

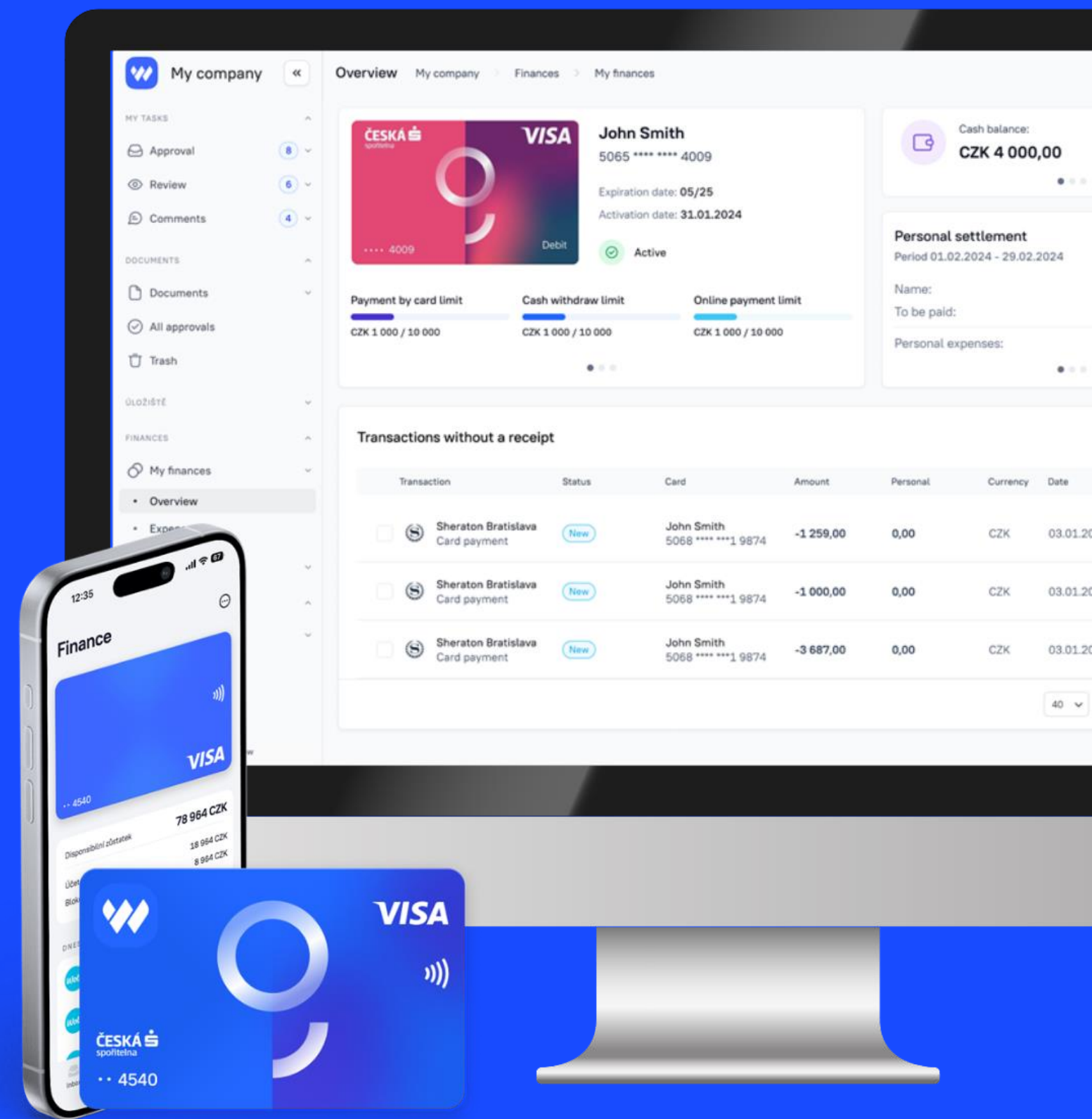


# disrupting the age-old accounting industry

invested by



SEED STARTER  
České spořitelny

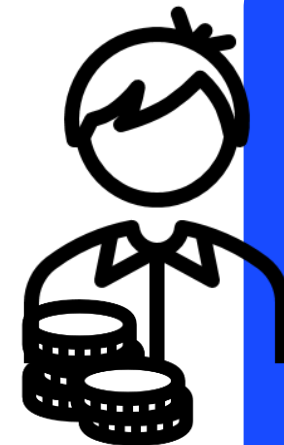


# **[PROBLEM]** Accountants spend 85% of their time on manual tasks that can be automated



## **CORPORATE MANAGERS**

have to handle incoming invoices and documents and lack control over procurement, cost and approval processes.



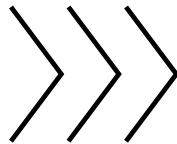
## **ACCOUNTANTS**

have to spend the majority of their time on manual data checks and retyping data without additional time for value-adding services.

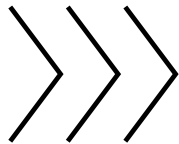
traditional accounting is menial, time consuming and too expensive

# [PRODUCT] We integrate with your existing ERP systems to automate your accounting processes









## WHAT WE DO

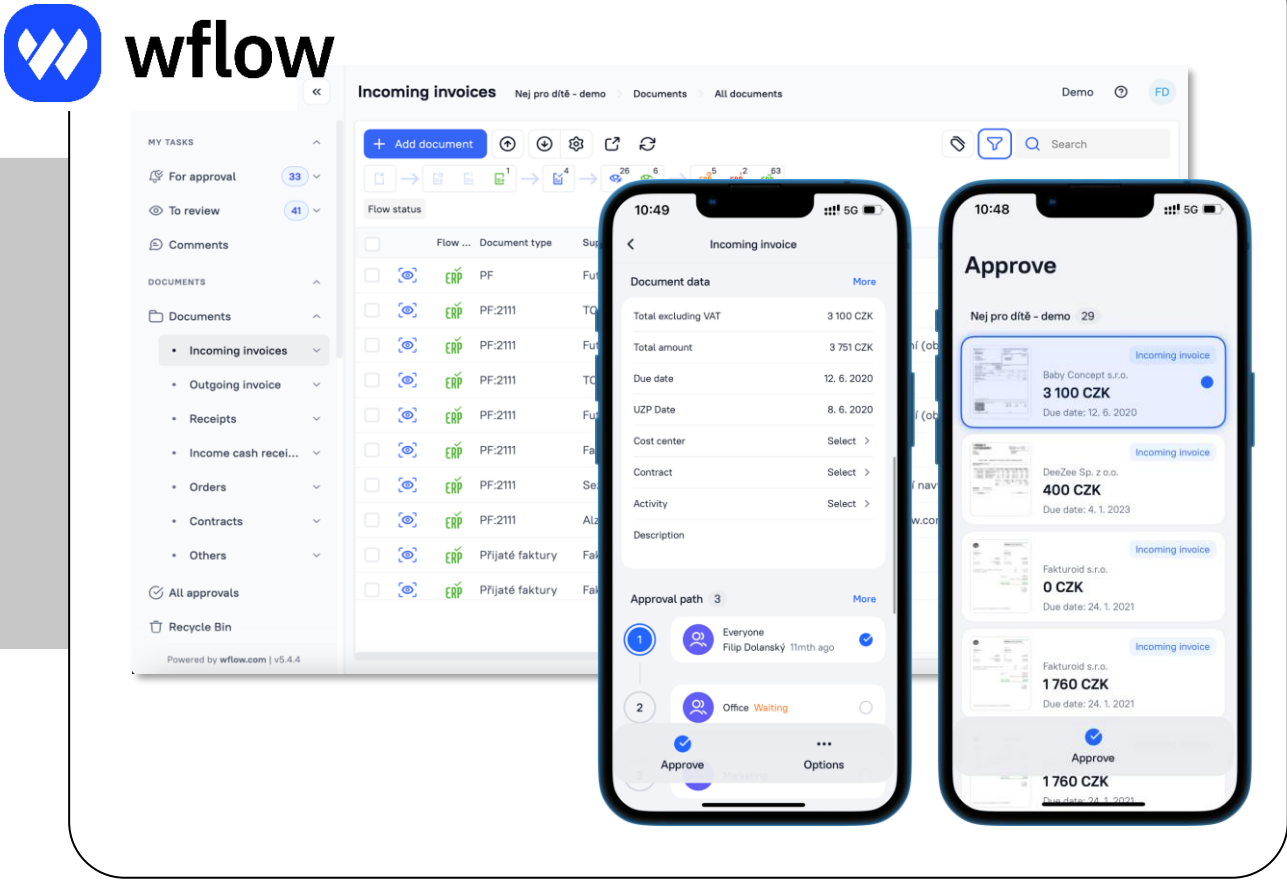


## WHAT YOU GET



## ERP INTEGRATION

-  **Purchase Orders**
-  **AI Automated Posting**
-  **Document Collection**
-  **Long Term Archiving**
-  **AI Data Extraction**
-  **API Marketplace**
-  **Approval Workflows**
-  **Bank API**



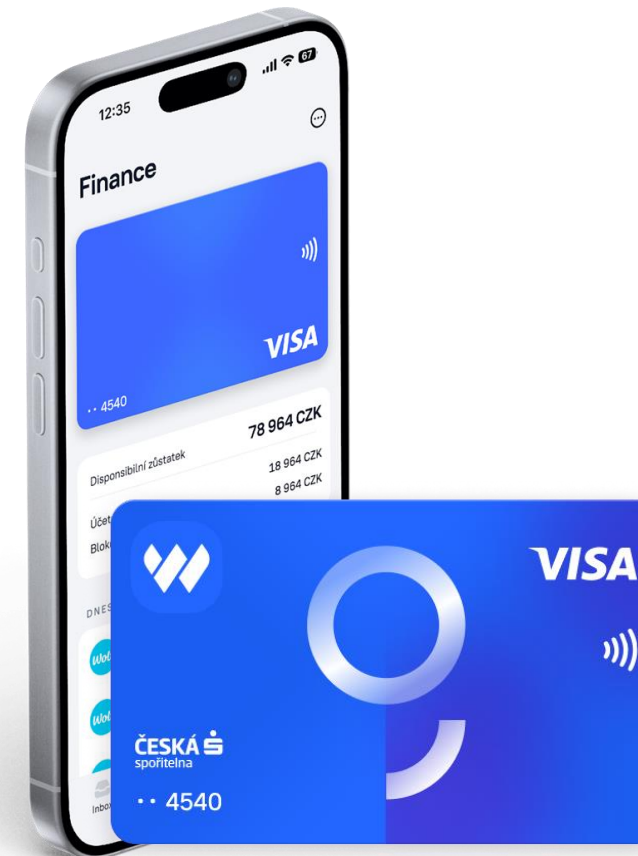
our cloud-based application for accounts payable automation works as a SaaS plug-in for ERPs

# [PRODUCT] ...and have our own payment card and spend management solution coming soon

## Signed partnerships



## Corporate Cards

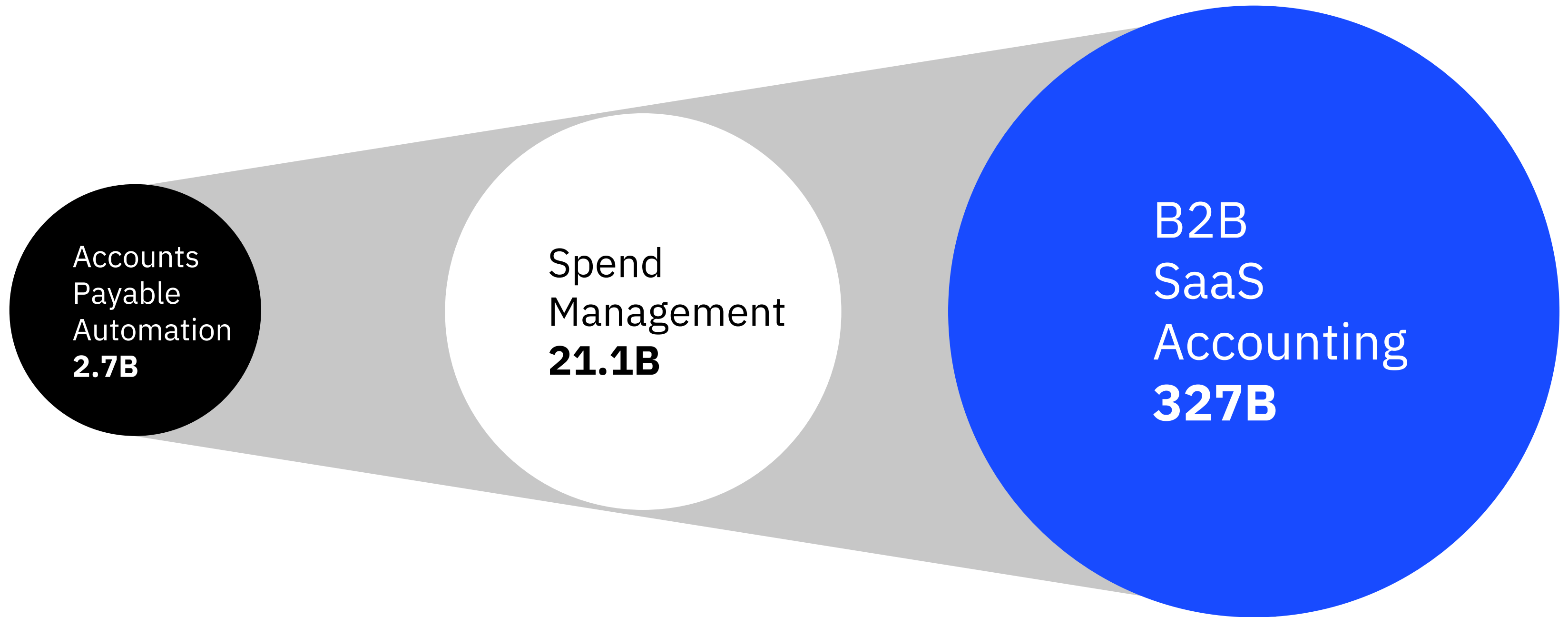


## Spend Management

Transaction	Status	Card	Amount	Personal	Currency	Date
<input type="checkbox"/> Sheraton Bratislava Card payment	New	John Smith 5068 **** *1 9874	-1 259,00	0,00	CZK	03.01.2024 12:04
<input type="checkbox"/> Sheraton Bratislava Card payment	New	John Smith 5068 **** *1 9874	-1 000,00	0,00	CZK	03.01.2024 12:04
<input type="checkbox"/> Sheraton Bratislava Card payment	New	John Smith 5068 **** *1 9874	-3 687,00	0,00	CZK	03.01.2024 12:04

We are targeting the fast-growing Spend Management market by Q4 2024.

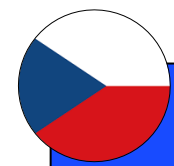
# **[MARKET]** By 2030 B2B SaaS Accounting will become a 1.0T dollar opportunity



share of SMB companies with digitalized AP process <10%\*

\* except Nordic countries and Italy

# **[MARKET]** Over the next years 96% of general accounting operations will become automatable



**334K CZECH  
COMPANIES**



**159K SLOVAK  
COMPANIES**



**15.2M EU  
COMPANIES**

**we target SMBs & SME corporations**

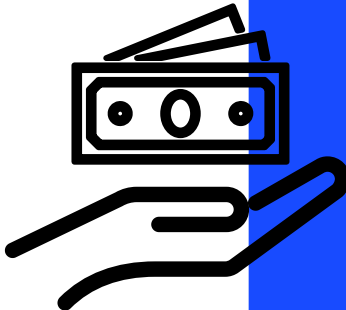
**ACCOUNTING FIRMS**

**SMBs**

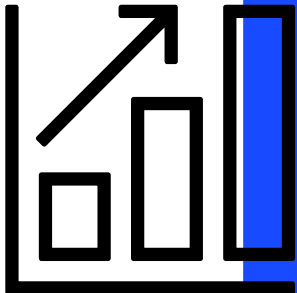
**MID-MARKET**

**17.5 million + target customers in Europe**

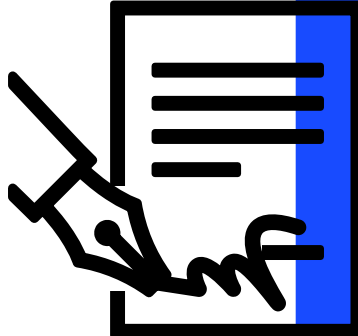
# [WHERE WE ARE]



7/2024 MRR:  
**EUR 205k**  
(91% CZE, 7% SK)



**3x annual growth**  
(2020-2022)



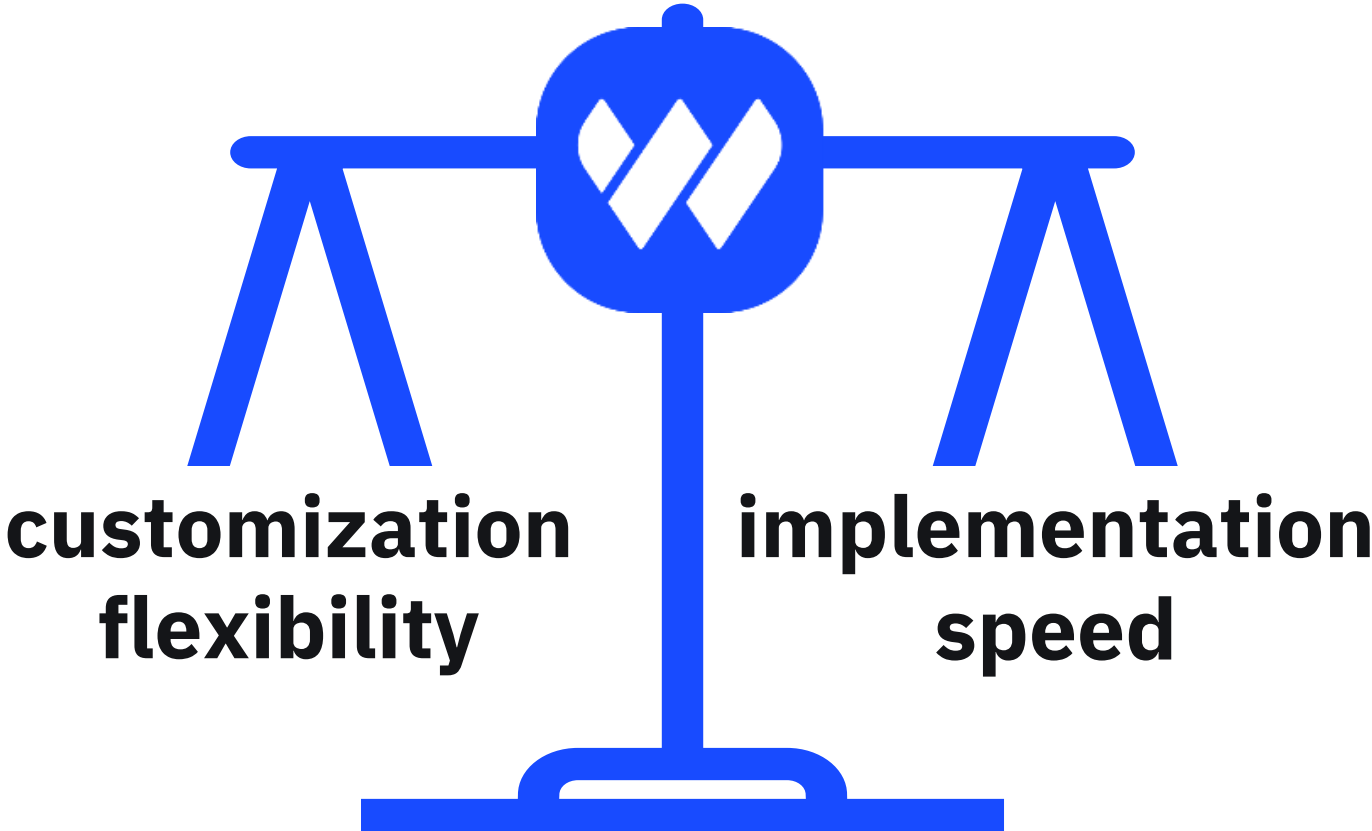
**5000+ clients**  
in 12 countries

Our next target market will be Germany.

# [HOW WE WIN]

**procurement, approval workflows & cost allocation with automated postings to ERPs**

**automating accounts payable processes and simplifying document management and communication**



**easy plug-in-integration into existing ERPs**

**tailored payment options featuring pay-per-document, pay-per-use, as well as monthly and yearly subscription plans**

we are offering rapid implementation without sacrificing flexibility



# [BUSINESS MODEL] We offer pay-per-user models on monthly & yearly subscriptions

THESE CUSTOMERS LOVE US:



**10 out of 15** of the largest Czech Accounting firms already use our solution and **5.000** other companies from **12** countries.

# [CASE STUDIES]

**69 %**

increase of  
profitability  
**EUR 185k**



Grant Thornton

**98 %**

invoices received  
are processed  
automatically



**Lenka Petříková**  
Chief Accountant  
Lindt & Sprüngli

**12 min**

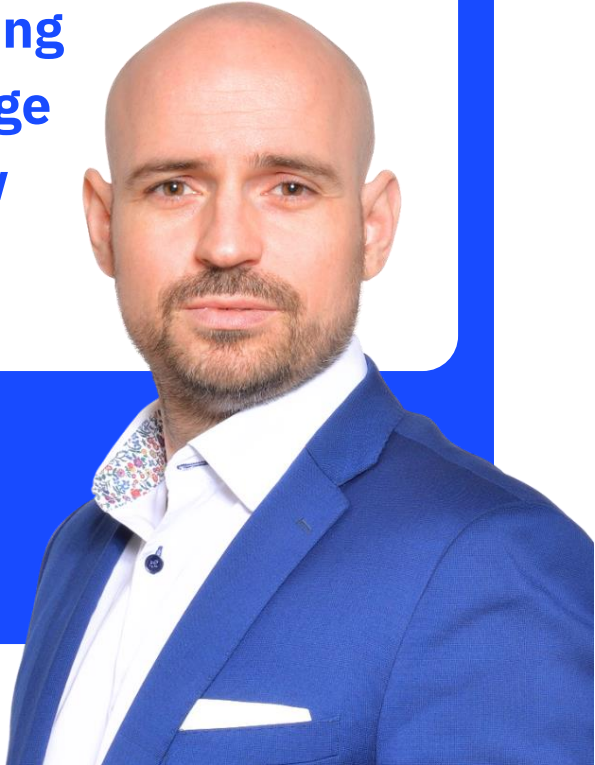
on average saved  
time on processing  
of every invoice



Shoptet

**Jan Hospodka**  
CFO Shoptet

Digitalization with wflow is not just a way to save costs, but also a path to **achieving qualitative change and gaining new opportunities.**



**Peter Burnus**  
Partner Grant Thornton  
Czech Republic

**56 %**

savings of  
payroll costs  
**EUR 125k**



**Robert Hrádek**  
CEO KODAP  
(ETL Global)

**40 %**

on average saved  
time on processing  
of every invoice



Leadspicker

**Vlastimil Vodička**  
CEO Leadspicker



wflow

# [TEAM] Our team has deep expertise in finance, accounting, software development, sales and management



**Robert SOUDNÝ**  
co-founder & CEO

[→ LinkedIn](#)

19+ yrs in accounting outsourcing and finance

co-founded and exited from 2 accounting firms (Digitu & This One s.r.o.)



**David GROH**  
co-founder & CTO

[→ LinkedIn](#)

17+ yrs in senior management and consulting

digital transformation, software development & architecture

MBA at University of Pittsburgh Katz



**David DANĚK**  
co-founder & enterprise sales

[→ LinkedIn](#)

20+ yrs experience in IT sales and delivery

experience in senior sales management at SAP, S&T and Konica Minolta



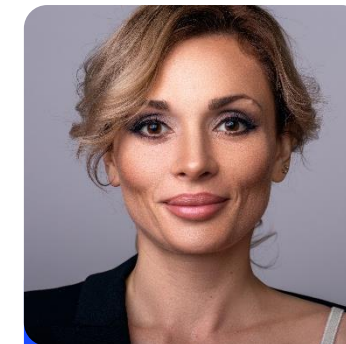
**Petr SOBOTKA**  
co-founder & CSO

[→ LinkedIn](#)

15+ yrs in sales management in various positions

experienced in B2B SaaS business (CleverFarm, Longevitytech.fund etc.)

knowledge of enterprise environment (E.ON, Landis+Gyr etc.)



**Viktoria SOKUR**  
CFO

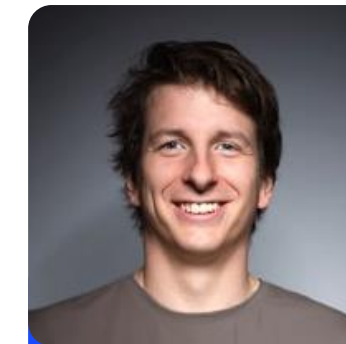
[→ LinkedIn](#)

10+ yrs CFO exp. in a listed company + Big4

digital transformation, software development & architecture

skilled in prepaid card solutions, process digitalization, post-acquisition integration, budgeting, reporting & internal audit

ACCA, PMP certification



**Tomáš ŠEBESTA**  
CMO

[→ LinkedIn](#)

14+ years in marketing and consulting roles in both start-ups and enterprises

hands on experience with media management and significant budgets within CEE

brand building and performance marketing focused on data management

# [AWARDS]



wflow

We've been named as one of the fastest-growing startups on Sifted's Central Europe Leaderboard in 2024

\sifted/Leaderboards

**Fastest-growing startups**  
in Central Europe  
in 2024  
*Sifted*

Deloitte. 50 Technology Fast 50 2023 CENTRAL EUROPE

**46 wflow.com**

Cloudový software, který automatizuje účetnictví a má zabudovanou umělou inteligenci a mobilní aplikaci

↑ 691 % tempo růstu

Fast 50 Robert Soudný wflow.com

**50 fastest-growing startups**  
in the CEE region  
in 2023  
*Deloitte*

500 Technology Fast 500 2023 EMEA Deloitte. Deloitte. Private

**500 fastest-growing startups**  
in the EMEA region  
in 2023  
*Deloitte*

Startup Awards

CZECHCRUNCH

**TOP 10 highest ranked startups**  
in Czechia  
in 2023  
*CzechCrunch*

**BECOME THE  
LEADING  
SPEND  
MANAGEMENT  
PLAYER  
WITH US**



**Robert Soudný**

co-founder & CEO  
[robert.soudny@wflow.com](mailto:robert.soudny@wflow.com)

