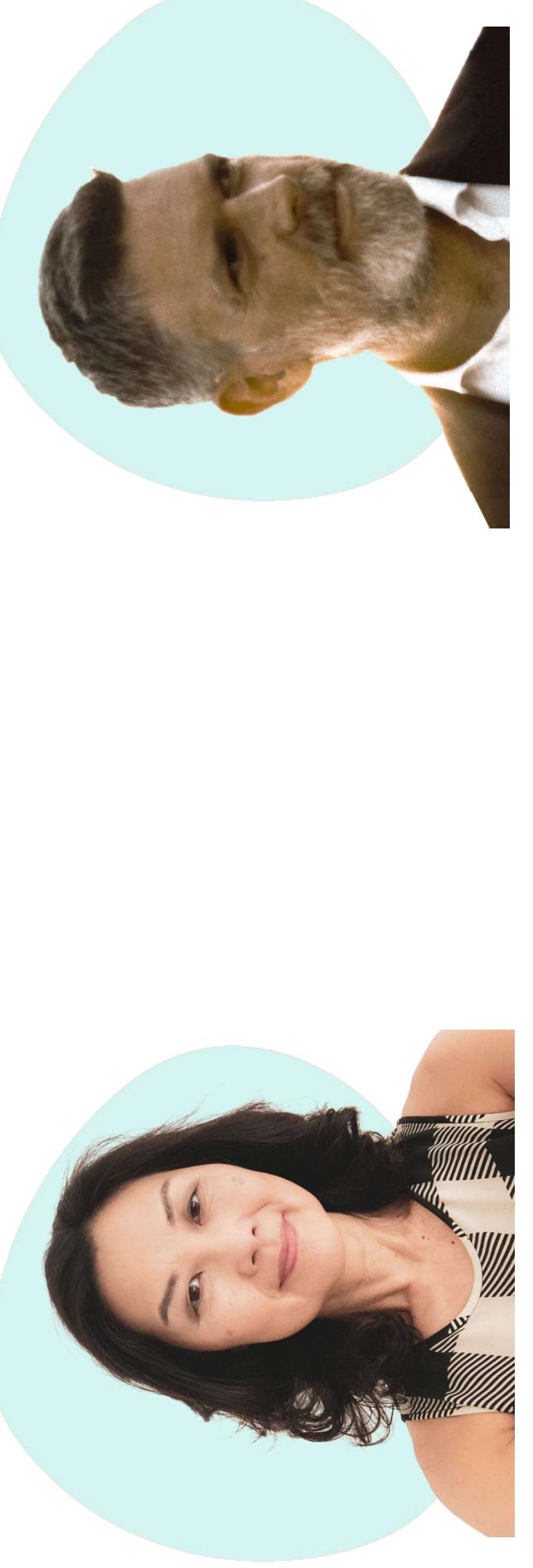




**Leadership team who built one of
software companies. Proven ability
customers at scale and return value**



Jason Richelson
CTO & Co-Founder

Founder & CEO of a sports club (built
and sold) CPO and CEO for tech



Ruth Ku
CEO & Co-Founder

Founder & CEO of ShopCloud (co-



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Multi channel is now a requirement
to smb survival.

Retail and hospitality are using not
one, but several of these systems.

Data sources are multiplying, making
accounting impossible.

Accounting Systems Lagging Behind

Innovation in Accounting Systems Has Lagged Behind





The Missing Link: There is No Easy Way to Get Financial Data in From Multiple Distinct Systems

Frontend systems have developed greatly and multiplied.

Backend accounting systems that are supposed to support the funnel have not changed!

Accounting teams that haven't reinvented the wheel

3.5x more FTEs for the same work

- Data entry from multiple sources is complex and time consuming
- Accountants and bookkeepers simply can't keep pace
- Delaying financial data for business owners

• Delays in issuing financial statements



bookkeep.com™

The answer is technology that consolidates the frontend into a manageable revenue cloud that is automated.

- Connects frontend sales systems to accounting systems
- Aggregates and normalizes sales system data for accurate accrual accounting
- Posts financial entries automatically,

285 Customers acquired organically with 0 sales staff – low CAC

<u>Source</u>	<u>Trial Signups</u>	<u>Conversion Rate</u>	<u>Customers</u>
Marketing Site	93	53%	49
Intuit App Store			
Shopify	121	22%	27
Square	300	25%	75
Grubhub	43	9%	4
Shopify App Store	500	26%	130
Total			1057

TAM and Go To Market

Over 3 million merchants.



2.6 m+ business



1.8 m merchants



2 m+ merchants



1 m+ merchants
98% revenue increase



900k

30%

Channel Partners Are Ex

Low cost sales channels



Integrated accounting app sold by Treez sales team.
Working on deal for sales channel currently live in 3 locations.

\$24.1b CBD projected market value

21% 2019 market share



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We have entered into partnerships with growing verticals like cannabis as their customers are

Future Growth Opportunities



Phase 1

Broaden revenue cloud
and expand footprint



Phase 2

Offer automation
to manage expenses
& vendors

Paypal

Amazon

Stripe

Bigcommerce

WooCommerce

Bui
to r

Con

acc

plat

auto

exp

Centralized vendor
database to enhance AP

across verticals:

Restaurant

Ecommerce

Seed Round:

Use of funds:

- Engineers
- Designer
- Biz Dev to build out affiliates
- Marketing manager