

Insight Hunter

AI powered financial
insights for anyone,
anywhere



Problem

- SMBs rely on messy spreadsheets or expensive consultants and part-time CFOs
- Blind to losses, profitability, and risk
- Decisions made without insight

Solution



- Insight Hunter = AI-Powered CFO
- Upload CSV or connect QuickBooks → instant dashboards
- Forecasting, alerts, and natural-language AI Assistant



Product Demo

- Dashboards (KPIs, charts, insights)
- Forecasting with sliders
- Alerts & notifications
- AI CFO chat window

Market Opportunity



- 33M small businesses in the US, 300M+ globally
- \$70B+ SMB finance software market
- Rising demand for AI copilots
- Underserved freelancers and micro-firms

Business Model



- SaaS subscription tiers:
 - Starter: \$49/mo
 - Pro: \$199/mo
 - Enterprise: custom
- Upsell: integrations, premium insights

Traction / Roadmap



- MVP live on Cloudflare Pages + Workers
- Early pilot interest
- Next 90 days: D1 persistence, alerts, AI beta
- 12-month: QuickBooks/Xero integration

Why Now



- AI can now deliver CFO-level analysis affordably
- Cloudflare's serverless stack =

Access to enterprise infrastructure

- SMBs need real-time finance tools more than ever

Team



- Founder: Master of Science in Accounting

Financial analysis, & investing expertise

Experienced entrepreneur seeking to bring enterprise level insight and capabilities to small business

Closing / Ask

- Seeking acceptance into Cloudflare Startup Cohort and potential VC funding
- Goal: scale using Workers, Pages, D1, R2, Queues, Workers AI
- Long-term: become the default Auto-CFO for SMBs

Thank you!