



# TAXMAN

Your digital Accountant



[TaxManApp.it](https://TaxManApp.it)



## Problem



Price accountant is usually too expensive for freelance

Invoicing software too expensive and complicated. A freelance makes very few invoices during the year (typically 15-20)

Tax Calculation not easy. Freelance doesn't know how much tax is going to pay at the end of the year.

Tax Filing – it's a difficult and long process. An accountant in Italy asks around 600-800 €

## The TaxMan platform:

- ✓ Save money with a digital accountant
- ✓ Calculate Taxes always in real time
- ✓ Save all your documents in one place
- ✓ Invoicing included in the app
- ✓ Automatic Tax Filing



TaxMan

*Market Validation*

1.500.000

Intuit paying customers (source: Intuit)

35,7%

New businesses in Italy are small  
freelance (less than 30k € per year).  
New small freelance in Italy in 2017  
182.519 (source: MEF)

TaxFix, a German startup for tax calculation and automatic filing on mobile,  
received 13 MLN round A in august 2018 lead by Peter Thiel Valar Venture.

2,3

MLN Freelance in  
Italy (Source:  
Sole24Ore 2016)

25%

EU freelance on  
total jobs (source:  
McKinsey 2016)

21%

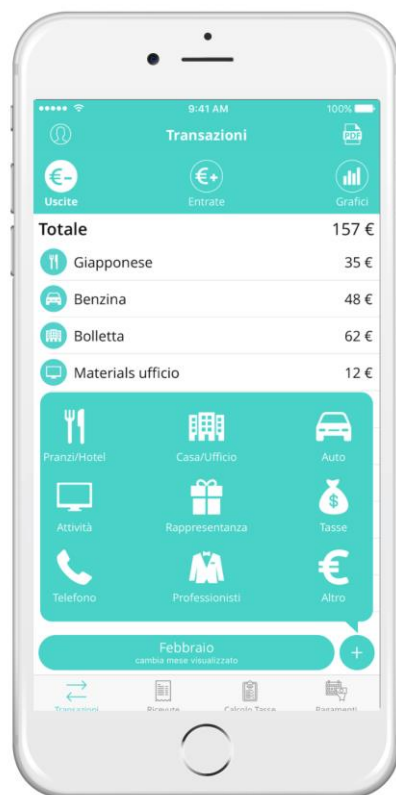
Freealance in  
Italy on total  
jobs

## Register

## Data collection

## Tax Calculation

## Tax Declaration



# TaxMan has a 30% margin on every Tax Declaration sold in collaboration with accountants.

*Business Model*

Desideri l'assistenza del commercialista in chat per un anno? ☒ NO ☐ SÌ

## Dichiarazione Light

89,99€

IVA inclusa

Se hai una sola fonte di reddito, ossia solo la tua partita iva (niente case in affitto, collaborazioni occasionali, ecc.) puoi usufruire di questa offerta. Altrimenti ti preghiamo di consultare l'offerta per dichiarazione Premium.

DETTAGLI

## Dichiarazione Premium

129,99€

IVA inclusa

Se hai più fonti di reddito (ad esempio partita iva + case in affitto e/o collaborazioni occasionali, ecc.) puoi usufruire di questa offerta.

DETTAGLI

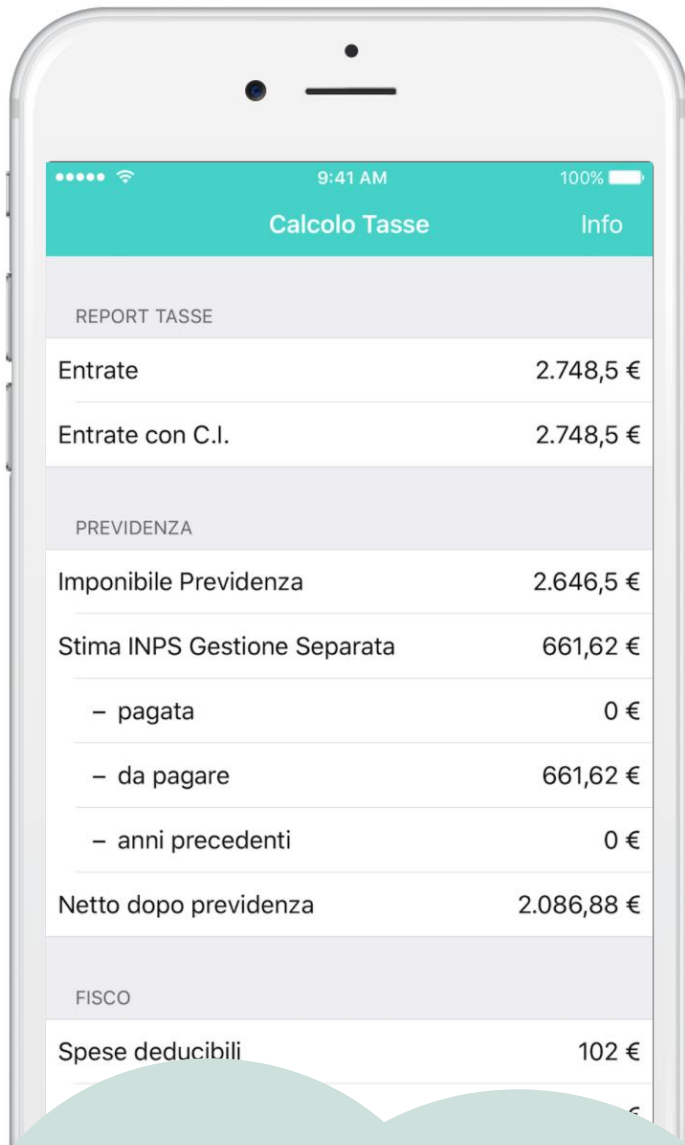
## Apertura partita IVA

29€

IVA inclusa

Hai un'idea per un business ma non hai ancora aperto la tua partita IVA? Ti aiutiamo noi!

DETTAGLI



A smartphone screen showing a tax calculation app. The status bar at the top indicates 9:41 AM and 100% battery. The app has a teal header with 'Calcolo Tasse' and an 'Info' link. The content is organized into sections: 'REPORT TASSE', 'PREVIDENZA', and 'FISCO'. Each section contains a list of items with their corresponding values in Euros.

REPORT TASSE	
Entrate	2.748,5 €
Entrate con C.I.	2.748,5 €
PREVIDENZA	
Imponibile Previdenza	2.646,5 €
Stima INPS Gestione Separata	661,62 €
– pagata	0 €
– da pagare	661,62 €
– anni precedenti	0 €
Netto dopo previdenza	2.086,88 €
FISCO	
Spese deducibili	102 €

Yearly subscription prize:

- 1 € per month

2k active users in June 2018.





Accountants

*Competitors in Italy*



Invoicing



Tax



TaxMan

fiscozen

Users



## *Competition in Europe*

Tax  
Scouts



GetCoconut, Tax Scout and Inuit – UK . 2 startups and 1 incument

wundertax  
tax%fix

Wunder Tax and TaxFix – Germany. 2 startups



*Why we are different*

FIRST ITALIAN APP WITH TAX  
DECLARATION INCLUDED

TAX CALCULATION VERY PRECISE  
COMPARED TO OTHERS  
(EASYTAX)

PRIZE IS LOWER THAN  
COMPETITOR (FISCOZEN 360€ vs.  
TAXMAN 89€)

INVOICING INCLUDED IN THE APP  
(FATTURE IN CLOUD PRIZE FOR  
INVOICING ONLY 120 € PER YEAR)

*Alessandro Chirchiglia – CEO 51%*

*Dario Mendez Musicò - CTO 20%*

*Rosario Barresi – Investor 14,5%*

*Paolo Pedà – Legal and Investor 14,5%*

*Valeria Iaria – Accountant and Advisor*



*Results : first 8 months*

**6k**

Download, circa 25%  
become active users.

**128**

New subscribers in  
2 weeks

**109**

New freelance  
started their  
business with  
TaxMan

- *ROADMAP 2018*
- *Semptember – Invoicing*
- *October – E-Invoicing (mandatory in Italy from January 1° 2019)*
- *December – Start working on cloud and automatic Tax Filing*



TaxMan

*Investment*

## *ROADMAP 2018*

*Developing Product and business costs- 150.000 €*

*Marketing Campaign – 50.000 €*

*Minimum capital required 200.000 €.*



*Press Coverage*

## *IN THE PRESS*

*"You have and accountant in an app!»..... «Tax? You don't need an accountant, now there is an app for that"»... «With TaxMan you can discover possible deductions and save a lot of money»*



**CORRIERE  
DELLA SERA**

