Good afternoon everybody. My name is Jacob Wall and I have the privilege to introduce you to Spot. I have a roughly six-year background in IT consulting and I have seen and been a part of many innovative changes.

I am about to show you something simple, yet so impactful; it will fundamentally change how you look at filing taxes on April 15th. Spot will enable you to take advantage of tax credits and deductions that otherwise you would not know about. There’s no additional work, user friendly, and will put money back in your pocket. Our web based platform works entirely in the background eliminating the need to purchase CDs or download cumbersome software. Connected to your payroll provider, bank, and brokerage account, in real-time Spot can provide useful tips to reduce your tax obligation by giving you recommendations as they arise during the year. With tax planning now a breeze, all online and updated in real time, you can simply file taxes with just an easy few clicks.

Our customers are everyday American’s. We kept this in mind to make sure our platform is user-friendly. This enables any American to put money back in their pockets and into the economy.

Now, I’ll explain how we differentiate from our competitors.

Online services such as TurboTax and H&R Block Online are great but it doesn’t help you plan to save on taxes during the year. Tax planning services cost in the hundreds, if not thousands, and require hours of an individuals time.

Our solution requires nothing but simply adding your payroll provider, bank, and brokerage account on our website. No fees or software. It’s less expensive, easier to implement, and more intuitive to the everyday American.

There are many verticals of which we could introduce this product but we have chosen to go after two distinct target markets – individuals new to filing taxes and those who are already using PaaS (Platform-as-a-service) where there is already traction. The economics of this platform make for fruitful investment opportunity.

We have an attractive revenue model. By providing recommendations based on their income sources and spending patterns we can leverage our ability to connect 3rd parties such as loan originators and credit card companies to provide intuitive means to save our customers more money. For each customer who takes advantage of one of those offers we would receive a royalty.

Our team has years of experience in working together to solve tough problems. It’s still the early days for Spot but we think this platform is primed for massive growth. We can’t do that without your help, we are raising $500,000.

Again, my name is Jacob Wall, and this is Spot and we just made tax filing season stress free.