



# Xelix<sup>TM</sup>

Investor Presentation



# OVERVIEW

- Fintech startup selling invoice forensics software to enterprise finance teams.
- Strong customer traction & monthly revenue growth of 58%.
- £30bn of invoices processed through the platform since March.
- Pre-seed funding from Passion Capital & several high profile angel investors (ex-management team at Direct Line, ex-CEO of Virgin Group).
- Raising a Seed Round to capitalise on current traction & begin scaling process.



## CO-FOUNDERS

### Phil Watts (CTO)

- Full stack developer. 5 years building scalable web apps using a range of languages & stacks
- ACA-qualified chartered accountant with PwC
- Manager at Barclays
- Previously ran P2P consumer ticketing startup 'Dingo'.

### Paul Roiter (CEO)

- Mars Inc management trainee. Worked in sales & in-house strategy team
- Finance experience in both VC & M&A
- MBA from Oxford University
- Previously ran P2P consumer ticketing startup 'Dingo'.

It's estimated that 0.1%-0.3% of all trade invoices are paid in error. This consists of unintentional errors, such as paying the same invoice twice, or intentional fraud.

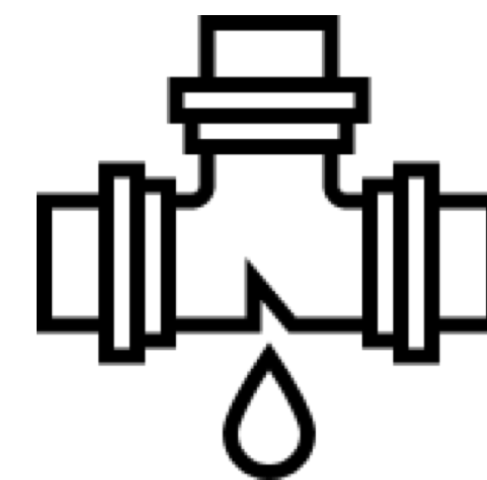
All enterprises use monolithic ERP finance systems that are not able to adequately solve this problem.

So, a company with \$1bn of spend is losing up to \$3m annually due to inadequate visibility and controls.

# PROBLEM



**ORACLE**<sup>®</sup>

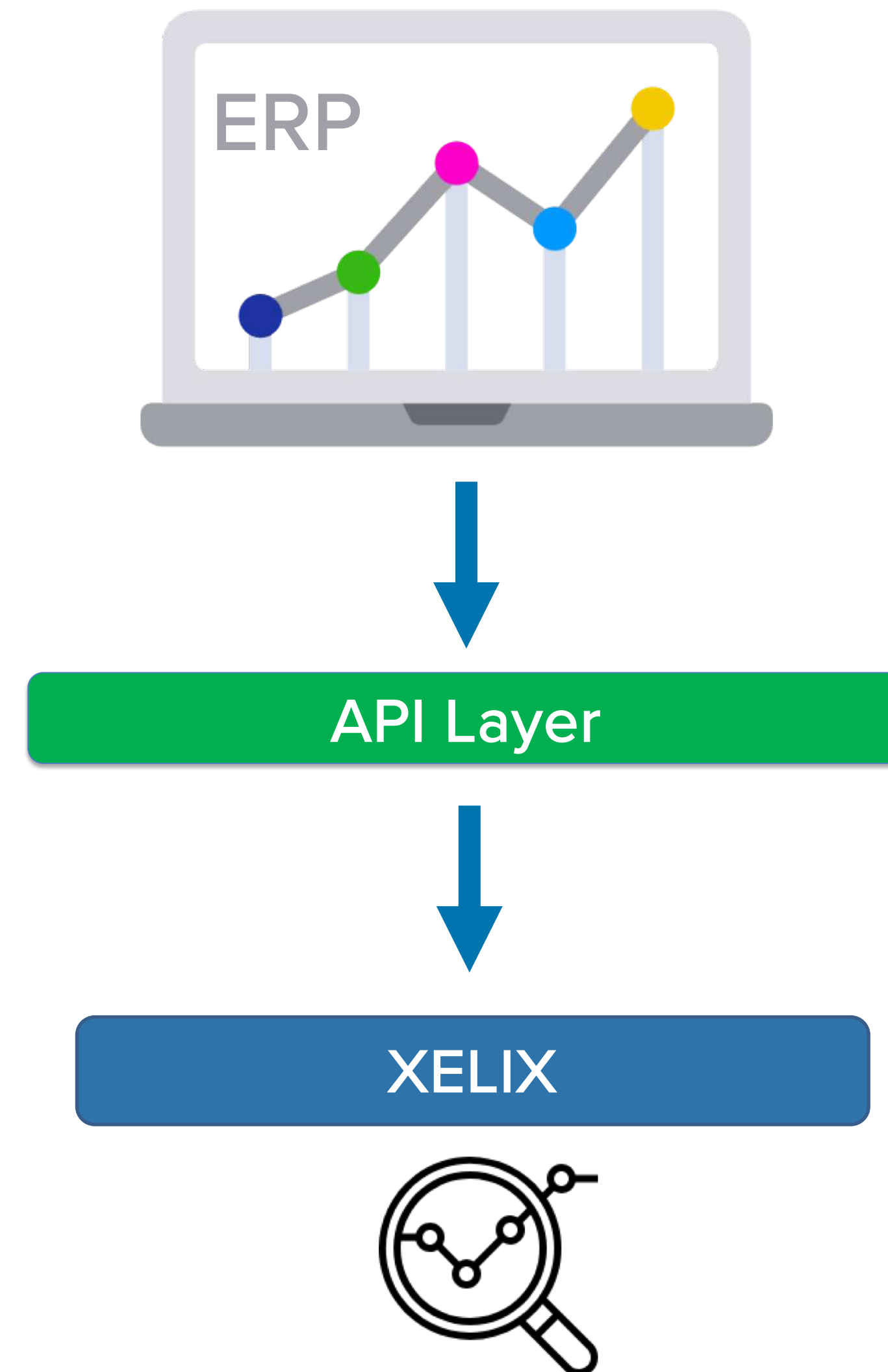


Xelix helps enterprise finance teams to protect their spend, mitigate risk & drive process improvement.

Using machine learning, Xelix's forensic platform alerts finance teams in real-time to high risk transactions, enabling action to be taken at source.

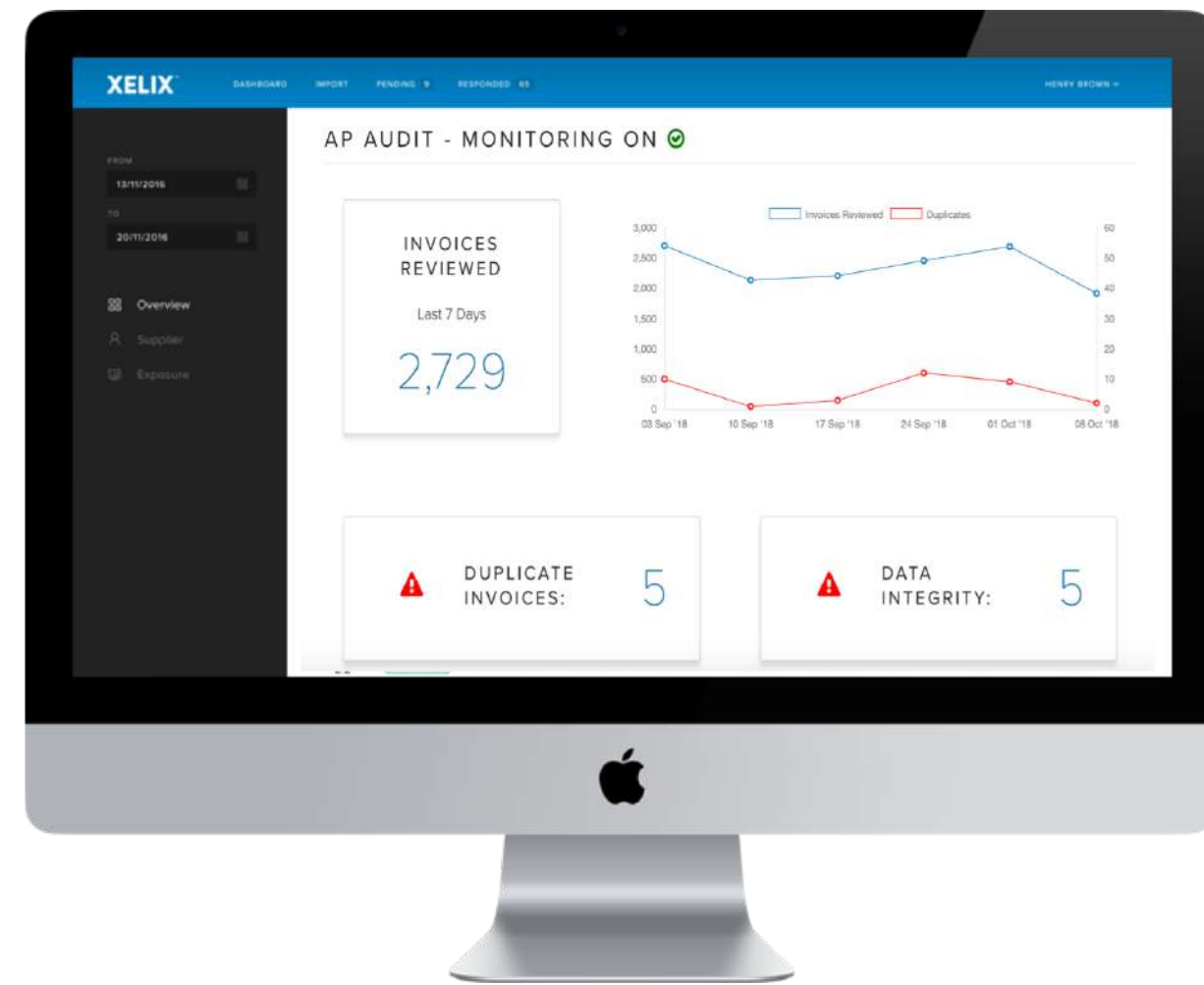
The Xelix product is web-based and implemented via API or file transfer, meaning light-touch setup & rapid deployment.

# SOLUTION





# PRODUCT



The Xelix platform interrogates invoice data in real-time, constantly monitoring for anomalies and surfacing material threats for the finance team to investigate. The platform uses machine learning to get smarter over time – minimising the workload required for finance teams to manage.

Current errors and threats detected include:

- Spotting incorrect payments - driven by keying errors, OCR mishaps or supplier fraud.
- Incorrect postings (dates, values etc.)
- Internal fraud
- Incorrect tax postings

## SUPPORTING MODULES



A working capital module allowing enterprises to offer early payment to suppliers in return for invoice discounts.



An analytics module for the accounts department, unlocking real-time visibility & process improvements.



A historic audit service to help enterprises quantify the size of losses within their business. Part of the sales strategy, with a gain share revenue model.

## SERVICES LINE

# MARKET SIZE

The global market for enterprise finance software is enormous. Numerous multi-billion dollar startups have been built by taking slithers off the global pie. Companies like Workday, Anaplan & Workiva have achieved rapid scale in this space by addressing core ERP deficiencies.



\$83bn

Global corporate spending on finance systems in 2017.

60,000

Number of companies globally with annual turnover over \$200m.

8.3%

Compound Annual Growth Rate (CAGR) of cloud-based finance systems & services market.

# CUSTOMERS

**Targets:** We target enterprises with a large number of suppliers & high volumes of invoices – focusing on sectors such as retail, manufacturing, logistics. Minimum turnover targeted is c.\$200m.

**Prospects:** Within the organisation we target senior operational finance – e.g. accounts payable, procure-to-pay, shared services.

**Acquisition Strategy:** Contracts have been won via direct sales using email & LinkedIn. The Services line acts as a powerful marketing tool to help companies quantify the size of the problem, whilst delivering significant revenue upside.

## CONTRACTS WON (ANNUAL LICENSE FEE)



JCDecaux



Dorchester Collection



Jack Wills



MARTIN BROWER



## SERVICES REVENUE (GAIN SHARE)



A TVS Company



CORPORACIÓN MULTI INVERSIONES

## QUALIFIED PIPELINE



EST. 1884



asking more from chemistry

PRIMARK®





# CASE STUDIES



**Company Background:** \$250m turnover, UK-based retailer of outdoor clothing & equipment.

**Key Contact:** Finance Director

**Situation:** The company receives invoices via email & post. Invoices are keyed in to their ERP system manually by the AP team.

**Audit:** We agreed to conduct an audit going back 5 year's. Audit was completed within 2 days.

**Outcome:** Our software surfaced £450,000 of confirmed incorrect payments. These losses are being recovered from suppliers by the finance team. The retailer is now putting in place the Xelix solution to prevent the issue at source.



**Company Background:** \$725m turnover, UK-based office supplies wholesaler.

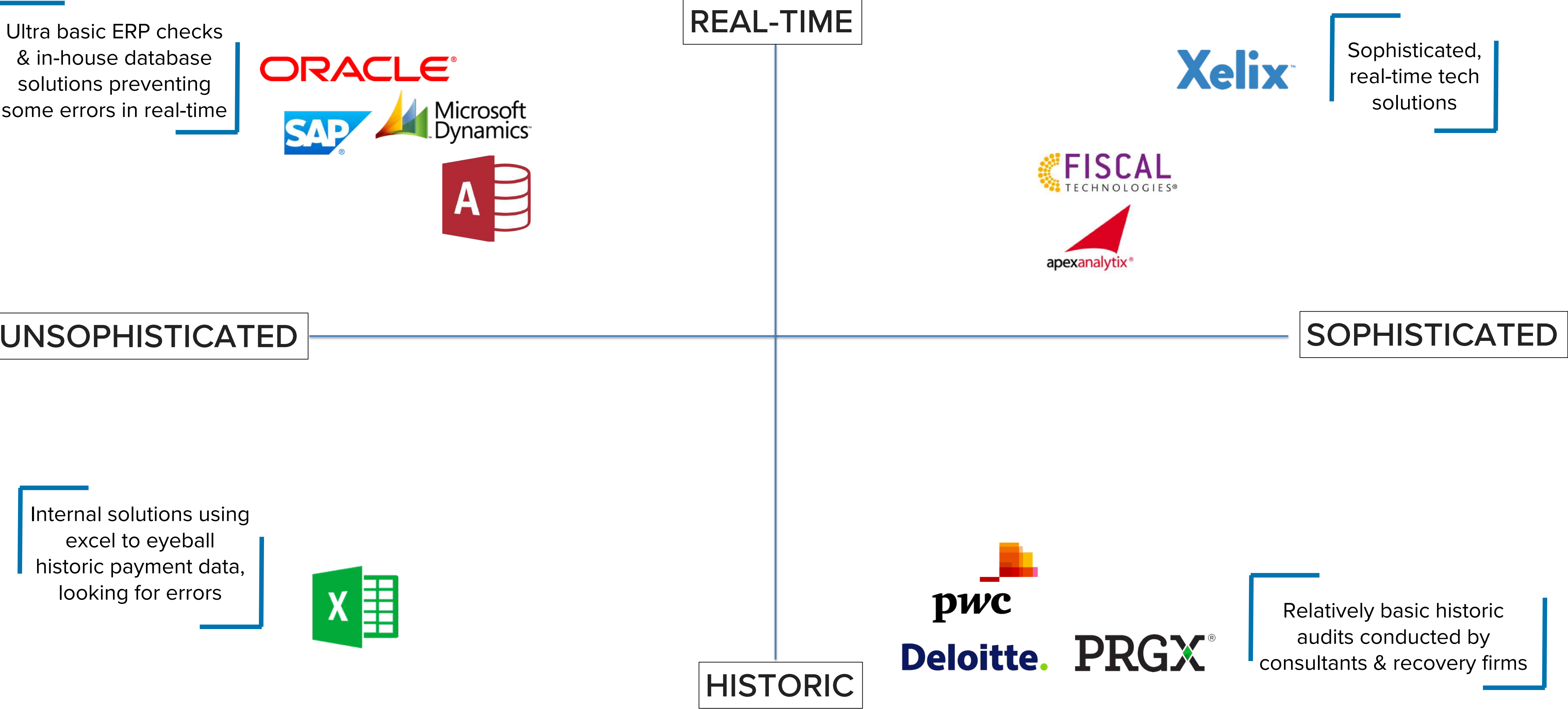
**Key Contact:** Head of Accounts Payable

**Situation:** The company receives a very high number of invoices (>1m annually) and has data across multiple finance systems. The Head of AP was concerned with the risk of errors and fraud due to poor controls.

**Outcome:** Implementation took less than two weeks, and within the first 3 months of going live, the Xelix platform surfaced over £150,000 of confirmed duplicate invoices for the Group. The AP team was alerted in real-time meaning immediate action was taken.



# COMPETITORS



# ROADMAP & VISION



Over the next five to ten years, the makeup of enterprise finance teams will change dramatically. The vast majority of tedious and repetitive tasks will be automated - freeing up resource to tackle higher-value analysis and driving productivity gains for organisations. Budget will also shift from headcount to technology.

With the adoption of automation, however, the importance of controls & monitoring grows in tandem.

Xelix's vision is be the CFO's "eyes & ears" - constantly monitoring procurement, invoice & payment data to prevent losses and safeguard the bottom line at source and in real-time.

Our ambitious technical roadmap includes supplier contract compliance (e.g. have we taken the rebate agreed?) and procurement analytics (e.g. why have widgets increased in price by 5% this year?).



# FUNDRAISE

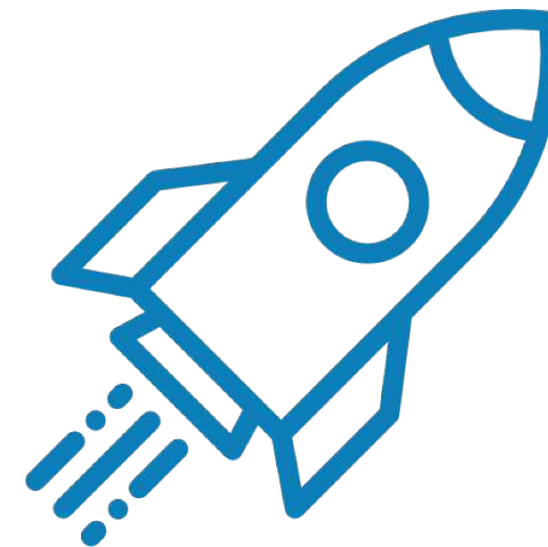
Xelix is seeking a £1m - £1.5m Seed Round to grow the team across sales, tech & ops.



## Team

Team growth key to hitting £1m ARR milestone. Key hires identified:

- 3 x Senior Developers
- 1 x Outside Sales
- 2 x Inside Sales
- 1 x Operations
- 1 x Customer Success
- 1 x Marketing



## Product

Increased technical capacity will allow for further development of the Xelix platform, increasing the sophistication of the product. Roadmap includes deeper controls leveraging our vast data sets for further machine learning-based development.



## Distribution

Scaling our distribution channels. Investing behind inbound marketing & establishing distribution agreements with technology & channel partners.



# LET'S TALK...



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