

The logo for KUNO is displayed in white text on a dark blue rectangular background. The letters 'K', 'U', 'N', and 'O' are separated by small orange dots. Below the main text, the tagline 'EMPOWERING YOUR BUSINESS' is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue background with several horizontal orange bars of varying lengths and a light blue bar at the bottom left.

K·U·N·O

EMPOWERING YOUR BUSINESS

Wie man in einem schnell wachsenden Startup ein modernes Accounting aufbaut

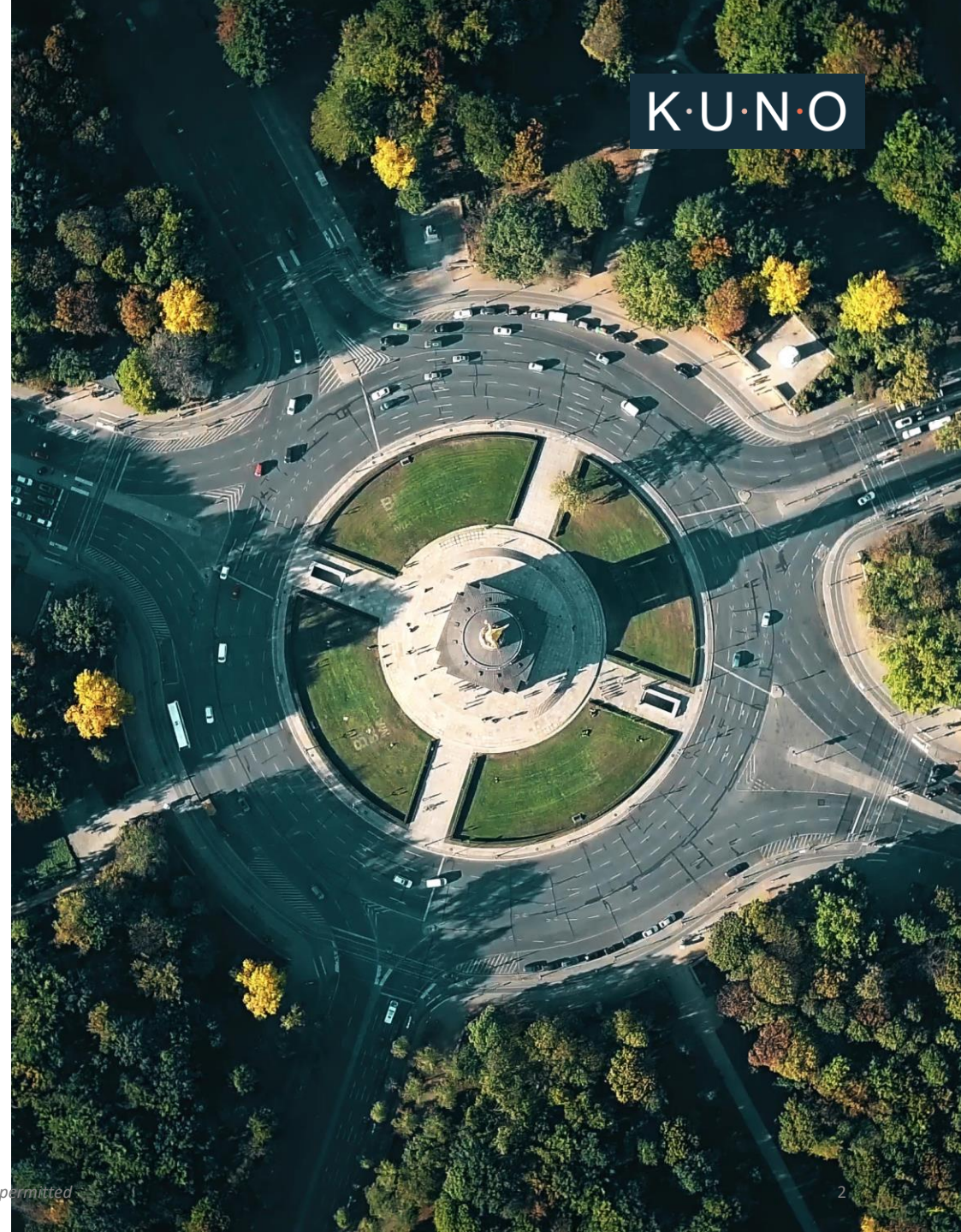
Berlin, 22. September 2021

Speaker: **Erol Turan** (Head of Finance)

AGENDA

1. Im Schatten der 5 K's
 - Know-How
 - Kommunikation
 - Kennzahlen
 - Kompatibilität
 - Kapazität
2. Das set-up einer Finanzabteilung
 - Big picture
 - Realität vs. Erwartung
 - Outsourcing, oder lieber doch nicht?
 - Die unterschiedlichen Rollen
 - Prozesse, guides, policies, ...
3. KUNO – one click for all your needs

K·U·N·O



3

Im Schatten der 5 K's

Know-How

- Qualifiziertes Personal
- Interne Workshops
 - Viele kostenlose Webinare und Infoveranstaltungen
 - Newsletter
 - Know-how aus dem Netzwerk

Kommunikation

- Team- & Unternehmenskommunikation
- Interdisziplinärer Austausch (Operations, Sales)
- Proaktiver Austausch mit den (Produkt-) Entwicklern
 - Seid mit euren Teams präsent (all hands, town hall, etc.)
 - Brown bag lunches

Kennzahlen

- Accounting – die granularste Ebene
- Austausch auf kleinster Ebene
- In der Regel “source of truth”
 - Internes vs externes Reporting
 - Sparringspartner für Planzahlen
 - Logik check controlling templates

Macht das nicht der Controller?

Kompatibilität

- Oh, noch ein cooles Tool...!
- Silodenken
 - Vor- und nachgelagerte Systeme
 - Schnittstellen vs Buchhaltungsexport
 - Budget für Entwickler?

Download, upload, IT Landscape, Mapping Tabellen, alles notwendig?

Kapazität

- Hidden tasks?
- Regular touch points?
 - Walkthrough anhand eines Beispielkunden?
 - Budget & timing
 - Interne Ressourcen

4

Das set-up einer Finanzabteilung

Big picture

WURDE DAS BUSINESS MODELL UND PRODUKT
SCHON (STEUER-) RECHTLICH GEPRÜFT?

IST DIE FINANZABTEILUNG TEIL DES PRODUKTES?

LIEGEN VOR- ODER NACHGELAGERTE SCHRITTE BEI
FINANCE?

FINANCE START -> T-1

Realität vs. Erwartung

IST DEM MANAGEMENT DIE KOMPLEXITÄT UND DER RESSOURCENBEDARF BEKANNT?

SIND DIE AUFGABEN (BSPW. AFTER SALES) KLAR DEFINIERT?

HARMONIEREN DIE PERSONALPLANUNG UND SKALIERUNGSWÜNSCHE?

PLAN B FÜR DIE FEHLENDE AUTOMATISIERUNG

Outsourcing, oder lieber doch nicht?

HÄNGT DIE SKALIERUNG VON EUREM TEAM AB?

AB WANN WERDET IHR INTERNE, INDIVIDUELLE REPORTS BRAUCHEN?

WIE SIND EURE PERSÖNLICHEN KAPAZITÄTEN?

WIE KOMPLEX IST EURE BUCHHALTUNG?

Die unterschiedlichen Rollen

(QUALIFIZIERTE) BUCHHALTER

ASSISTENTEN UND QUEREINSTEIGER

WERKSTUDENTEN UND PRAKTIKANTEN

(SENIOR) FINANCE MANAGER

Prozesse, guides, policies, ...

PROZESSE:

FRÜH ABLÄUFE DEFINIEREN UND DIESE UNTERNEHMENSWEIT VORSTELLEN

TRAININGS:

ABSOLVIERT TRAININGS SOWOHL FÜR EUER TEAM ALS AUCH DIE KOLLEGEN (BSPW. REISEKOSTENABRECHNUNG ODER BEWIRTUNG)

GUIDES:

ERSTELLT GUIDES UND TEILT DIESE NACH TRAININGS AUS; JEDES GUTES NEW JOINER ONBOARDING KIT HAT AUCH EINEN FINANCE PART!

SONSTIGE:

- (GROUP) CALENDAR
- TASK MATRIX
- ONE PAGER

5

KUNO – one click for all your needs

KUNO IN A NUTSHELL_

K·U·N·O

Founded in early **2021**

with a team of **20+ KUNOnians**

(as of September 2021)

we speak **8 languages**

based out of **Berlin, Hamburg & Munich**

and currently service **more than 30 clients**

(September 2021, references below)



Our Clients are often challenged with **slow & inefficient** Human Resource & Finance **processes** as the **communication with service providers** is not state of the art.

NO SINGLE SOURCE OF TRUTH

in fragmented HR & Finance processes lead to lack of transparency

LACK OF INTEGRATION



between communication and tools results in high maintenance effort

MANUAL PROCESSES



and non-digital workflows are slow and error-prone

At KUNO, we strive to **create efficiencies** across these processes.

Digital & coherent processes



INTEGRATED PROCESS DIGITIZATION

from day 1 with compliance to current GDPR and GoB requirements in Germany

CORPORATE AND STARTUP BACKGROUNDS

Teams sourced from both bringing years of experience to the table.



Experienced Team

Single source of truth via tech platform



FULL CONSOLIDATION & INTEGRATION

of heterogeneous system landscape in one tech platform.

To support your daily business, we provide **two service lines** in order to help you **focus on what you love**.

HUMAN RESOURCES



Too little time for your team and their development?

Feel as if you blink and it's time to pay the team already?

FINANCE



Invoices overflowing on your desk?

Need support to paint a picture with your numbers?

We offer **STANDARD** packages as well as individual support with our **ADDITIONAL (ADD-ON) SERVICES** in case our packages do not fulfil your needs or your projects.



We offer **three standard packages** so you can mix & match as you grow.

HUMAN RESOURCES

STANDARD | HUMAN RESOURCE ADMINISTRATION

- Preparation and amendments of your **employment contracts**
- Handling of your **employee's requests** and **benefits**
- **HR-System** maintenance to ensure your **employee records** are **digitally** available
- Support with the pre-defined **onboarding process**

STANDARD | PAYROLL ADMINISTRATION

- Handling all **payroll calculations** and transmissions
- Maintenance of **information administration** between your employees and external authorities
- Ensuring regulated **documentation**

STANDARD | TALENT ACQUISITION SUPPORT

- **Implementation** and **handling** of your talent acquisition process
- Ensuring **job descriptions** are aligned and **placed** on the right job boards
- **Screening** of incoming applications, organization of **candidate funnel** as well as communication with **candidates** and **hiring managers**

COMBO | HUMAN RESOURCES

We offer a discounted rate for **HUMAN RESOURCE** and **PAYROLL ADMINISTRATION** when both packages are provided.

ADD-ON SERVICES

Examples include:

- **Visa & relocation**
- Support during **audits**
- **HR policies**

We not only provide **your financial numbers**, we also take care of **digital processes** and keep it **simple**.

STANDARD | FINANCE

- **Monthly bookkeeping** including provision and accrual postings
- Establishment of proper **accounting reports** such as month-end (e.g. P&L and trial balance) and insights reports (e.g. open items)
- Preparation of monthly **VAT advance return** (UStVA)
- **Payment** management as well as prepare and execute your weekly payment schedules
- Preparation of **recapitulative statement** (ZM Meldung) and **foreign trade reporting** (AWV Meldung)

COMBO | FINANCE

In addition to our **STANDARD** package, you will additionally receive:

- **Weekly 30 minutes check-ins**
- **Monthly receivables management**
- **Customized chart of accounts**
- **Company specific guidelines**
- **Additional Finance related communication**

ADD-ON SERVICES

We also support you with special and ad-hoc needs to your company, examples are below:

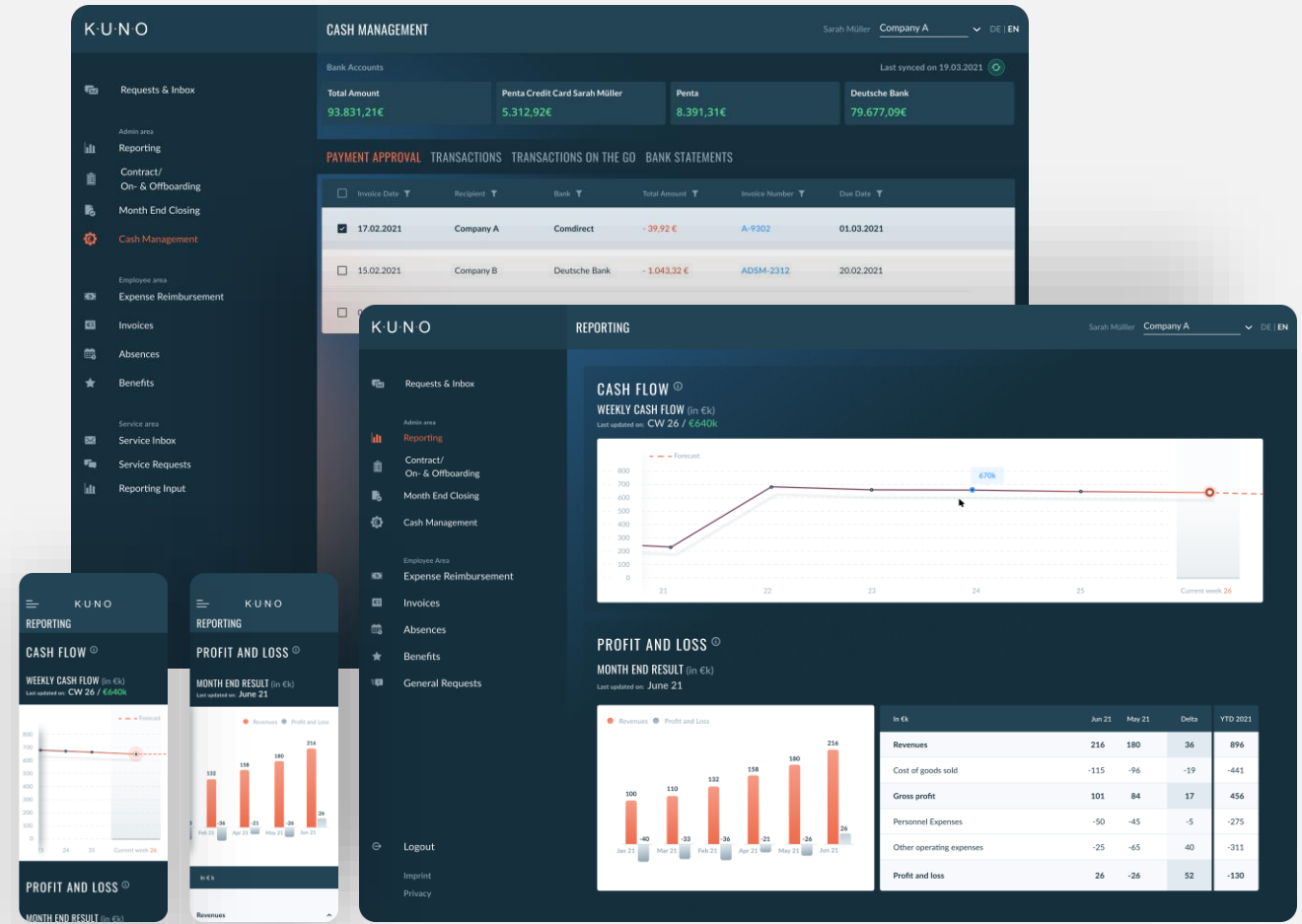
- Preparation of annual **single and group Financial Statements (FS)**
- **Controlling & Reporting** support (e.g. for your next budget or business case)
- Management of **travel & expense reports**

Our next step at KUNO is going beyond being your service provider. We are currently developing our **KUNO platform** to improve our service for you.

With our platform we will foster **efficient communication**, provide you **insightful data** as well as optimize our platform as **desktop** and **mobile version**.

Stay tuned for **Q3 2021**.

Let us know if you would like to be one of the first **BETA** testers!



REPORTING INPUT

Cash Flow

Weekly cash flow

Last updated on: CW/ €125.3K



Monthly cash flow

Last updated on: Aug 21

In €	Aug 21	Jul 21
Cash at the beginning of the period	125.3K	12K
Movement	-125.2K	113.3K
Cash at the end of the period	87	125.3K

Profit & loss

Aug 21, Month end result



In €	Aug 21	Jul 21	Delta	YTD 2021
Revenues	1.5M	1M	500K	6.5M
Cost of goods sold	-100K	-1M	900K	-5.1M
Gross profit	1.4M	0	1.4M	1.4M

MONTH END CLOSING

Please choose month
September 2021



TOTAL 11

Closed tasks 2

Open tasks 9

COLLAPSE MENU

Imprint Privacy

Subject	Assigned User	Deadline	Status
Travel expense closing	Sebastian Provider	07.09.21	Open
Credit-card closing	Sebastian Provider	09.09.21	Open
Outstanding invoice closing	Sebastian Provider	09.09.21	Open
	Robert Gyori	09.09.21	Open
	Sebastian Provider	09.09.21	Open

VAT CLOSING

- Requests & Inbox
- Admin Area
- Reporting
- Credit Cards
- Contract/On- & Offboarding
- Month End Closing
- Employee Area
- Expense Reimbursement

Attachments

navigation-month-end-clo... X

Month end closing

Startup C
19.01.20, 20:53

Group: Management

Assigned User: Robert Gyori

REOPEN

VAT SEPTEMBER 2021

Transmission failed

Corrected Declaration: Yes

Row & Title

Search

- 20 - Steuerpflichtige Umsätze 19%
- 21 - Steuerpflichtige Umsätze 7%
- 22 - Umsätze zu anderen Steuersätzen
- 30 - Umsätze § 4 Nr. 8 bis 29 UStG
- 34 - Steuerpflichtige innergemeinschaftliche Umsätze
- 35 - Steuerpflichtige innergemeinschaftliche Umsätze

K·UNO

VAT CONFIRMATION

Send to Elster

Are you sure you want to send the VAT?
This can not be undone.

Ich habe die Datenschutzerklärung gelesen und akzeptiert.

CANCEL CONFIRM AND SEND

KUNO OS CLICK DUMMY

Thank you for your interest in

K·U·N·O

In case of additional questions, please do not hesitate to contact:




Erol Turan



Head of Finance

Email: erol.turan@kuno.io


Phone: +49 178 1318217

 Requests & Inbox

Admin area

 Reporting Employee Contracts
(On- and offboarding) Month End Closing Cash Management

Employee area

 Expense
Reimbursement Invoices Absences Benefits

WELCOME KATHARINA M. !

We empower your business to perform at its best by enabling you to **spend less time with back office administration** and more time on the things you love.

REQUESTS **INBOX**

Requests & Inbox

- Admin area
- Reporting
- Employee Contracts (On- and offboarding)
- Month End Closing
- Cash Management
- Employee area
- Expense Reimbursement
- Invoices
- Absences
- Benefits

Created Date ▲	Created by ▲	Assigned User ▲	Type ▲	Status ▲
Select ▼	Select ▼	Select ▼	Select ▼	Select ▼
17.02.2020, 12:32	Client	Erica Ancobia	Onboarding	requires client att.
15.02.2020, 12:32	KUNO	Erica Ancobia	Missing Invoice	closed
14.02.2020, 11:12	KUNO	Erol Turan	Missing Invoice	requires client att.

Requests & Inbox

Admin area

Reporting

Employee Contracts
(On- and offboarding)

Month End Closing

Cash Management

Employee area

Expense
Reimbursement

Invoices

Absences


Benefits

Please choose month




May 2021

Show closed tasks




Subject ▲	Group ▲	Assigned User ▲	Deadline ▲	Status ▲
Select ▼	Select ▼	Select ▼	Select ▼	Select ▼
Credit card closing	Accounting	Cornelia Thomas	01.05.2021	open
Datev closing	Accounting	Erol Turan	01.05.2021	open
Provision confirmation	Accounting	Sebastian Timm	01.05.2021	open
Incoming invoice closing	Accounting	Franziska Rosenfeldt	07.05.2021	open
Travel expense closing	Accounting	Sebastian Timm	07.05.2021	open
Outgoing invoice closing	Accounting	Franziska Rosenfeldt	07.05.2021	open
Invoice creating closing	Accounting	Franziska Rosenfeldt	11.05.2021	open
Accounting closing	Accounting	Franziska Rosenfeldt	11.05.2021	open
VAT confirmation	Accounting	Erol T.	12.05.2021	open

 Requests & Inbox

Admin area

 Reporting Employee Contracts
(On- and offboarding) **Month End Closing** Cash Management

Employee area

 Expense
Reimbursement Invoices Absences Benefits

Attachments

Elster Upload



Vat Confirmation

open

Finleap
17.02.2020, 11:12

Group: Management

Assigned User

Sebastian Timm



Close

History

Sebastian Timm 2 days ago

ST

VAT declaration
"Open" to "Closed"

VAT May ⓘ

40.000,00

Confirm and send to Elster

EA

Erica Ancobia 17.02.21, 10:12

Please check Provisions

Leave a comment...



Requests & Inbox

Admin area

Reporting

Employee Contracts
(On- and offboarding)

Month End Closing

Cash Management

Employee area

Expense
Reimbursement

Invoices

Absences

Benefits

Provisions Confirmation

open

Finleap
17.02.2020, 11:12

Group: Accounting

Assigned User

Sebastian Timm

Close

History

Sebastian Timm 2 days ago

ST


Provision movement
closing "Open" to "Closed"

PROVISIONS MAY 2021



Item ⁱ ▲	Service Description ⁱ ▲	Service Period ⁱ ▲	Service Provider ⁱ ▲	Cost center ⁱ ▲	Balance per 30.04.2021 in € ⁱ ▲
Select ▼	Select ▼	Select ▼	Select ▼	Select ▼	Select ▼
Provision for legal fees	Legal consulting	May - 2021	Neugebauer		88.333,00
Building renovation	Wall painting	Mär - 2021	Neugebauer		44.166,00
Team event	Summer event 2021	Jul - 2021	Neugebauer		5.340,00
Tax advisory	Tax declaration 2020	2020	Neugebauer		5.881,00
Tax advisory	Tax declaration 2021	2021	Neugebauer		5.000,00
Audit	Audit 2021	2021	Neugebauer		8.478,00
IT server hosting	Server hosting HY 21	1st HY 2021	Neugebauer		13.333,00
Legal Risk	Legal dispute	Jul - 21	Neugebauer		8.333,00
TOTAL					178.867,00

Update diagram


INCOMING INVOICES OUTGOING INVOICES

 Requests & Inbox


Admin area

 Reporting Employee Contracts
(On- and offboarding) Month End Closing Cash Management

Employee area


 Expense
Reimbursement Invoices Absences Benefits


Created Date ▲	Client User ▲	Client ▲	Recipient ▲	Amount ▲	Invoice Number ▲	Status ▲	Due Date ▲	Booking Date ▲
Select ▼	Select ▼	Select ▼	Select ▼	Select ▼	Select ▼	Select ▼	Select ▼	Select ▼
17.02.2020, 12:32	Michael Hock	Finleap	Logoipsum	3.653,30 €	42429-DEW	Imported	20.03.2021	-
15.02.2020, 14:10	Michael Hock	Finbyte	Figma	43,32€	ADSM-2312	Double	20.02.2021	-
14.02.2020, 10:11	Anil Can Baykal	Finbyte	Freelancer	9323,24€	ADSL3-1231	Booked	01.02.2021	02.02.2021


 Requests & Inbox

Admin area


 Reporting

 Employee Contracts
(On- and offboarding)

 Month End Closing


 Cash Management

Employee area

 Expense
Reimbursement

 Invoices

 Absences

 Benefits

Invoice amount

653,30 €

Cost 1

1000 - Operations

Cost 2

Approver 1

Katharina Jung

Approver 2

Erol Turan

Invoice amount

1000 - Operations

Cost 1

2653

Cost 2

Approver 1

Sebastian Timm

Approver 2

Katharina Jung



Max Müller
Firmenstraße 1
456789 Muster

Marta Muster
pika

Invoice-No: 42429-DEW
Invoice Date: 02.03.2021
Due Date: 20.03.2021

Rechnung

Sehr geehrter Herr Müller,
Vielen Dank für Ihren Auftrag und Ihr Vertrauen.
Für unsere Arbeit und Material stellen wir Ihnen folgende Summe in Rechnung:

Pos	Artikel	Anzahl	Einzelpreis	Summe netto
1	Beratung Website Neugestaltung Analyse der bestehenden Website und Aufstellung der notwendigen Änderungen.	4	80,00 €	320,00 €
2	Entwicklung Website example.com	30	80,00 €	2400,00 €
3	Dokumentation	3	80,00 €	240,00 €
4	Projektübergabe	1	110,00 €	110,00 €
Summe netto				3070,00 €
USt. 19%				583,30 €
Rechnungssumme				3653,30 €

Ich danke Ihnen für die gute Zusammenarbeit.
Mit freundlichen Grüßen
Marta Muster

Seite 1 von 1

pika
Musterstraße 1
12345 Berlin

Geschäftsführer: Marta Muster
Tel.: +49 123 456789
Mail: mail@example.com

Musterbank
IBAN: DE07 123412341234123412
BIC: BELADEBEXXX

Amtsgericht Lorem
HRB 12345
USt-IdNr.: DE123456789

Leave a comment...



Requests & Inbox

Total Amount

93.831,21€

Penta Credit Card Katharina Jung

5.312,92€

Penta

8.391,31€

Deutsche Bank

79.677,09€

Admin area

Reporting

Employee Contracts
(On- and offboarding)

Month End Closing

Cash Management

Employee area

Expense
Reimbursement

Invoices

Absences

Benefits

PAYMENT APPROVAL TRANSACTIONS TRANSACTIONS ON THE GO BANK STATEMENTS

Invoice Date ▲	Recipient ▲	Bank ▲	Total Amount ▲	Invoice Number ▲	Deadline ▲
Select ▼	Select ▼	Select ▼	Q	Q	Select ▼ Select ▼
17.02.2021	Finleap Connect	Comdirect	- 39,92 €	A-9302	01.03.2021
15.02.2021	ePrivacy	Deutsche Bank	- 1.043,32 €	ADSM-2312	20.02.2021
01.02.2021	BitouNord	Deutsche Bank	- 9.323,24 €	ADSL3-1231	01.02.2021

Requests & Inbox

Admin area

Reporting

Employee Contracts
(On- and offboarding)

Month End Closing

Cash Management

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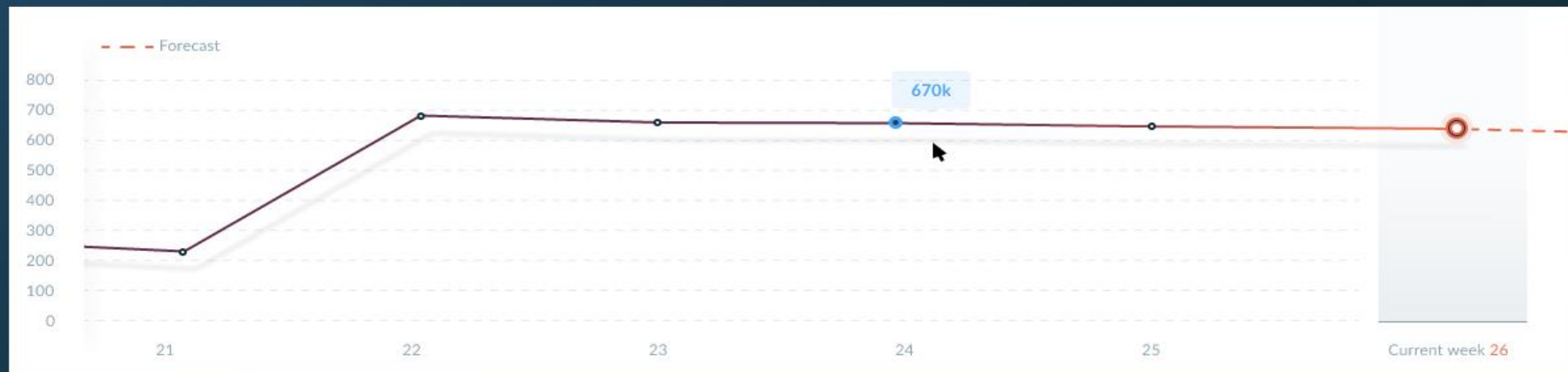
Benefits

COLLAPSE MENU

CASH FLOW ¹

WEEKLY CASH FLOW (in €k)

Last updated on: CW 26 / €640k



PROFIT AND LOSS ¹

MONTH END RESULT (in €k)

Last updated on: June 21



In €k	Jun 21	May 21	Delta	YTD 2021
Revenues	216	180	36	896
Cost of goods sold	-115	-96	-19	-441
Gross profit	101	84	17	456
Personnel Expenses	-50	-45	-5	-275
Other operating expenses	-25	-65	40	-311
Profit and loss	26	-26	52	-130