Better Bookkeeping with Botkeeper

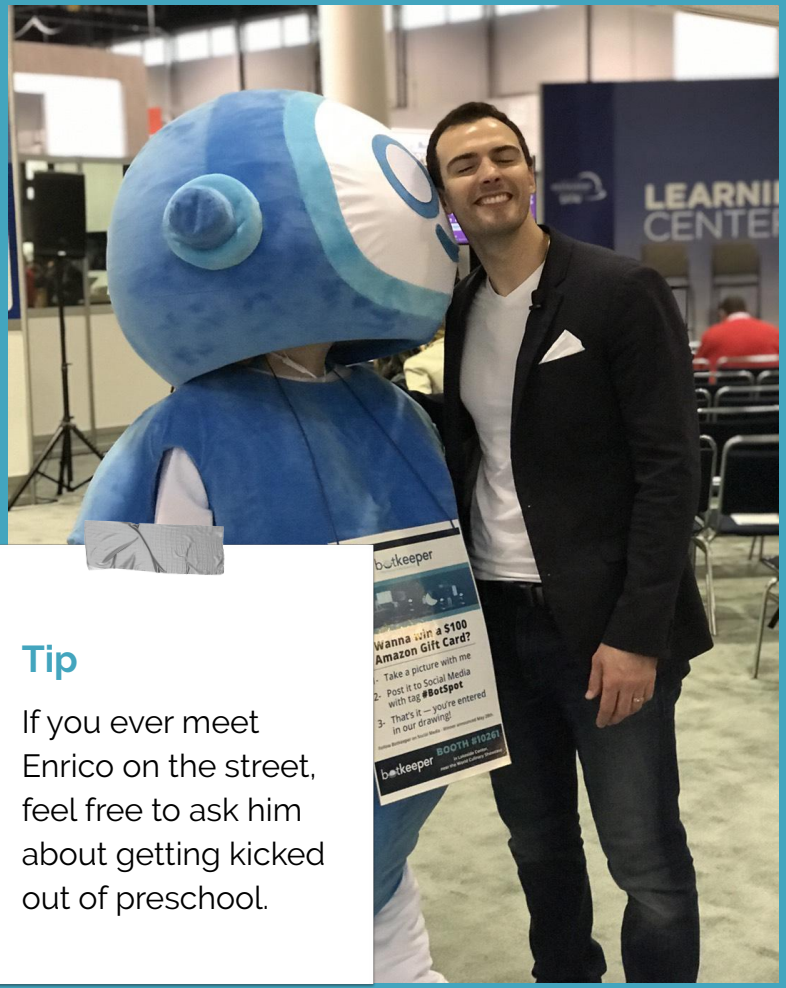
Better than humans, better than machines.
Automated bookkeeping with a human touch.

Marketing Kit Overview

- **What is Botkeeper?-** the who's, what's, why's, and how's
- **The Problems We Solve For-** overview, current business landscape,
- **How to introduce Botkeeper-** where are we, and what's coming?
- **Services you might not know about-** you guys do that?!?

A note.

This is kit can act as a great goto resource when needed, so feel free to hold onto it!



Tip

If you ever meet Enrico on the street, feel free to ask him about getting kicked out of preschool.

Meet Enrico.

He's the co-founder and CEO of Botkeeper.

He loves tech, all things Babson, and Eminem.

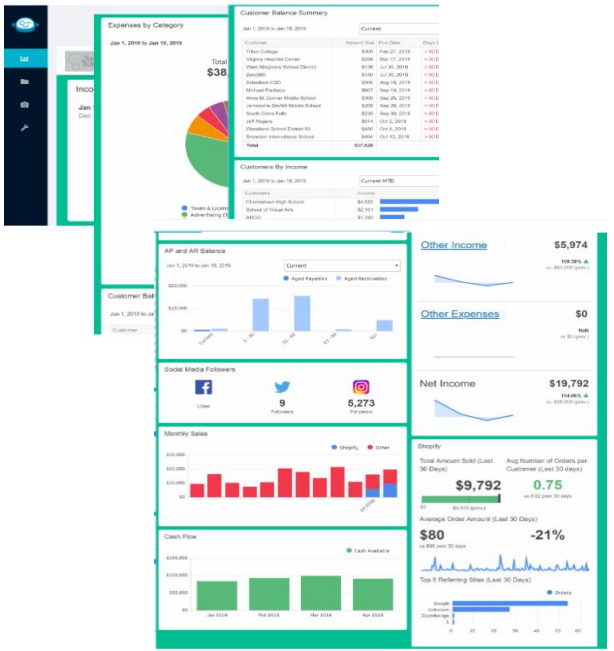
Botkeeper was founded after Enrico experienced the pains of bad bookkeeping firsthand- which was almost the downfall of his first business.

So... what exactly is Botkeeper?

“Botkeeper” /bät,kēpər/

Botkeeper provides automated bookkeeping support to businesses by using a powerful combination of skilled accountants alongside machine learning and artificial intelligence (AI). Our clients receive 24/7 accounting and support as well as incredible insight into their financials with beautiful dashboards and unlimited reporting.

Our Accounting Partners are able to grow their book of business and provide high-quality services to your clients. Bring on 10+ clients per day and get crystal clean financials at tax time- while reducing overhead.



A little bit of history...

July 2015

It begins...Botkeeper founded by team of 4. Congratulations, it's a bot!

June 2018

Accounting Partner Program 1.0 launches-flooded by demand. Client base grows by almost 7x within 30 days.

May 2019

Accounting Partner Program 2.0 launches- better, faster, easier setup and services for our partners

2015 | 2018 | 2019

Jan 2018

Seed round for 4.5million, team of 40 people globally. Around 100 company clients total.

Nov 2018

Series A round for 18 million, led by Gradient (Google's AI investment arm) and Greycroft.

Today

Over 1000+ clients,, 80+ happy Accounting Partners, and BIG plans for product developments in 2020

Why Botkeeper?

What does it solve for?

For business owners, let's just say there are a few challenges in the bookkeeping space...

DIY Bookkeeping, human error, security, timeliness, etc... can cause major problems in your business.

Bookkeeping Inefficiencies = Barriers to Scaling & Productivity

Systems overload

The quantity of accounting apps used to manage your firm or business are diverse & complex. The number of systems to access are increasing, complex & cumbersome.

If you're an accountant- multiplying those problems by the number of clients you're servicing makes for major headaches.

For Accountants, bookkeeping is often the barrier to scale, "my roadblock" to growth

- ✓ **Hiring & Finding** Scarce resources
- ✓ **Retaining** Overworked bookkeepers don't make happy employees
- ✓ **Turnover** Consequences associated with finding, hiring, retaining (repeatedly)

This is the norm for most all firms today... But it's vital to the success of your business. Bad bookkeeping results in BIG problems, like...

- ✓ **Knowledge** Lost on exit
- ✓ **Customer Impact** Bumpy turnover or inadequate work= unhappy clients
- ✓ **Managing Partners** Owners overseeing and doing work as a consequence. Right people- wrong Work

Plus- there's a looming supply & demand problem.

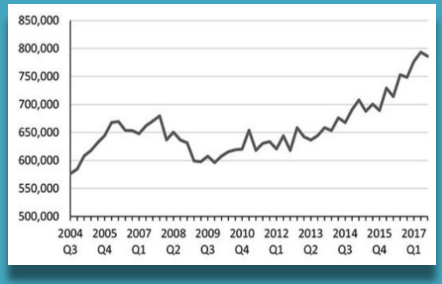
You've probably seen this firsthand-

But more importantly- what exactly is causing this problem? Why is this happening now?

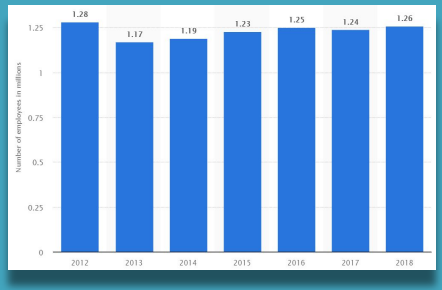
There are **MORE BUSINESSES** today than ever before

Meanwhile the number of accountants entering the industry is **FLAT**

Businesses data production continues to **GROW EXPONENTIALLY** (40X higher than 2009 by the year 2020)

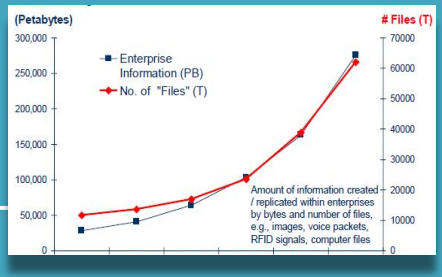


New Business Applications Seasonally Adjusted



Accountants Employed

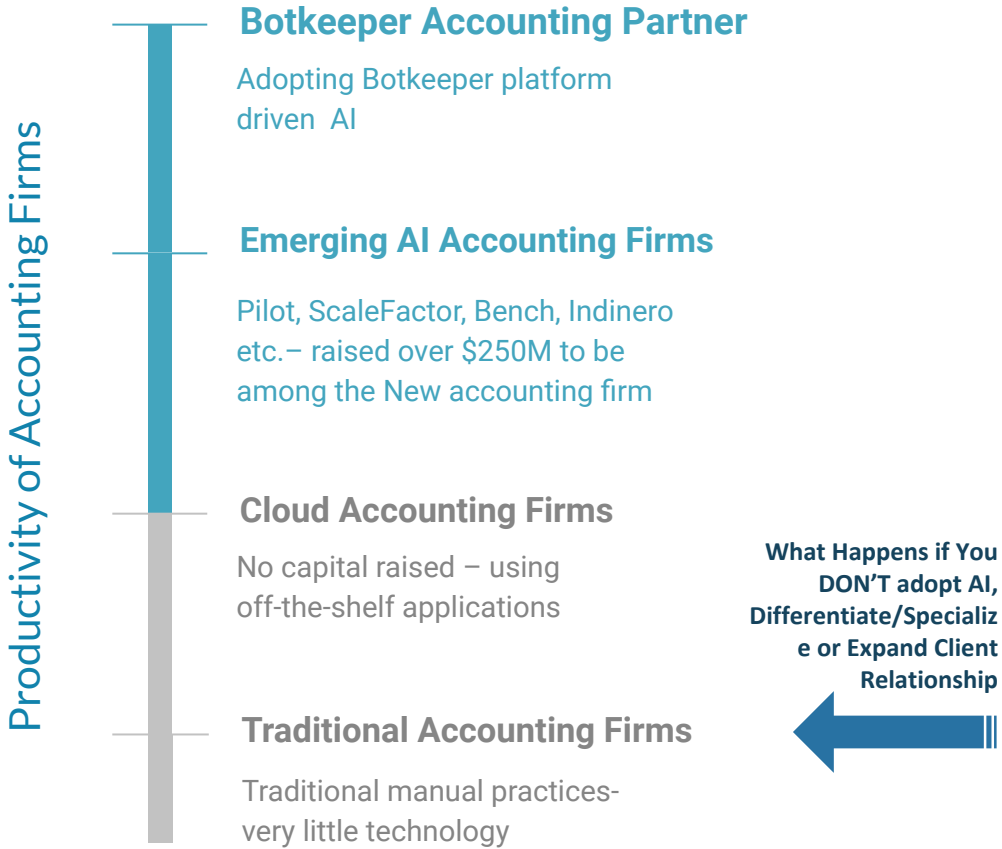
In Millions



Today's Accountant Processes More Data than Ever Before

An Exponential Shift for Accounting Firms

What happening in the space today? What's changed?



The AI Accounting Landscape

Competition

AI Accounting Firms
(Pilot & Scalefactor)

Offering bookkeeping as well as taxes- your competition

Do it yourself

Automation Applications
(with a touch of AI)

Tools you need to cobble together (Expensify, MindBridge, Receipt Bank, Vic.AI, Roger.AI etc)

botkeeper

The Future of Bookkeeping

An AI Platform made for Accountants

Integrated Platform for Staff Augmentation. Your one stop shop.

WE ♥ CPA's

Ok- so how does the Botkeeper process actually work?

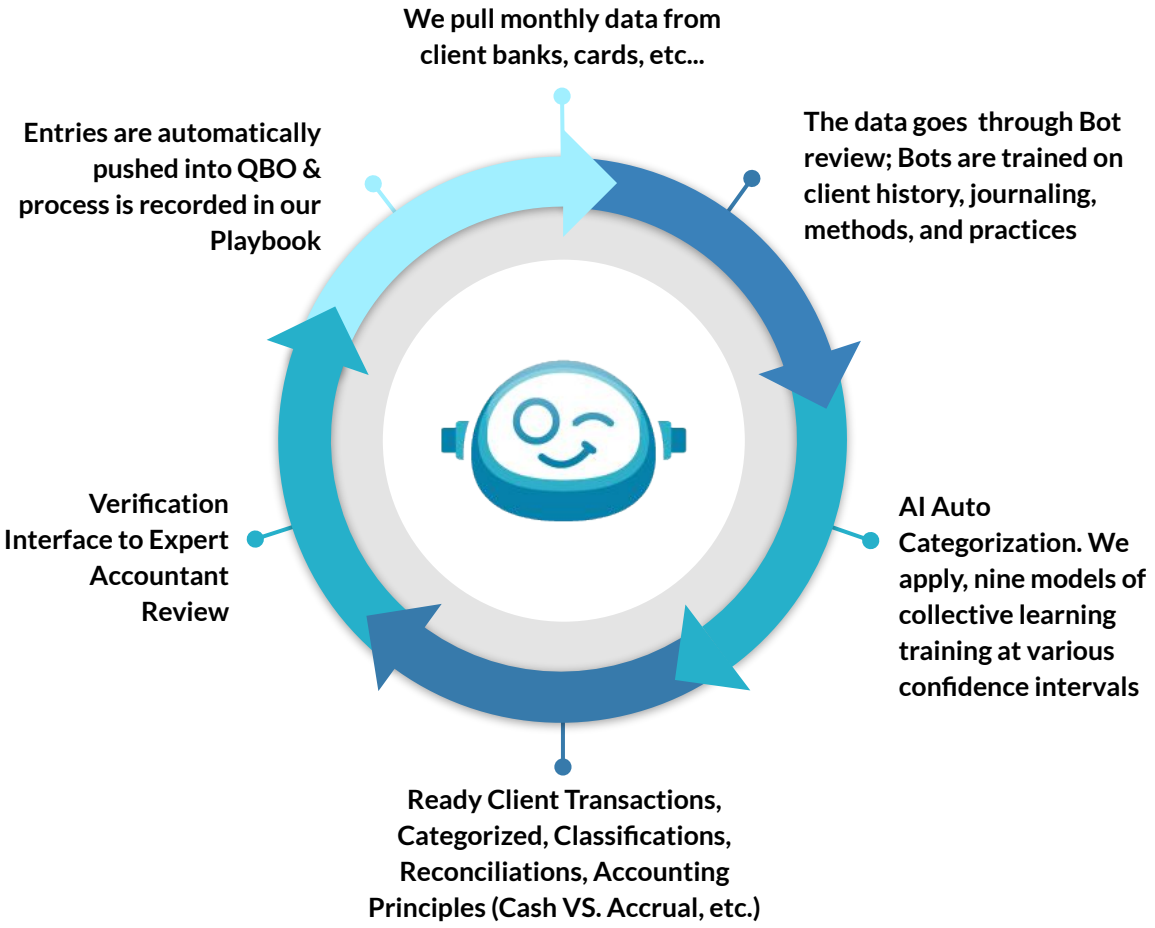
So this whole bot thing...

What exactly does the technology do, how does it do it, and how complicated is it to manage? Let's take a peek under the hood...

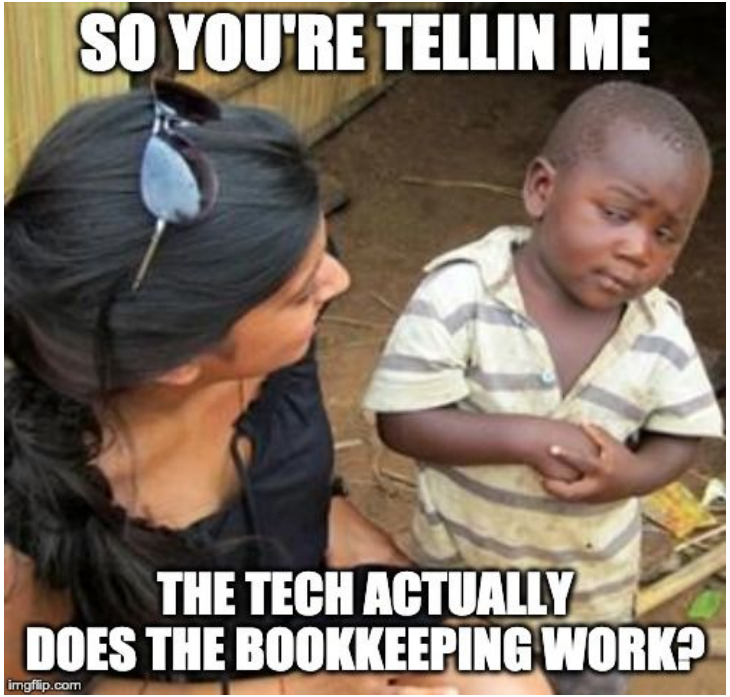
Our Process is Easy.

What is it we're seeing here?

This cycle displays how data enters the Botkeeper system, is "understood" by our tech, and augments the manual work. The data is grabbed, the automation and models are applied using best practices, industry learnings, and client history. The results are validated, and the rules are added to our playbook.



Ok… but how accurate is the whole process anway?



AI & ML Technologies

Powered by class machine learning architecture....

WE ‘TRUST’ THE BOT, AT **MINIMUM** OF **99% ACCURACY**. IF ACCURACY CONFIDENCE FALLS BELOW 99%, OUR HUMAN TEAM REVIEWS, AND APPLIES ANY CHANGES IF NEEDED- THEREBY CONTINUOUSLY TEACHING THE MACHINE, **INCREASING BOT ACCURACY** MORE AND MORE OVER TIME

	Botkeeper Auto-Categorization accuracy volume	Amount of correction needed by Botkeeper Human Accountants
> 30,000	93.47%	6.53%
> 25,000	86.75%	13.25%
> 20,000	77.38%	22.62%
> 15,000	76.66%	23.34%
> 10,000	71.41%	28.59%
> 5,000	69.89%	30.11%
> 0	63.36%	36.64%

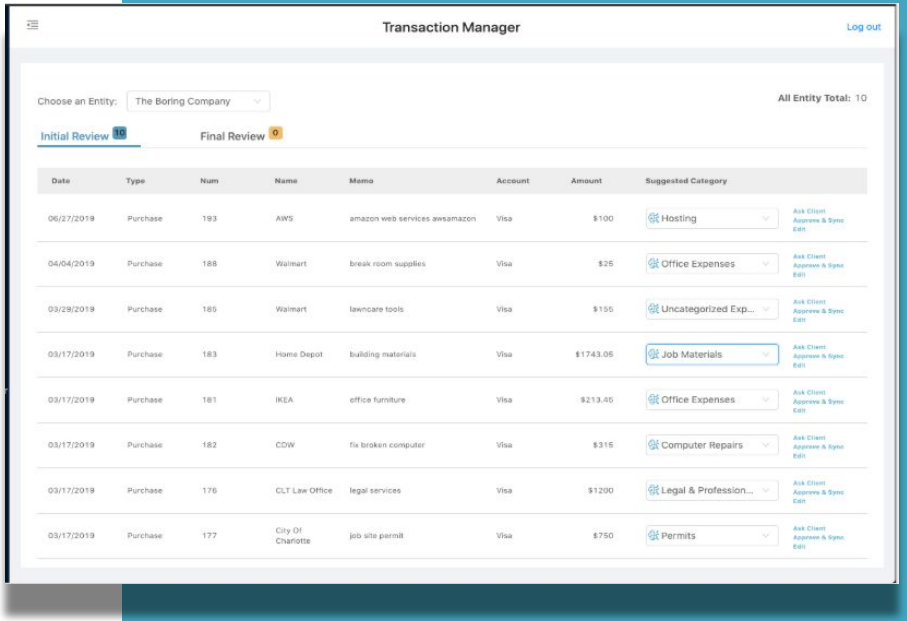
The more data history we have, the higher the bot accuracy will be initially

*Chart shows the initial accuracy level of the bots, based on starting transaction volume. Human team makes up the remaining accuracy level to get to 100%.

** Based on a random sample of 300 Botkeeper clients

ML for Transaction Categorization

- Beyond rules
- Evaluate hundreds of variables
- Provide predictive confidence
- Increased accuracy and efficiency
- Intelligent transaction categorization



AMAZING! But tech talk aside- what will I be getting exactly?

(And what will my experience be like as far as features and services?)

We get it-

All of the behind the scenes tech is great- but at the end of the day, what is this going to be like for YOU as an end user or partner?

The Botkeeper Ecosystem Snapshot

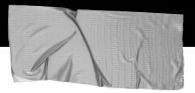
- An all in one bookkeeping platform, with the capabilities of dozens of tools.
- Seamless integrations with your existing financial, and non financial tools
- Better security than any other bookkeeping solution
- Automation that completely augments the way you can run your business

Security Comes First

The technology world has made leaps and bounds over the past 20 years; the accounting industry needs to catch up.

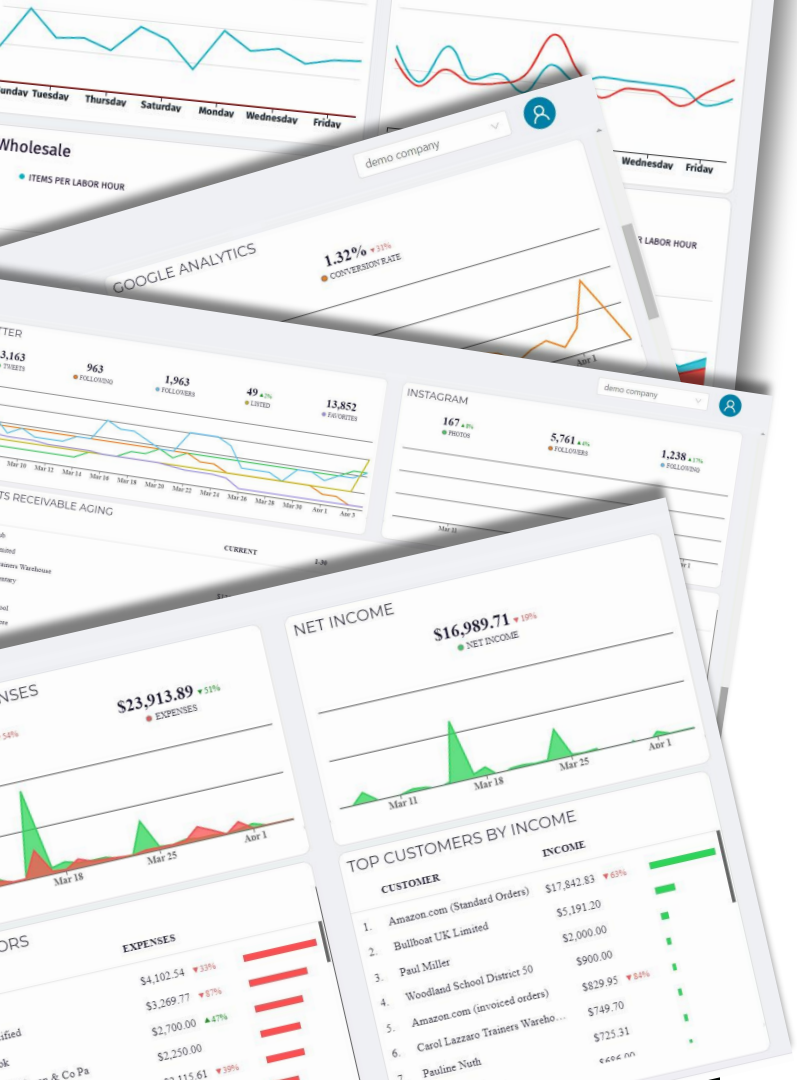
The status-quo for **security** in this industry won't do.

So we are **evolving** it. Goodbye bank logins. Plus, more to come, including... **SOC II Type I.**



We're not messin around.

- Audit Log
- Encryption
- Virtual private network
- 256 bit SSL in transit
- AES encryption at rest
- Cloud Servers
- Background Checks
- Continuous Education
- SOC 2 Audit
- Automatic Log Off
- Actions are logged and reviewed for anomalous behavior.
- Bank grade authorization controls to ensure only authorized parties can access data.
- AWS security products configured in accordance with security and compliance best practices.



INTERACTIVE DASHBOARDS

Whether you're coming aboard as an Accounting Partner, or Direct Client, you'll have 24/7 access to your financials, business data, and secure documents via your Botkeeper Financial Hub. You'll have real time insight as Botkeeper runs the books, while you focus on running your business.

Botkeeper Subscriptions Setup & Integration 150+ Connections

Office 365	QBO	Bill.com	Expensify	Gusto	Zendesk
Concur	Botk API	Google Analytics	Hubspot	TSheets	GSuite
Jira	Google Drive	Shopify	PayPal	ADP	And More..

Accounting Firm White Label Partner Platform ©

An all-in-one financial platform to run your accounting firm, communicate with your clients, and innovate your business. Priced at 2500/mo.

Communication Hub

- ✓ Firm Partners/CAS, Clients & bots
- ✓ Process & Rules
- ✓ Task Assignment
- ✓ Discussions
- ✓ Tags & Notifications
- ✓ Notes & Updates & Events
- ✓ Botkeeper Admin Ticketing

AI & Machine Learning

- ✓ Nine Models & More
- ✓ Human assisted and supervised by the Botkeeper team
- ✓ Automating categorizations, classifications, and reconciliations.

Dashboard

- ✓ Fully Customizable:
- ✓ Overlay Financial and Non-Financial data sets
- ✓ Mobile & Web
- ✓ Near Real-Time Sync (Unique to Botkeeper)
- ✓ Trending Analytics
- ✓ Data Visualization
- ✓ Track KPIs
- ✓ Unique Insights

Document Manager

- ✓ Financial statements: income statement, balance sheet, cash flow, AR and AP aging, plus custom reporting
- ✓ Securely store files and all financial data in one place
- ✓ Collaborate and share files with internal and external parties.

Better, Faster, Cheaper, Stronger

Technology behind the curtain.

Machines learn your business and guide our operators to keep books clean and correct without hassling you.

Transaction Manager coming soon!

Partner Client Services

What services does Botkeeper deliver to get my CLIENTS up and running as an Accounting Partner? Botkeeper has your back! We'll provide support to you, AND your clients during the setup process.

- ➔ **Provision QBO**
- ➔ **Migrate to QBD to QBO**
- ➔ **Setup Bill.com, Gusto, and other systems**
- ➔ **Deploy and enable dashboards for your clients**
- ➔ **Provide a collaboration portal for you and your clients**
- ➔ **Assess and estimate cleanup needs for your clients**
- ➔ **We'll set it up, bill you and provision the client**

So what is the impact on your day, business and returns...

- Your bookkeeping runs 24/7. No vacations, turnover, down time, etc...
- BotBrain's applied intelligence improves every day
- Costs reduced by 45% or more
- You get your time back. Strategy time, family time, free time, hobby time...

Can it get any better?

Oh it can. Botkeeper also scales with your business- which means you save big money on your back office as your business grows. Big big money.

Next Steps!

➔ **Open Questions**
Please reach out to your Botkeeper POC with any questions or detailed follow-ups

➔ **Work with Marketing**
We have lots to do!

➔ **Sales training**
If you haven't already, you should be expecting a sales positioning training seminar soon!

➔ **Go forth!**
From here it's smooth sailing! Here's to an awesome partnership