# Pitch Deck: Multi-Tenant HOA Accounting System

## saas202509

**Instructions:** Convert this markdown to slides using: - PowerPoint (copy/paste each slide) - Google Slides - Pitch.com (import markdown) - Beautiful.ai - Slides.com

Each --- separator represents a new slide.

# Slide 1: Cover

**[LOGO/COMPANY NAME]**

## Multi-Tenant Fund Accounting for HOAs

**Eliminating $70K+ in annual accounting costs** **Zero tolerance for financial errors**

[Your Name], Founder & CEO [your.email@company.com] [Month Year]

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# Slide 2: The Problem

## HOAs Struggle with Broken Accounting

**370,000 HOAs in the US face:**

### 90% Use Spreadsheets

Generic accounting software not designed for fund accounting

### 20-40 Hours/Month on Bank Reconciliation

Manual, error-prone process

### $50K-$200K Lost Revenue Annually

Reactive delinquency tracking, no automation

### 60-120 Hours for Audit Prep

Manual ledger reconstruction, compliance nightmares

**Result:** Board liability, legal issues, expensive outsourced CPAs

# Slide 3: Real Customer Pain Points

## What HOA Treasurers Tell Us

“I spend 30 hours a month matching bank transactions in Excel. One mistake and the board could be personally liable.” **— HOA Treasurer, 150-unit community**

“We pay our CPA $85K/year to do what should be automated. We need fund accounting, not property management software.” **— HOA President, 300-unit community**

“Tracking delinquencies manually is a nightmare. We lose $120K annually because we don’t catch late payments fast enough.” **— HOA Board Member, 200-unit community**

**50+ interviews confirmed:** Bank reconciliation is the #1 pain point

# Slide 4: The Solution

## Multi-Tenant SaaS Platform for HOA Fund Accounting

### 1. Fund Accounting (Core)

* Operating, Reserve, Special Assessment funds
* Zero error tolerance (immutable ledger)
* Event-sourced for audit compliance

### 2. Bank Reconciliation (90%+ Auto-Match)

* Plaid integration (real-time bank feeds)
* AI-powered transaction matching
* 20-40 hours/month → 2-4 hours

### 3. AR/Collections Automation

* Automated delinquency detection
* Certified notice tracking (legal compliance)
* Lien filing preparation

### 4. Audit Trail & Reporting

* Point-in-time reconstruction
* Automated financial statements
* Board dashboard with real-time insights

# Slide 5: Product Demo

**[SCREENSHOT/MOCKUP OF DASHBOARD]**

### Key Features Visible:

* Fund balances (Operating, Reserve, Special Assessment)
* Bank reconciliation status (90% auto-matched)
* Delinquency alerts (3 units overdue >30 days)
* Upcoming assessment due dates
* One-click financial statement generation

**[SCREENSHOT OF BANK RECONCILIATION]**

### AI-Powered Matching:

* “Homeowner #142 - Monthly Dues” auto-matched to transaction
* Suggested matches with confidence scores
* One-click approval for high-confidence matches

# Slide 6: Market Opportunity

## $1.85 Billion Total Addressable Market

### Market Size

| Segment | HOAs | ARPU | Market Size |
| --- | --- | --- | --- |
| **Total (TAM)** | 370,000 | $5,000/yr | **$1.85B** |
| **50+ units (SAM)** | 100,000 | $5,000/yr | **$500M** |
| **1% in 5 years (SOM)** | 1,000 | $5,000/yr | **$5M ARR** |

### Underserved Market

* **90% use spreadsheets** or generic software
* **No dominant player** in HOA-specific fund accounting
* **High willingness to pay:** Current cost $70K-$120K/year, our price $5K-$10K/year

**Conservative Goal:** 1% market share in 5 years = $5M ARR

# Slide 7: Business Model

## SaaS Subscription with Massive Cost Savings

### Pricing Tiers

| Tier | HOA Size | Price | Annual |
| --- | --- | --- | --- |
| **Tier 1** | 50-100 units | $400/mo | $4,800 |
| **Tier 2** | 100-250 units | $600/mo | $7,200 |
| **Tier 3** | 250-500 units | $800/mo | $9,600 |

### Customer Saves 85-92%

* **Current cost:** $70K-$120K/year (outsourced CPA)
* **Our price:** $5K-$10K/year
* **Savings:** $60K-$110K/year

### Unit Economics

* **LTV:** $24K-$48K (5-year retention)
* **CAC:** $3K-$5K (sales cycle 60-90 days)
* **LTV/CAC:** 5-10x (healthy SaaS)
* **Gross Margin:** 85%+ (standard SaaS)

# Slide 8: Traction & Validation

## Early Signals of Product-Market Fit

### Completed ✅

* **50+ customer discovery interviews** with HOA board members
* **90% cited bank reconciliation** as #1 pain point
* **Technical architecture designed** (schema-per-tenant, event sourcing)
* **Competitive analysis** (AppFolio, Buildium, IronLedger, Palomma)

### In Progress 🔨

* **MVP development** (fund accounting, bank reconciliation, basic AR)
* **Pilot program agreements** (targeting 3-5 HOAs for beta testing)

### Next 6 Months 🎯

* **Launch MVP** with 3-5 pilot customers
* **Achieve $10K-$50K ARR**
* **Refine product** based on pilot feedback
* **Apply to Y Combinator** (Winter 2026 batch)

# Slide 9: Competition & Differentiation

## We Win Through Vertical Specialization

| Competitor | Focus | Weakness | Our Advantage |
| --- | --- | --- | --- |
| **AppFolio** ($1.5B) | Property mgmt (rentals) | Not for HOAs | ✅ HOA fund accounting |
| **Buildium** | Property mgmt + HOA | Generic accounting | ✅ Fund separation |
| **IronLedger** (YC) | Property AI | General properties | ✅ HOA-specific |
| **Palomma** (YC) | Property mgmt AI | Leasing/sales focus | ✅ Compliance |
| **Spreadsheets** (90%) | Manual tracking | Error-prone | ✅ Automation |

### Our Moat

* ✅ **Vertical specialization:** HOAs only
* ✅ **Fund accounting expertise:** Operating, Reserve, Special Assessment
* ✅ **Zero error tolerance:** Immutable ledger, event sourcing
* ✅ **Multi-tenant architecture:** Schema-per-tenant data isolation
* ✅ **2-3 year head start:** Complex domain, high barrier to entry

# Slide 10: Why Now?

## Perfect Storm of Market Timing & Technology

### Market Timing

1. **FinTech funding strong:** Q1 2025 = $10.3B globally (highest since 2023)
2. **YC validating space:** IronLedger & Palomma funded for property accounting
3. **AI automation hype:** Investors excited about AI-powered reconciliation
4. **Post-pandemic compliance:** HOAs facing increased audit requirements

### Technology Enablers

1. **Modern multi-tenant architectures:** Schema-per-tenant isolation
2. **Event sourcing maturity:** Immutable ledger patterns proven
3. **Plaid API:** Real-time bank feeds from 12,000+ institutions
4. **AI/ML accessibility:** OpenAI, Anthropic for transaction categorization

**The pieces are in place. We’re ready to scale.**

# Slide 11: Go-To-Market Strategy

## Land & Expand with HOA Boards

### Phase 1: Pilot Program (Months 1-6)

* **Target:** 3-5 HOAs (50-250 units)
* **Offer:** 50% discount for 12 months in exchange for feedback
* **Goal:** Validate product, refine UX, build case studies

### Phase 2: Direct Sales (Months 6-18)

* **Target:** 100 HOAs via direct outreach
* **Channels:** HOA management companies, board member networks, industry events
* **Goal:** Achieve $500K ARR

### Phase 3: Partnerships (Months 18+)

* **Target:** Small/mid-size property management companies serving HOAs
* **Model:** White-label or revenue share (20% commission)
* **Goal:** Scale to 500+ HOAs via partners

### Phase 4: Self-Serve (Year 3+)

* **Target:** DIY HOA treasurers
* **Channels:** SEO, content marketing, Google Ads
* **Goal:** 50% of new customers via self-serve

# Slide 12: Financial Projections (5-Year)

## Path to $5.5M ARR by Year 5

| Year | ARR | Customers | Growth | Burn Rate | Headcount |
| --- | --- | --- | --- | --- | --- |
| **2025** | $0 | 0 | - | -$15K/mo | 1 |
| **2026** | $200K | 40 | - | -$25K/mo | 3 |
| **2027** | $600K | 100 | 200% | -$35K/mo | 5 |
| **2028** | $1.5M | 225 | 150% | -$50K/mo | 8 |
| **2029** | $3.2M | 450 | 113% | -$75K/mo | 12 |
| **2030** | $5.5M | 780 | 72% | Break-even | 18 |

### Key Assumptions

* **Average MRR per customer:** $400-$600 (varies by HOA size)
* **Churn rate:** 10-15% annually (high switching costs)
* **Sales cycle:** 60-90 days (enterprise sales to boards)
* **CAC payback:** 12-18 months

# Slide 13: Team

## [Your Name], Founder & CEO

**Background:** - [Your relevant experience: e.g., 10 years software engineering, 5 years in fintech] - [Prior companies: e.g., Built X at Company Y, scaled to $Z revenue] - [Domain expertise: e.g., Served on HOA board, understand pain points firsthand]

**Why I’m the right person:** - [Technical expertise: e.g., Built multi-tenant SaaS platforms before] - [Industry knowledge: e.g., Worked with CPAs, understand fund accounting] - [Execution track record: e.g., Prior startup exit / shipped products at scale]

### Advisors (if applicable)

* **[CPA Name]** - 15 years HOA accounting, 100+ clients
* **[HOA Board Member Name]** - President of 400-unit community
* **[SaaS Founder Name]** - Prior exit to [Acquirer], $XM valuation

### Hiring Plan (Post-Funding)

* **CTO / Technical Co-Founder** (25% equity reserved)
* **Senior Full-Stack Engineer** ($120K-$140K)
* **Product Designer** ($90K-$110K)

# Slide 14: The Ask

## Raising $400K to Reach $200K ARR in 12 Months

### Investment Terms

* **Round:** Pre-Seed / Friends & Family
* **Amount:** $100K - $500K
* **Structure:** SAFE note with $1.5M-$2M valuation cap, 20% discount
* **Target close:** [Date - typically 30-60 days]

### Use of Funds (12-Month Runway)

| Category | Amount | Purpose |
| --- | --- | --- |
| **Engineering** | $180K | 2 engineers × 6 months |
| **Founder Salary** | $60K | Founder × 6 months |
| **Design** | $45K | 1 designer × 6 months |
| **Infrastructure** | $15K | AWS, Plaid, tools |
| **Legal/Accounting** | $10K | Compliance, setup |
| **Sales/Marketing** | $40K | Website, ads, outreach |
| **Buffer (20%)** | $50K | Contingency |
| **Total** | **$400K** | **12 months to $200K ARR** |

# Slide 15: Milestones (Next 12 Months)

## Clear Path to Product-Market Fit

### Month 3: MVP Launch

* ✅ 3 pilot customers onboarded
* ✅ Core features: fund accounting, bank reconciliation, basic AR
* ✅ Feedback loop established

### Month 6: Early Traction

* ✅ 10 paying customers ($50K ARR)
* ✅ Product refinements based on pilot feedback
* ✅ First case study published

### Month 9: Scaling

* ✅ 25 paying customers ($120K ARR)
* ✅ First partnership signed (property management company)
* ✅ Self-serve onboarding flow live

### Month 12: Product-Market Fit

* ✅ 40 paying customers ($200K ARR)
* ✅ Apply to Y Combinator (Winter 2026 batch)
* ✅ Ready for Seed round ($1M at $5M-$8M valuation)

# Slide 16: Exit Strategy

## Clear Path to Acquisition or IPO

### Target Acquirers

1. **AppFolio** ($1.5B market cap) - Add HOA fund accounting to portfolio
2. **Buildium/RealPage** - Expand property management suite
3. **Yardi** - Largest property management software company
4. **Intuit** (QuickBooks) - Enter vertical accounting market
5. **Private Equity** - Roll-up play (consolidate HOA software market)

### Comparable Exits

* **Buildium** acquired by RealPage for **$580M** (2019)
* **AppFolio** IPO at **$2.1B** valuation (2015)
* **Yardi** (private) estimated **$3B+** valuation

### Target Timeline

* **5-7 years to exit** at **$50M-$150M** valuation
* Based on **$5M-$10M ARR** at 10-20x revenue multiple

**Conservative scenario:** $5M ARR × 10x = $50M exit **Optimistic scenario:** $10M ARR × 15x = $150M exit

# Slide 17: Investment Highlights

## Why Invest Now

✅ **Large, underserved market:** $500M SAM, 90% using spreadsheets

✅ **Massive ROI for customers:** Save $60K-$110K/year (85-92% cost reduction)

✅ **High switching costs:** Once migrated, HOAs rarely change accounting systems

✅ **Recurring revenue:** Multi-year contracts, 85-90% retention

✅ **Scalable:** Multi-tenant SaaS, low marginal cost per customer

✅ **Defensible:** Fund accounting complexity = high barrier to entry

✅ **Hot market validation:** YC funding similar startups (IronLedger, Palomma)

✅ **Experienced team:** [Your background/track record]

✅ **Capital efficient:** $400K to $200K ARR = 0.5x ARR raised (strong efficiency)

# Slide 18: Closing / Q&A

## Let’s Build the Future of HOA Accounting Together

**[LOGO/COMPANY NAME]**

### Next Steps

1. **Schedule follow-up call** (30 minutes)
2. **Review detailed financial model**
3. **Connect with reference customers** (pilot HOAs)
4. **Sign SAFE agreement** and wire funds

### Contact

**[Your Name]**, Founder & CEO 📧 [your.email@company.com] 📱 [Your Phone] 🔗 [LinkedIn Profile] 🌐 [yourcompany.com]

**Thank you for your time and consideration.**

# Appendix Slides (Optional)

# Appendix A: Detailed Market Analysis

## HOA Market Segmentation

### By Size

* **Small (10-50 units):** 200,000 HOAs - Not our target (too small)
* **Medium (50-250 units):** 120,000 HOAs - **Primary target** ($600M market)
* **Large (250-500 units):** 35,000 HOAs - **Secondary target** ($175M market)
* **Enterprise (500+ units):** 15,000 HOAs - Not our target initially

### By Management Type

* **Self-managed (board runs it):** 40% - **Primary target** (higher pain)
* **Small property mgmt (1-10 HOAs):** 35% - **Secondary target** (good partners)
* **Large property mgmt (10+ HOAs):** 25% - Not our target (use enterprise software)

### Geographic Distribution

* **California:** 50,000 HOAs (13.5%)
* **Florida:** 48,000 HOAs (13.0%)
* **Texas:** 42,000 HOAs (11.4%)
* **Illinois:** 35,000 HOAs (9.5%)
* **Arizona:** 30,000 HOAs (8.1%)

**We’ll start in California and Florida** (highest concentration + warm climates = active boards)

# Appendix B: Competitive Landscape Details

## AppFolio (NASDAQ: APPF, $1.5B market cap)

* **Founded:** 2006
* **Revenue:** $500M+ (2024)
* **Customers:** 18,000+ property managers
* **Strength:** Brand recognition, established sales channels
* **Weakness:** Designed for rental properties, not HOAs. No proper fund accounting.

## Buildium (owned by RealPage)

* **Founded:** 2004
* **Acquired:** 2019 for $580M
* **Revenue:** $100M+ estimated
* **Customers:** 20,000+ property managers
* **Strength:** HOA module exists
* **Weakness:** Generic accounting, poor fund separation, clunky UX

## IronLedger (YC W24)

* **Founded:** 2023
* **Funding:** $2M+ (estimated post-YC)
* **Customers:** <50 (early stage)
* **Strength:** AI-powered accounting, YC validation
* **Weakness:** General property accounting, not HOA-specific

## Palomma (YC W24)

* **Founded:** 2023
* **Funding:** $2M+ (estimated post-YC)
* **Customers:** <100 (early stage)
* **Strength:** AI agents for property managers
* **Weakness:** Focus on leasing/sales, not fund accounting

**Our advantage:** Vertical specialization in HOA fund accounting = 2-3 year head start

# Appendix C: Technical Architecture

## Built for Scale, Security, and Compliance

### Multi-Tenant Architecture

* **Schema-per-tenant** (PostgreSQL) for data isolation
* Each HOA gets isolated database schema
* Regulatory compliance (data cannot leak between tenants)

### Event Sourcing & Immutability

* **Append-only ledger** (never UPDATE or DELETE financial records)
* Point-in-time reconstruction for any date
* Full audit trail for compliance

### Zero Error Tolerance

* **NUMERIC(15,2)** for all money amounts (no floating-point errors)
* **DATE types** (not TIMESTAMPTZ) for accounting dates
* Double-entry bookkeeping validation (debits = credits)

### Technology Stack

* **Backend:** Node.js / Python + PostgreSQL
* **Frontend:** React + TypeScript
* **Infrastructure:** AWS (RDS, S3, Lambda)
* **Integrations:** Plaid (banking), Stripe (payments), SendGrid (email)
* **AI/ML:** OpenAI / Anthropic for transaction categorization

# Appendix D: Customer Acquisition Channels

## Multi-Channel GTM Strategy

### Channel 1: Direct Outreach (Months 1-18)

* **Target:** HOA board members, treasurers
* **Method:** LinkedIn, email, phone calls
* **CAC:** $3K-$5K
* **Close Rate:** 10-20%

### Channel 2: Property Management Partnerships (Months 12+)

* **Target:** Small/mid-size property managers serving HOAs
* **Method:** Revenue share (20%) or white-label
* **CAC:** $1K-$2K (lower via partners)
* **Close Rate:** 30-40% (partner referral)

### Channel 3: Content Marketing / SEO (Months 18+)

* **Target:** HOA treasurers searching “HOA accounting software”
* **Method:** Blog posts, case studies, comparison pages
* **CAC:** $500-$1K (organic traffic)
* **Close Rate:** 5-10% (self-serve)

### Channel 4: Industry Events (Ongoing)

* **Target:** HOA board members at conferences
* **Method:** Booth, speaking opportunities
* **CAC:** $2K-$4K
* **Close Rate:** 15-25%

**Blended CAC target:** $3K (Year 1) → $2K (Year 3) as channels mature

# Appendix E: Risk Mitigation

## How We Address Key Risks

### Risk 1: Slow adoption by HOA boards

**Mitigation:** - Focus on cost savings ($60K-$110K/year) - boards respond to money - Offer free migration assistance (white-glove onboarding) - Target “champion” board members (treasurers) who feel the pain most

### Risk 2: AppFolio/Buildium adds fund accounting

**Mitigation:** - 2-3 year head start (takes years to rebuild architecture) - Innovator’s dilemma (won’t cannibalize existing product) - Vertical specialization (we’ll always be better for HOAs)

### Risk 3: Solo founder risk

**Mitigation:** - First use of funds: hire CTO (25% equity reserved) - Advisory board with operational experience - Document everything to reduce bus factor

### Risk 4: Complex domain (fund accounting)

**Mitigation:** - Advisor: CPA with 15+ years HOA accounting experience - Early customer pilots to validate product - Iterative development with tight feedback loops

**End of Pitch Deck**