



# Tomorrow's SME Finance Management

**Presentation Accounting Summit**

*20<sup>th</sup> September 2022*



# Finance | SMEs not in the driver seat of their own financials

Huge impact on quality and consistency leading to significant financial risks & losses



"I wish I had full transparency on my financials in real-time to be able to make the right business decisions"

**CEO industrial goods**



"An overview on available liquidity is of utmost importance to better understand our runway gross vs. net"

**MD Co-founder eCommerce**



"I am always reacting to requests from outside - I would like to act on financials"

**Co-Founder**

**Coaching Agency**



"I need to deliver financial information to various stakeholders (accountants, banks, etc.) ... every time I have to start from zero"

**owner of Talent Agency**



"I feel very uncomfortable relying on my tax accountant sending me financial statements with several weeks of delay"

**CFO Marketing Agency**



"I am spending cumulative several business days per months trying to reconcile financial numbers"

**Finance Consumer Goods**



"I am not a professional and have to manage the financials of our company, but I do not feel in the position to do this ... I rely on external partners driving the process for me"

**C-Founder Health-Care Start-Up**



"I have to manage financials across several systems - A consolidation in one solution would be definitely a big relief for me"

**CFO Food Delivery Company**



"It is a BIG pain and effort for me to reconcile core financial KPIs like P&L vs. Liquidity, Actuals vs. Plan, Transactions vs. Open Items"

**MD Restructuring Consultancy**

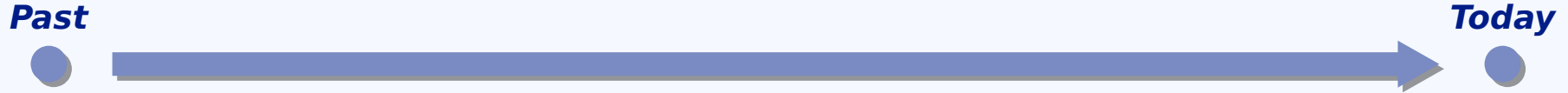


"I cannot steer along my financials as I have to spend too much time on administrative tasks like data clean-up"

**CEO Distributor Pharma**

# Navigation | Significant development steps over past decades

From paper based & outdated street maps towards real time navigation

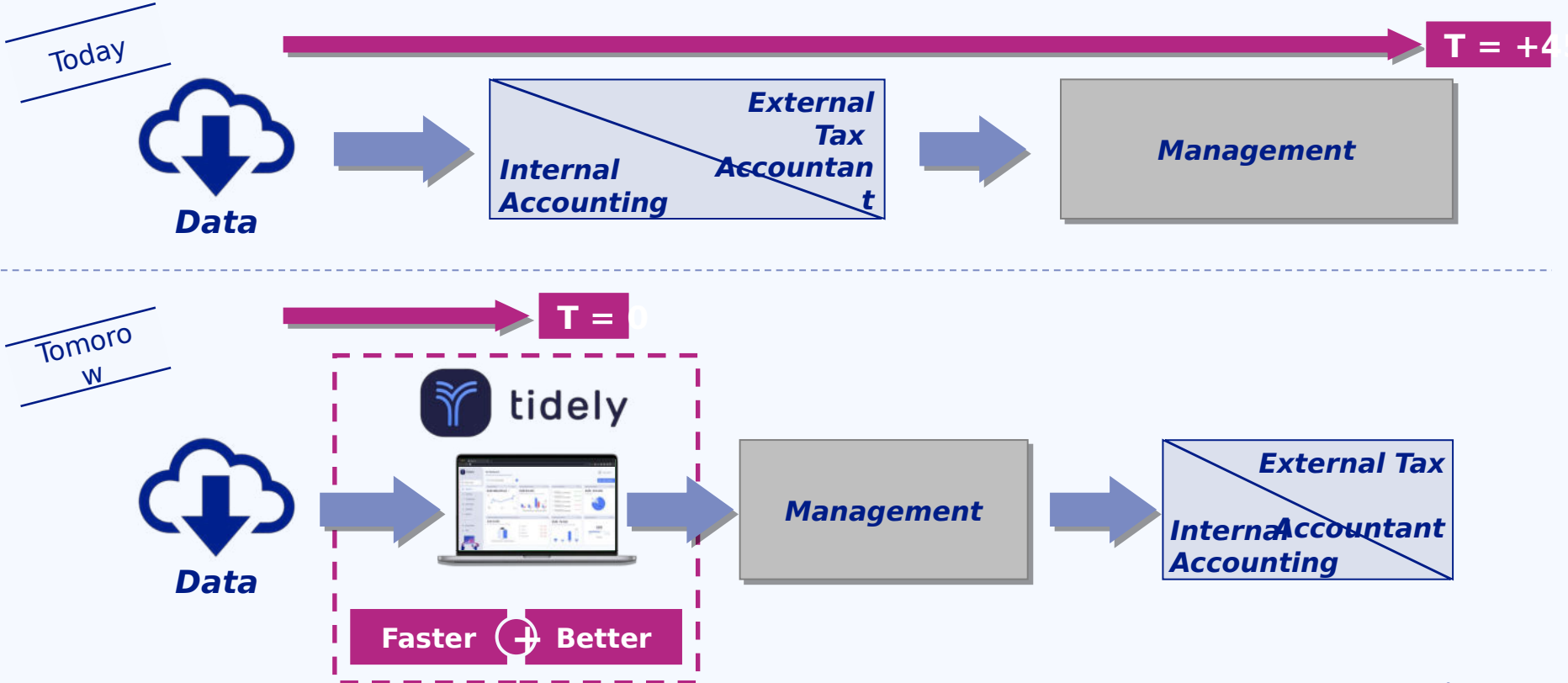


**At which stage is Finance Manager.?<sup>nt</sup>**

# Vision | We bring SMEs into the driver seat of their own financials

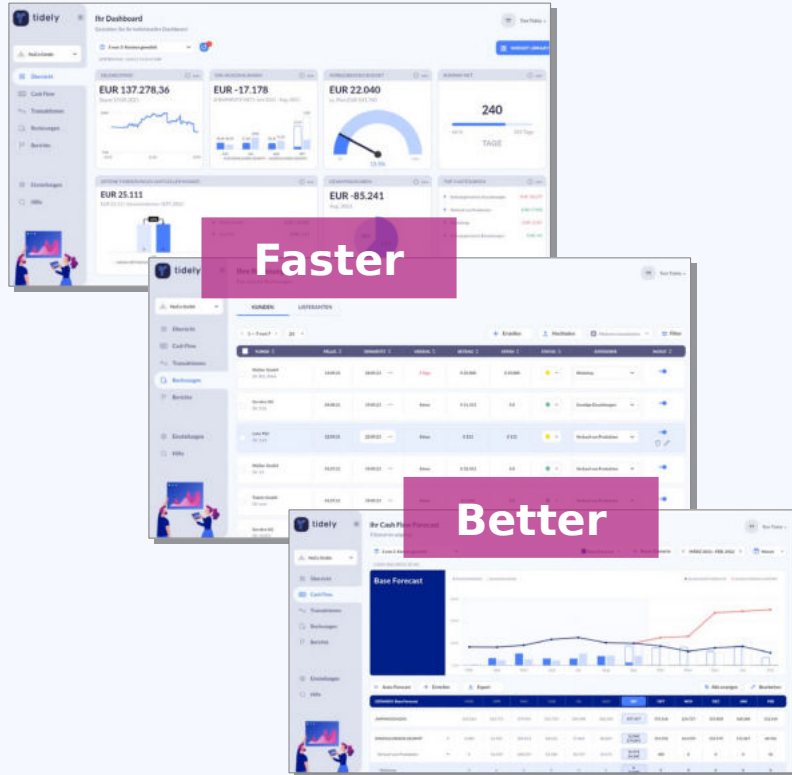
"Real-Time" view enabling high-quality business decision making

- Strictly confidential -



# What | Tidely provides the solution for active financial steering

Several elements and KSFs to actively steer financial KPIs



- ✓ Understand financials in **real-time**
- ✓ Steer and improve **instantaneously**
- ✓ Forecast your future **at any time**
- ✓ Test business decisions **immediately**
- ✓ Create tailored reports **on demand**

# How | Realizing value creation by following three design principles

Three core design principles build the DNA of Tidely

- Strictly confidential -



## Intuitive.

- **Appealing** and easy
- High **automation**
- **Guided** process
- Right **balance**
- **Quick setup**



## Individual.

- Own **Dashboard**
- Flexible **categories**
- **Sector based** planning
- **Modularized** setup
- **Tailored Reports**



## Insightful.

- **Auto-categorization**
- **AI based** forecasts
- “Virtual” **project views**
- **Liquidity Radar**
- “Bird’s & Worm’s

**Faster**

**Better eye”**

**Empowering SMEs to act like big corporates**

# USP | Tidely to become the most intuitive holistic finance solution

The most intuitive liquidity management software for SMEs

- Strictly confidential -



Tidely is the **most intuitive and innovative** platform for **holistic financial management** that **empowers non-professionals** to take sophisticated decisions at highest quality in real-time





**Join us** | We look forward welcoming you!  
Becoming part of the exciting “Tidely Journey” – register now!



### **Take the first steps**

Register for free: [www.tidely.com](http://www.tidely.com)

### **Chose your tailored tariff**

Different versions “Professional”, “Business” and “Enterprise”

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Contribute via open in-product feedback tool

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### **Our Booth at the Accounting Summit 2022**

Visit us at our booth to learn more about Tidely

**THANKS A LOT FOR YOUR ATTENTION!**