



Invitation to be part of the Beta, April-June 2021  
For Accountants & Bookkeepers



# The problem

For SMEs engaging in international trade

1

**SMEs lack financial literacy and often achieve poor currency outcomes**

2

**Accountants lack the necessary knowledge and tools to properly advise their clients when it comes to currency**

3

**SMEs don't get the right rate on international invoices**

**SMEs have great respect for accountants: 65% of SMEs see them as their most trusted business advisers.**

Research conducted by  
Xero and World Wide Worx



# The problem – Meet Interested Irene



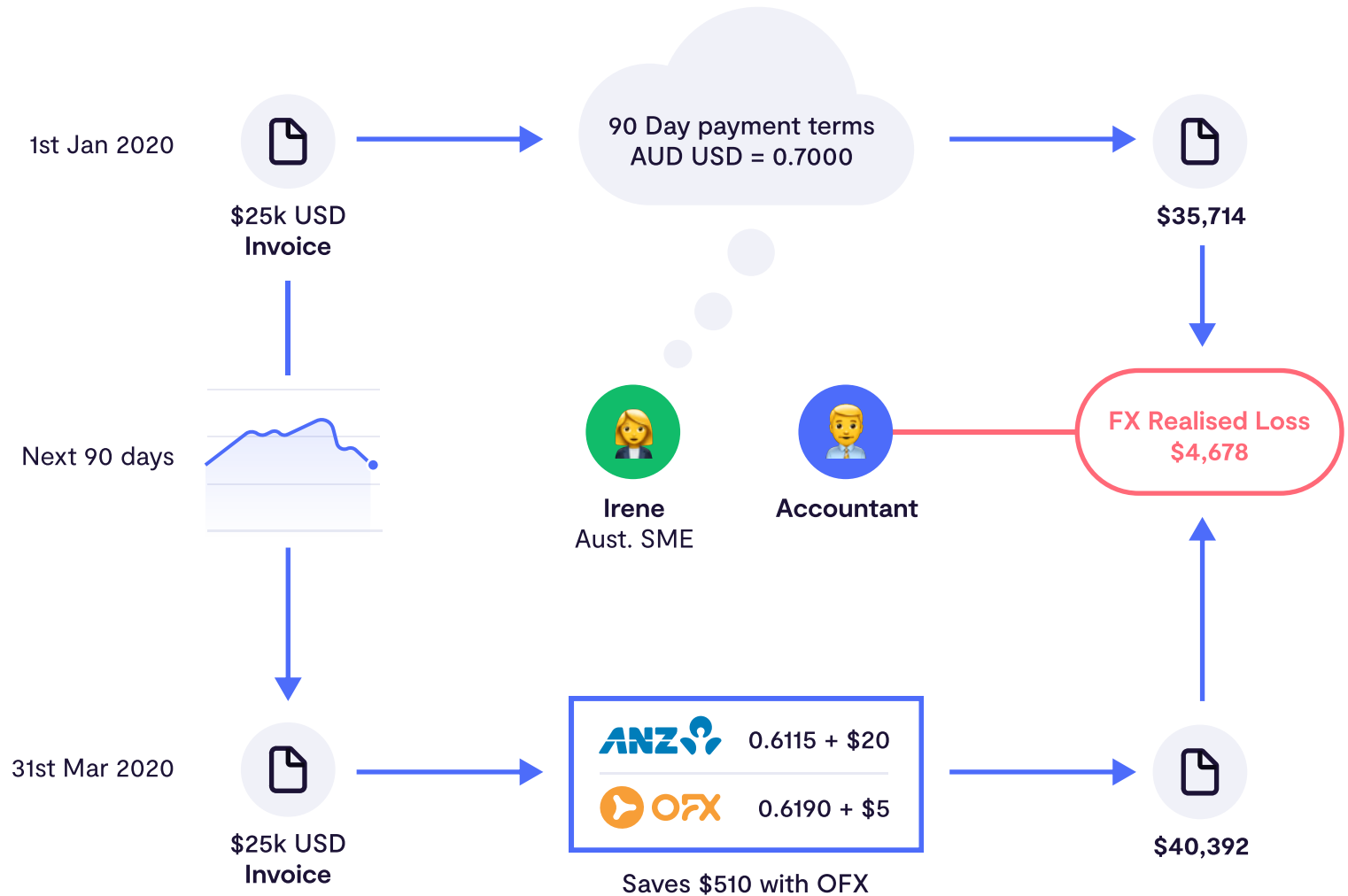
## Interested Irene

### Persona

- MD of small software company with good growth rate
- Does not currently hedge
- Open to new ideas to save money
- Uses Xero for all invoice management
- Does most payments through ANZ
- Has used OFX
- Has little interest in FX
- Trusts her external Accountant

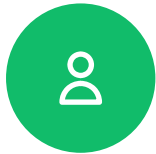
### Financials

- Buys USD \$500k annually to pay developers
- USD developer costs represent 40% of COGS





# The solution – Help your SMEs **take control** of their international invoices



## Who

We help SMEs take control of how much they pay and get paid for their international invoices



## What

We are a technology company specializing in foreign currency software and service. We provide tools for Accountants and Bookkeepers to better serve their clients foreign currency needs, from getting insightful reports right through to taking action.



## How

We enable SMEs to:

1. SEE if they are paying and getting paid the right amount for their international invoices
2. OWN the value of their international invoices by building a foreign currency plan
3. DO better on their international invoices



# Be part of the beta



## Purpose

- The first step is setting accountants up with Fluency, connecting Xero, and viewing a 12 month performance report on their clients international invoice activity.



## Who

- We are looking for a range of Accountants to help us to gain feedback on design, performance and accuracy of reports with real SME data



## Duration

- The beta will last for a period of 90 days and we expect to have 3 distinct phases.



## Cost

- We will offer a feature rich platform free of charge for the duration of the 3-month beta.
- Once we launch to the public Fluency will be a monthly subscription add-on to Xero

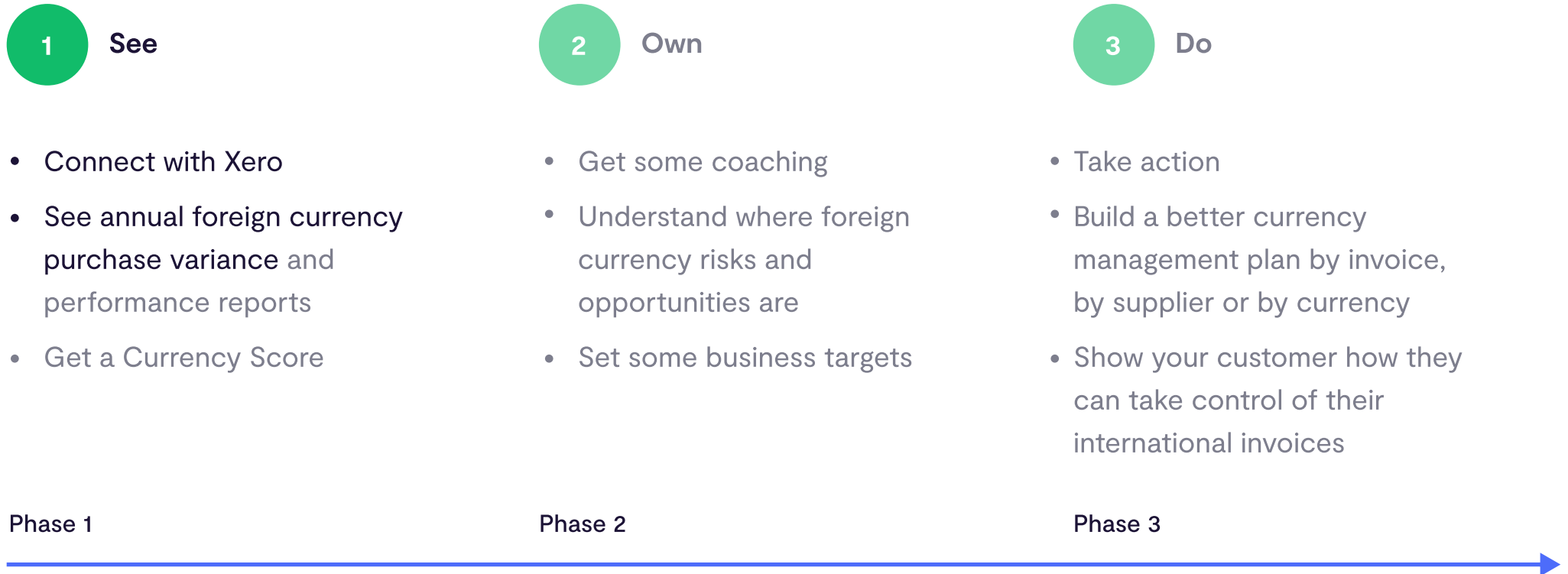


## What we need from you

- For you to engage in a short feedback session or survey at each stage of the beta.
- To have access to a number of SME customers who suit our target profile



# Three steps to taking control



Join the beta [Sign up](#)



# Target SME profile



## Persona

- Does not currently hedge
- Loads all international Accounts Payable in Xero
- Open to new ideas to save money or time
- Does all or most international payments through a primary bank
- May have a secondary foreign currency provider
- Trusted Advisor relationship with Accountant or Bookkeeper



## Financials

- Buys \$250k – \$5m annually in USD, EUR, GBP, JPY, NZD or AUD
- International invoices represent a medium to high percentage of COGS



# Solutions For Accountants



## **Better serve your clients**

Become a trusted foreign currency partner by providing your clients with insightful visuals and impactful actions



## **Improve your clients profitability**

Empower your SMEs to get the right rate and take control of international invoice costs



## **Grow with your SMEs**

Practices that use Fluency can grow their client base and keep their clients for longer





# Appendix



# Who are we

## Fluency Team

### Vision and expertise

The Fluency leadership team brings together a best-in-class group of financial market and technology experts with a clear and shared vision for our customer.

Each individual has extensive and relevant experience serving business customers in a regulated environment.

Customer success is our success.



**Tony Crivelli**  
CEO and Founder

Tony Crivelli has worked in cross-border payments for over 25 years. Based in London for the past eight years as SVP and head of B2B for Western Union, Tony worked with over 50,000 customers and partners across 20+ countries ranging from SMEs to large financial institutions.



**Mark O'Meagher**  
Chief Technology Officer

Mark was CTO of a FinTech start-up that successfully exited to Equiniti Group PLC. At Equiniti, Mark lead an engineering team of 30 people spread across four countries and scaled the platform to support 130 currencies to over 180 countries.



**Matt Spehr**  
Advisor

Matt Spehr has over 15 years-experience directly serving the foreign currency hedging needs of Corporates and SME's. From setting treasury policy right through to the execution of bespoke risk management strategies, Matt has worked in New Zealand, Australia and the UK and is a true subject matter expert in his field.



# The Developers



Dovetail clients:



## You can trust Dovetail

When we pitched the idea of Fluency to our technology partners at Dovetail, we could see the team's ears immediately perk up in interest. Dovetail is an Australasian services company that specialises in designing, building, launching, and helping to scale successful digital products across multiple continents. As an agency with a handful of clients spanning multiple countries, this equals multiple currencies.

Faced with frequent invoice handling in foreign currencies, the team at Dovetail instantly saw the value in how a platform like Fluency would empower them to make better currency decisions, spend more time focusing on growing their agency, and help them navigate their currency requirements going forward.

Dovetail is most widely recognised for their work in helping with the design, build, and expansion of Australian FinTech juggernaut Afterpay's mobile and web platforms across Australasia, North America, and the UK throughout the last five years.

Now, it's our turn. In addition to helping our team at Fluency with the design and development of a seamless product that you will hopefully love to use, Dovetail was so sold on our idea and the value it could offer them that they've made the big call to invest in us.

[Visit Dovetail](#)



# The Solution

**Fluency is a technology business specialising in currency software and service; we're a SaaS.**

Our platform and products are specifically designed for the diverse SME segment and their trusted advisors.

Our product provides accountants with the tools to help SMEs see and own their international invoice data and our self-serve plans allow the SME to take control of the currency risk and opportunity in their business.

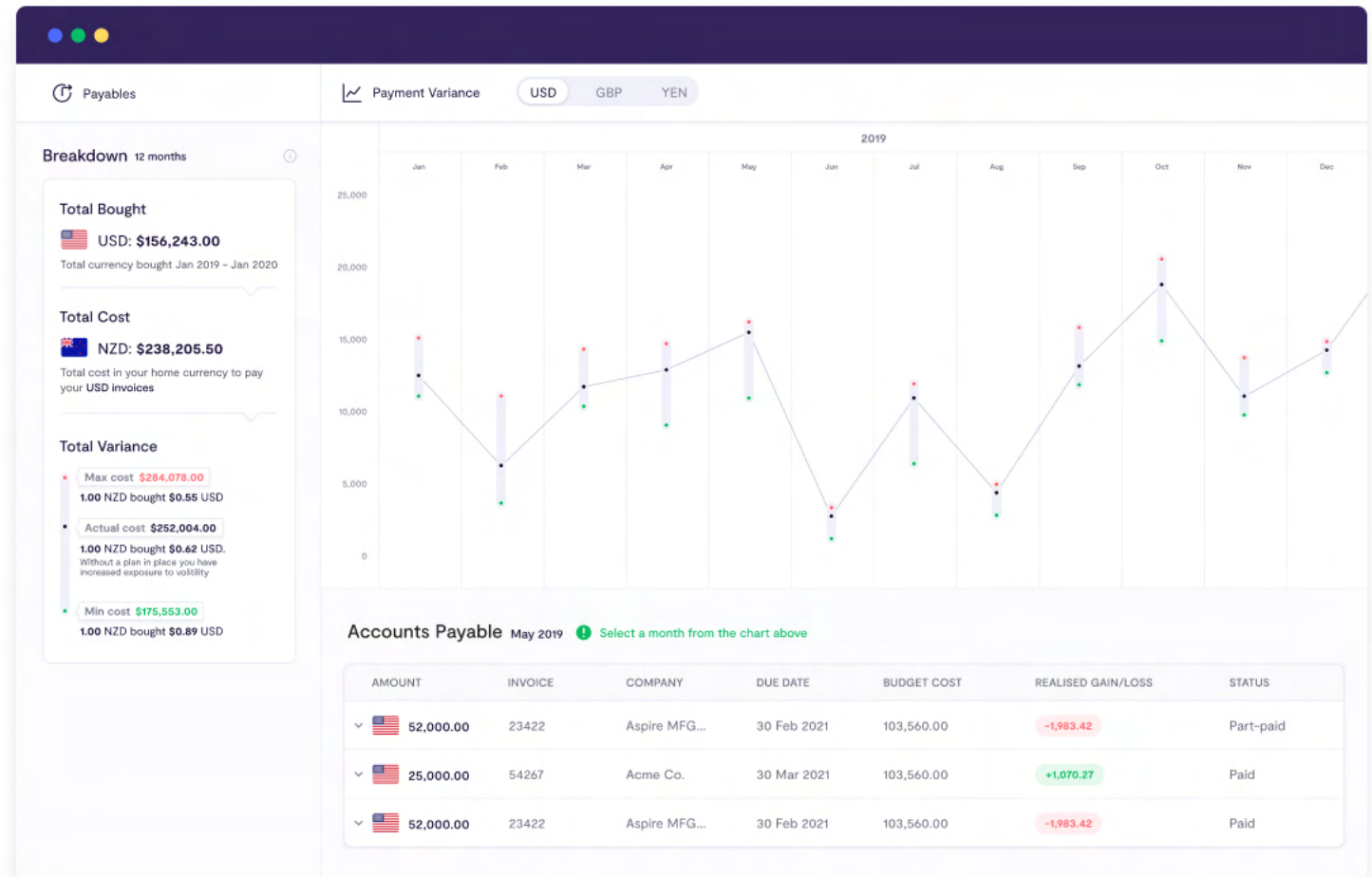
Within the Fluency platform, the customer will get:

- 1 **Business Intelligence**
- 2 **Currency Score™**
- 3 **Coaching**
- 4 **Plans**



# Business Intelligence

Because we are foreign currency provider agnostic – we **do not sell FX** – and integrated with the Xero, the SME gets a holistic view of their foreign currency past, present and future needs as part of their international invoice



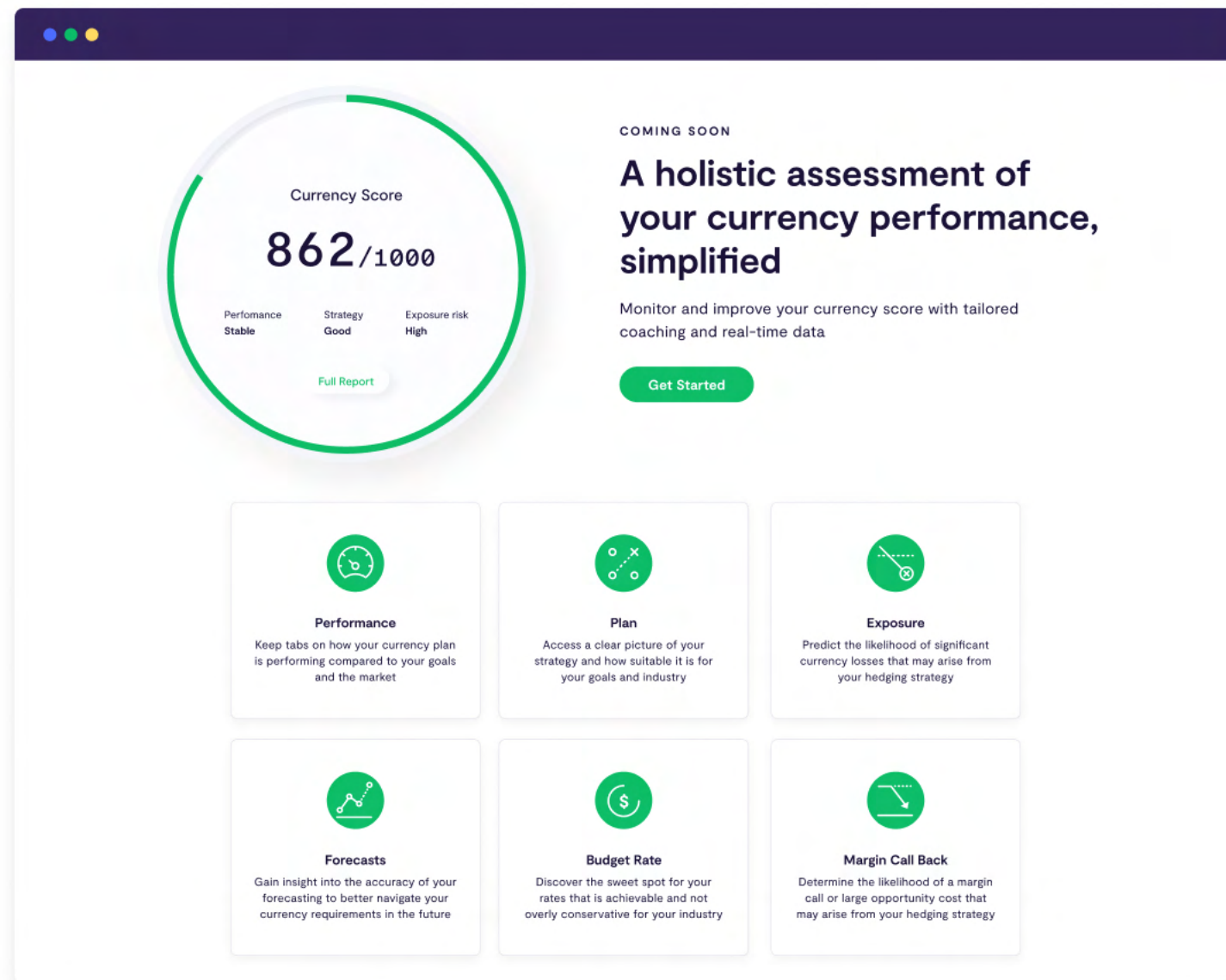


# Currency Score™

This product can be thought of as data visualisation tool that gives the Accountant and SME a simple snapshot of their past, present and future currency state.

This clean, single three-digit score is powered by a sophisticated scorecard model designed with specific currency market, risk management and business KPI's that matter to the SME's business.

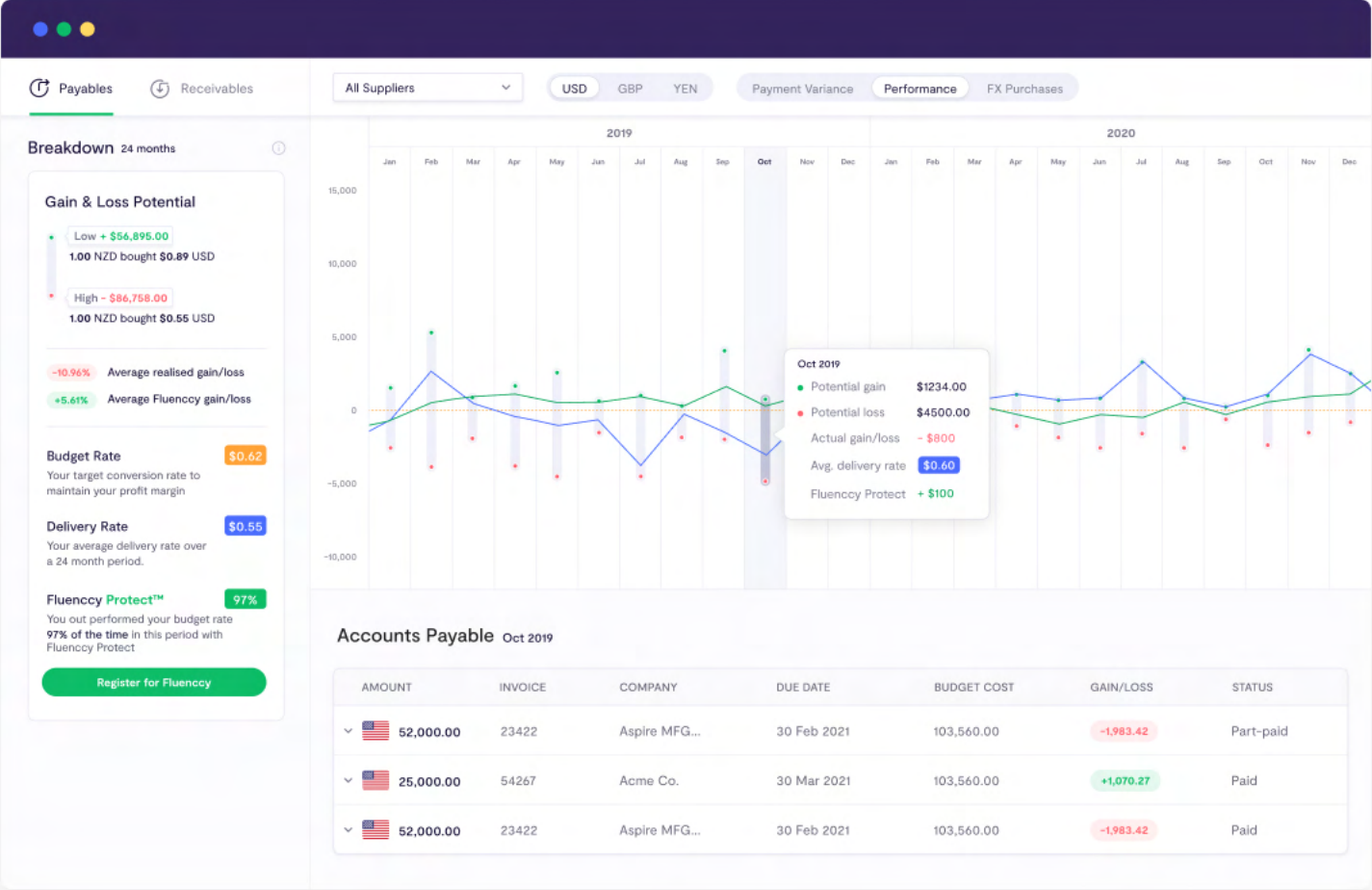
It's that simple. And it's free, forever.





# Coaching

An easy self-service experience that helps the Accountant and SME better understand how foreign currencies impact their business profitability. The Coaching enables and empowers the Accountant and SME to take control of their currency management by reducing their invoice cost variance and improving their business profit predictability.





# Plans

We help Accountants build currency plans appropriate for SMEs.

These rules based plans are non-advisory and simple to build, understand and own.

All plans can be fully automated by invoice, supplier or currency and aim to protect the SME’s business from the impacts of FX variance whilst improving cash flow outcomes.

And they’re all governed by the Currency Score to ensure they are good for business.

