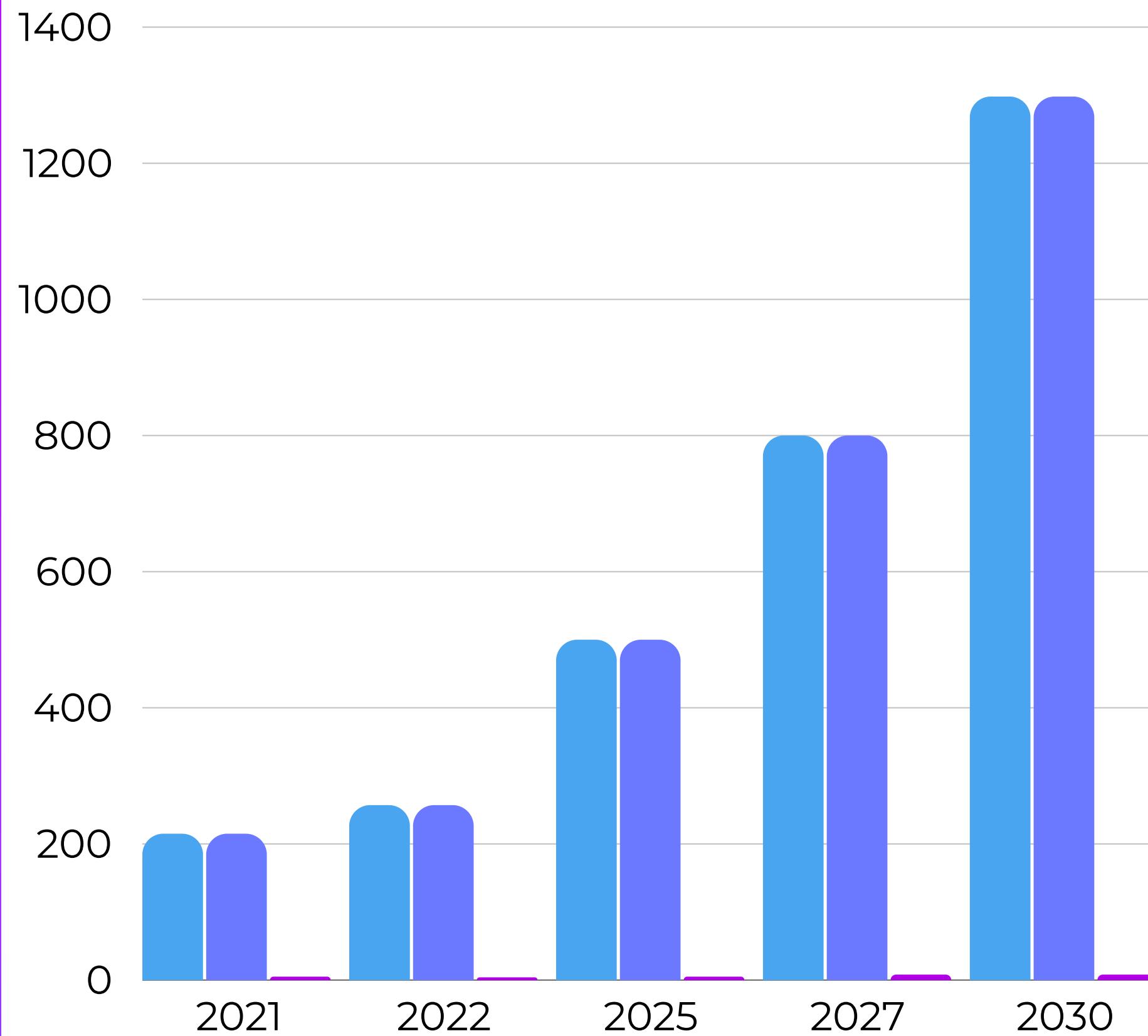
Target Market

Our primary target market comprises SaaS businesses, poised to benefit immensely from our advanced platform. However, recognizing the diverse landscape of business needs, our solution extends its reach beyond SaaS, targeting Offline SMEs and Enterprise Clients as our secondary market. By catering to both primary and secondary segments, we aim to revolutionize how businesses across various sectors manage their financial processes, unlocking growth and scalability in the digital age."



Market analysis

With the global SaaS market witnessing exponential growth, valued at USD 215.1 billion in 2021 and projected to surge to USD 1298.92 billion by 2030, at a staggering CAGR of 19.7% from 2023 to 2030, there's an unprecedented opportunity for innovation and efficiency enhancement.





About us

At our core, we are a seasoned team of industry veterans, each bringing around 12+ years of invaluable experience from the trenches of Fortune 500 companies and multiple unicorns in the dynamic realm of financial SaaS fintech. Our journey has been defined by a relentless pursuit of excellence in product development, product management, and QA testing. With a collective passion for innovation and a track record of delivering cutting-edge solutions, we stand poised at the intersection of experience and expertise. Our diverse backgrounds have shaped us into a cohesive unit, driven by a shared vision to redefine the standards of excellence in the fintech landscape. Together, we bring a wealth of knowledge, a depth of insight, and a commitment to excellence that sets us apart. At our startup, we blend the wisdom gained from years of industry immersion with the agility of a dynamic team, ready to tackle the challenges of tomorrow head-on.

Our Team



Syed Ali Jaffar

Chief Executive
Officer



Rafay Ahmed

Chief Product
Officer



Syed Urooj Abbas

Chief Technology
Officer

Product Demo