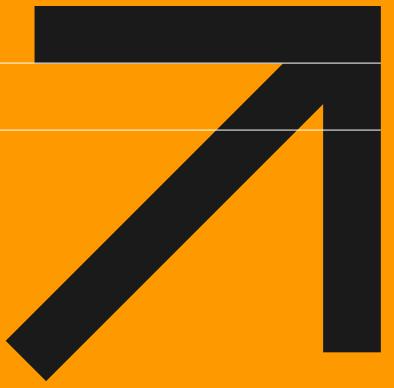
Insight Hunter
Al powered financial
insights for anyone,
anywhere



#### **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 Al 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

- Al 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 Al
- Long-term: become the default Auto-CFO for SMBs

Thank you!