



**SMARTCNCIL**

Make time for what really matters

# COMPANY OVERVIEW

- SmartConcil started in 2018
- US\$250K in Revenue – 2022
- US\$14K - Deal Average
- Graduated from the Accelerator Centre program 2022
- Recognized as the Best Reconciliation platform 2022

SMARTCONCIL

## SMARTCONCIL

3 offices  
Clients in 5 different countries





# THE PROBLEM

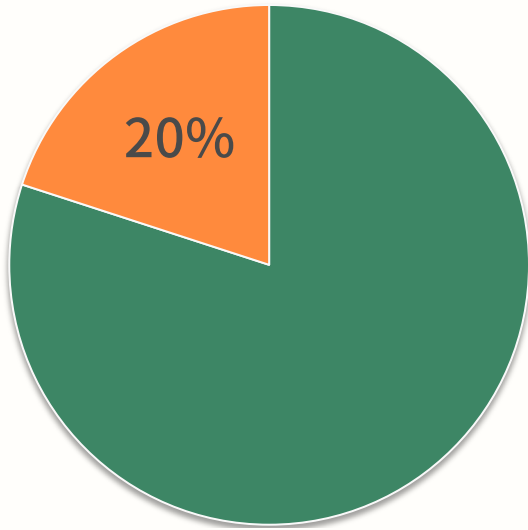
Finance teams must prepare reports and metrics at the end of the month, but the process to match and analyze data is a manual and error-prone process, turning into a nightmare at the end of the month

Consequences of an error-prone process:

- 🕒 **Loss of Income (2% - 5%)**
- 🕒 **Bad Strategic decisions**
- 🕒 **Internal or External audits**



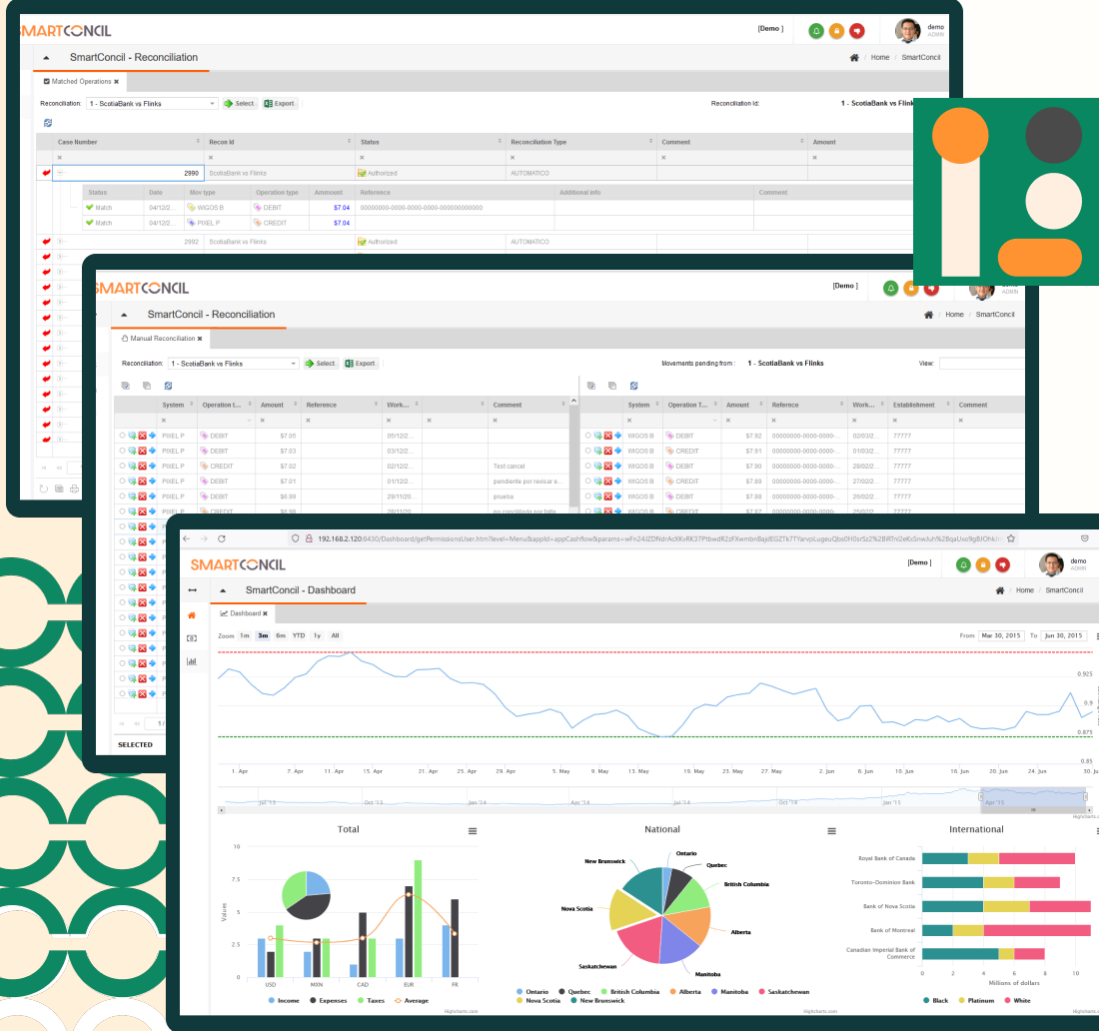
## HOW BIG IS THE PROBLEM?



Companies worldwide that have a fully-automated reconciliation process

## WHY IS STILL A PROBLEM?

- Complex to automate with the current platforms
- Expensive project
- Long-time implementation



# WHAT IS SMARTCONCIL?

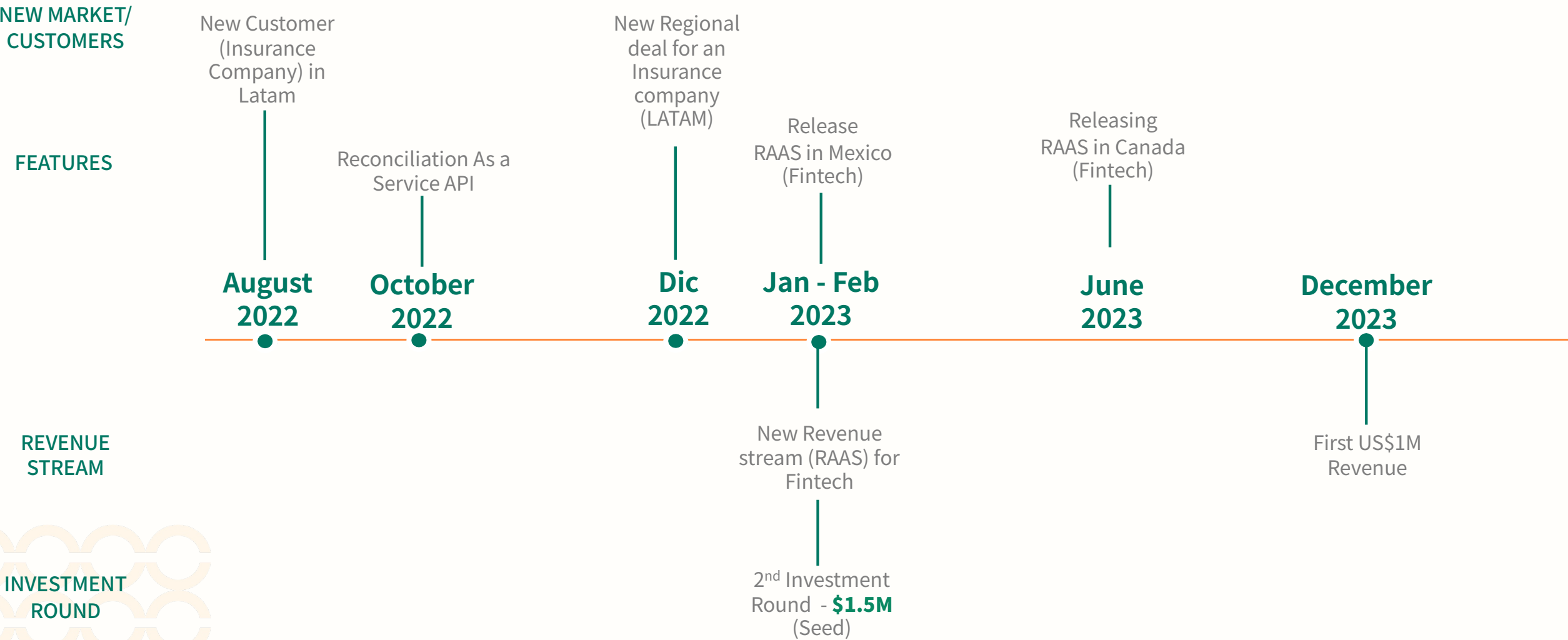
SmartConcil is a SaaS platform that helps companies automate the financial reconciliation process using a matching-rules algorithm. Providing high accuracy and visibility on the financial information, which allows them to focus on what really matters : **growing the business with control!!**

- Eliminate manual and error-prone tasks
- Detect frauds and inconsistencies
- Avoid taxes issues and audit requirements

# HOW IT WORKS?



# ROAD MAP



# MARKET SIZE

## TAM

58M LEADS  
**US\$840B**

## SAM

3M LEADS  
**US\$42B**

## SOM

4K LEADS  
**US\$40M**

LATAM, US & CANADA

58M SME/LE

3M MQL

4K Users  
US\$20M

SME - SMALL AND MEDIUM ENTERPRISES  
LE - LARGE ENTERPRISES

TAM - TOTAL ADDRESSABLE MARKET  
SAM - SERVICEABLE AVAILABLE MARKET  
SOM - SERVICEABLE OBTAINABLE MARKET



# COMPETITIVE COMPARISON

FEATURES	SMARTCONCIL	ONESTREAM <small>—GET BACK TO BUSINESS</small>	BLACKLINE	RECONART	treasury <small>SOFTWARE</small>
RULE-BASED MATCH ALGORITHM	✓	✗	✗	✗	✗
INTEGRATION TIME	1 MONTH	6-8 MONTHS	6 MONTHS	6 MONTHS	6 MONTHS
LAYOUTS COLLECTION	+70 formats	CSV, TXT, XML	CSV, TXT, XML	CSV, TXT, XML	CSV, TXT, XML
PRINCIPAL MARKETS	Latin America	North America	North America	UK North America	North America
AUTOMATIC RECONCILIATION	✓	✓	✓	✓	✗
AUTHORIZATION & DATA TRACING	✓	✗	✓	✗	✗

# REVENUE MODEL

## SAAS – Public/Private Cloud

### PROFESSIONAL

For financial teams that control different reconciliation processes and manage cash flow.

**\$800** USD/mo

Billed annually (\$9,600 USD)

\$1,000 USD/mo, billed monthly.

Up to 2 Reconciliation Processes

4 Data Sources

Up to 10,000 Transactions / mo

5 Users

Set Up Fee \$2,500 USD

**MID-SIZE  
BUSINESS**

## SAAS – Private Cloud

### ENTERPRISE

For financial teams that need to monitor different lines of business and prepare metrics for executives.

Starting at

**\$14,000** USD

Billed annually

Unlimited Reconciliation Process

Multiples Data Sources

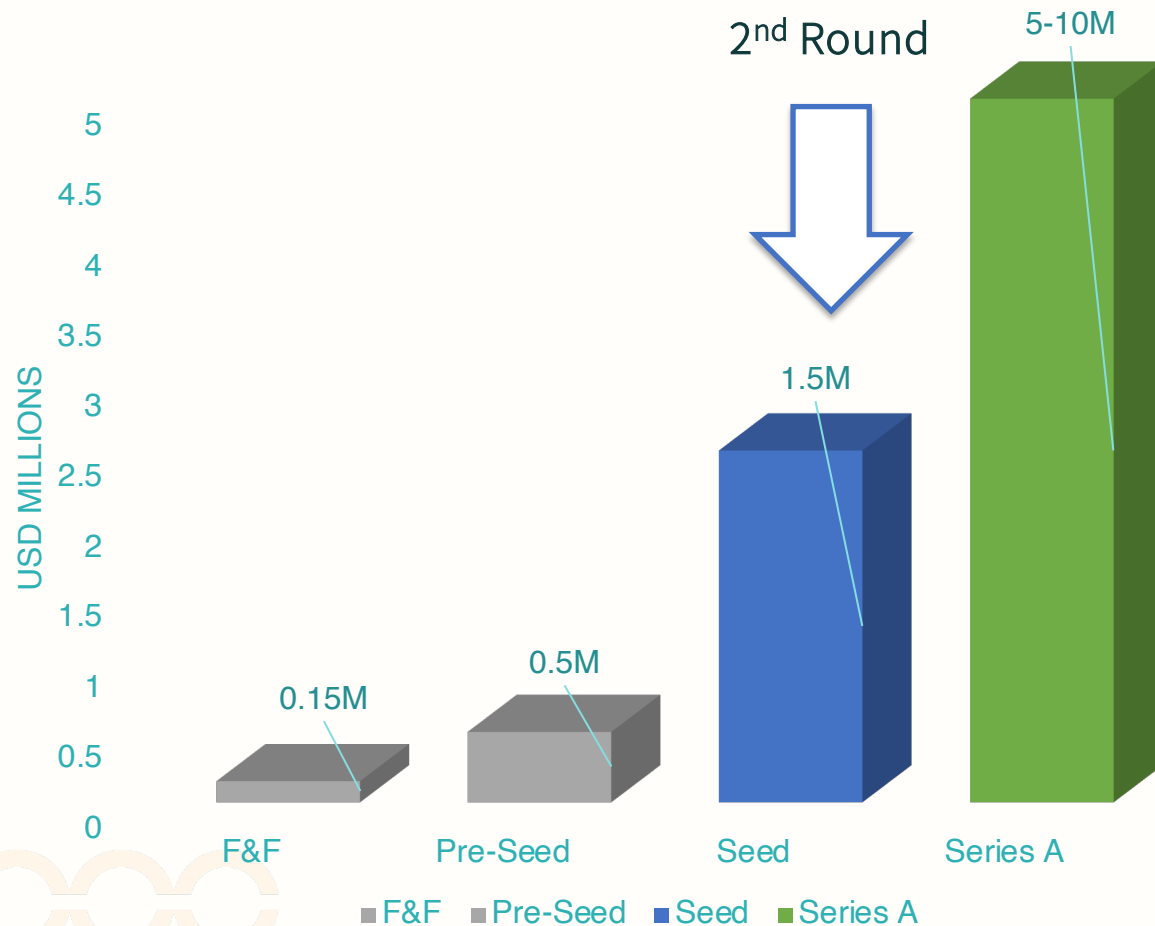
+ 100,000 Transactions / mo

Unlimited Users

Implementation fee will be quoted separately.

**CORPORATIONS**

# WHY INVEST NOW?



- **Custom adoption** increase 20% during pandemic
- **Investors will see an outsized return** of 10x with additional potential to grow
- **Exit strategy** is to be acquired (SAP, Microsoft, Oracle) in the next 5 years

# TEAM



**VICTOR SALINAS**

CEO & Co-Founder



**GABRIELA QUEVEDO**

CTO & Co-Founder



**LETICIA MARQUEZ**

QA Manager

# ADVISORS

## BOARD MEMBERS



**MIRYAM LAZARTE**

CEO & Co-Founder  
LatAm Startups



**ALEJANDRO VIVANCO**

Financial & Business Strategy  
Consultant

## MENTORS



**BOB MATHERS**

Customer Experience Mentor  
Accelerator Centre



**ROB FARNHAM**

Lead Generation & Market Growth Mentor  
Accelerator Centre



**ELLYN WINTERS-ROBINSON**

Marketing & Communications Mentor  
Accelerator Centre



**KEVIN HOOD**

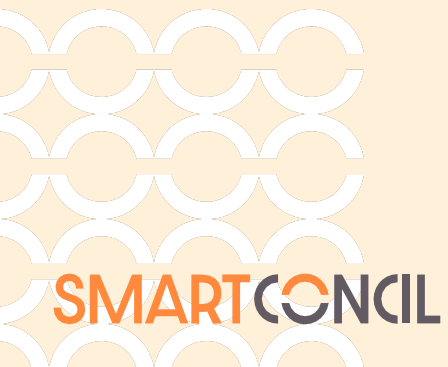
B2B Sales mentor  
Accelerator Centre



# SUMMARY

## SMARTCONCIL

- Is a Proven product growing in different countries(\$250K in revenue)
- Has a strong team (20 years experience in the finance sector)
- With current traction and growth, we can outsize the investment by 10x or Exit Strategy in 5 years





The #1 platform for Financial Reconciliation Automation

