## Merchant

Demo date: Dec 5, 2024  
Scoping start date: Dec 12, 2024

MSA Signature Date: Dec 12, 2024  
Onboarding Kick Off Date: Nov 14, 2024

[If Exists] Opt Out Date: Oct  
Go Live Date: Jan 6, 2025

GTM POC: Ben  
Implementation POC: Jeff

ERP: QBO

Tax Integration: Other - say they do tax but “it’s manual” - should dig into this

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### Key people at Merchant

### Co-Founder and CTO: Michael “Misha” Krikheli - [michael@fivesigmalabs.com](mailto:michael@fivesigmalabs.com)

### CFO: [David Siboni](mailto:david@brooks-keret.co.il) - CPA, Partner & CFO from Brooks-keret

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| Notes Sections [Ops International Team to Ignore] *(AE/ Implementation to fill)*   * Info on how merchant bills   + Merchant has low volume, high $ amt contracts, about 17 today.   + Merchant bills a combination of usage and milestone based flat fees   + Contracts tend to be fairly bespoke per customer * Is there any important merchant relationship information? Team is based in Israel, so morning meetings will likely be preferred   David is from partner Brooks-Keret  Brooks-Keret are still actively vetting Tabs as a long term partner, and are staying close with their clients on their experience (may need a little extra TLC per Caitlin’s partner notes)  1) What is the merchant temperament?  Direct and engaged israeli team, very sharp and detail oriented  2) Is there a key POC: (i.e.: who is the buyer/decision maker?)  Both David and Misha were key POCs  3) What are the Tabs features that the key POC cares about?  See Merchant goals. TLDR Automation but with final audit control. They cared a lot about their ability to connect directly with our team for support |
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### Company summary *(AE to fill)*

Summary of what company does:  
 \* Five Sigma Labs is an Insurtech SaaS company focused on optimizing claims management operations for the insurance industry.

\* They operate in the US, Europe, UK, and Australia, serving 20 clients with variable pricing and usage-based billing.

\* Current financial processes rely on Excel spreadsheets for tracking contracts, billing, renewals, and variable usage-based fees.

Current Challenges:

\* Managing complex billing terms across multiple geographies.

\* Automating invoicing while minimizing manual errors or missed revenue opportunities.

\* Tracking renewals, collections, and price adjustments manually.

\* Integrating usage data from platforms like Tableau and Snowflake into billing.

\* Adding features like bonus calculations for account managers and expanding into marketplaces like Google.

Goals (North star)  
*(AE/ Implementation to fill)*

What is the merchant's goal? What pain are we solving? Why are they buying Tabs?

\* Streamline invoicing processes and reduce operational workload.

\* Centralize and automate billing for usage-based fees and contracts with variable terms.

\* Simplify handling of tax implications and collections.

\* Improve visibility into financial metrics while scaling revenue streams.

Is there an opt out clause? If so, what is the merchant looking for so they do not exercise it?

No

### Billing model *(AE/ Implementation to fill)*

* Are there unique things about the customer creation process for this merchant?
* Information on how merchant bills
* How contract is broken up
* One off things to know about the merchant

### Contract Processing Steps *(Implementation/Success to fill)*

1. Steps to process
   1. Service Start Date: Locate the "Effective Date" or "Start Date" mentioned in the agreement or order form section.
   2. Months of Service: Look for a defined term, such as 12, 24, or 36 months; if not directly stated, infer from start/end dates.
   3. Item Name: Identify the primary product or service listed—often found in tables or labeled sections with service/module names.
   4. Item Description: Extract detailed descriptions of included services (e.g., modules, tools, features, limits like number of users or usage tiers).
   5. Integration Item: Leave blank.
   6. Billing Type: Determine whether billing is flat fee, tiered, or usage-based.
   7. Total Price: Locate the fee breakdown (annual, monthly, onboarding, etc.) and list any per-unit or bundled pricing where applicable.
   8. Quantity: Capture any unit-based metrics (e.g., number of seats, licenses, GB/TB of storage, titles/entities) to quantify the scope.
   9. Start Date: Use the official commencement date mentioned; if onboarding is separate, note when onboarding begins.
   10. Periods: Check if the contract includes a one-time service, fixed term, or auto-renewal terms (e.g., rolling 12- or 36-month terms).
   11. Frequency: Identify billing/invoice frequency (e.g., monthly, annually, milestone-based), and note payment terms (e.g., Net 30, upon signing).
2. Anything to ignore in contracts?
3. Specifics processing things the merchant has requested that may differ by contract (e.g. always back-date invoice date to final day of the month)
4. Default Service Term
   1. If None Listed, Ops Default is 1 Year
5. Default Net Payment Terms
   1. If None, Ops Default is 0
6. Default Billing Frequency
   1. If None Listed, Ops Default is Monthly
7. How do we handle taxes as a line item?
   1. If None Listed, Ops Default is every tax line item becomes a BT

### Events Processing (if necessary) *(Implementation/Success to fill)*

* Any important information on events billing

Integration Items Processing (if necessary)  
*(Implementation/Success to fill)*

* What are the instructions for assigning integration items?
* Example: All Statsig integrations items should be labeled as “Sales”
* Example: All “Pinata” integration items should be labeled as “Software Subscription Bundle” unless otherwise noted by Merchant

Post Processing Communications (if necessary)  
*(Implementation/Success to fill)*

* Does the Ops Team need to notify anyone on the team re: completion of processing batches in Implementation or Active phase?
* Who needs to be notified and when?
  + Example:
    - Who: Customer Success [Azmat Aziz] needs to be notified
    - Where: Messari internal merchant channel
    - When: contracts are processed [Merchant Phase: Active]

### Customer Information *(Implementation/Success to fill)*

* Any important information on specifics customers of this merchant
  + Special memo’s certain invoices require
  + Invoice changes due to merchant/customer relationship

### Feature Requests *(AE/Implementation/Success to fill)*

* FR 1
  + What is it
  + Why it's important
  + Urgency

### Rewatch Calls *(AE/Implementation/Success to fill)*

* December 5 first call: <https://tabs.rewatch.com/video/9tmdz3bw7gokw0fd-intro-to-tabs-november-5-2024>
* December 12 Custom demo and close: <https://tabs.rewatch.com/video/rknxk075yb94u7jc-tabs-five-sigma-labs-december-12-2024>