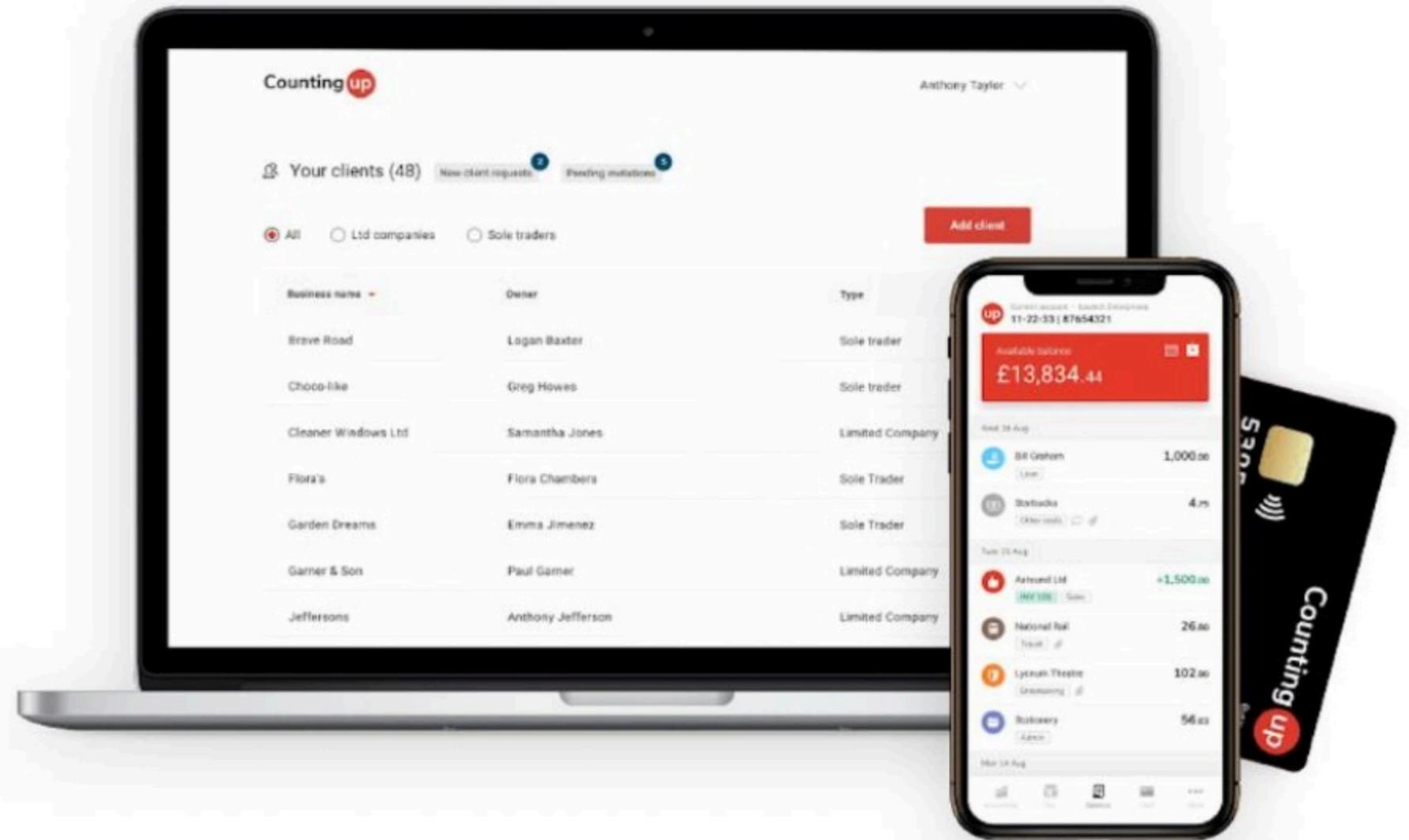




Accounting software
with an inbuilt
business account





OUR MISSION

**Making it easier to run
a small business**

We focus on solving problems for the UK's 8.6m small businesses

 Easily **get paid** and manage cash flow

 Knowing I'm **compliant** and avoiding stress

 Getting organised so I can concentrate
on **running my business**

I need to get paid fast, with confidence
and however my customers want to pay

It's difficult to get work done with time
wasted on financial admin

It's hard to stay on top of my bookkeeping
and I'm afraid of tax surprises

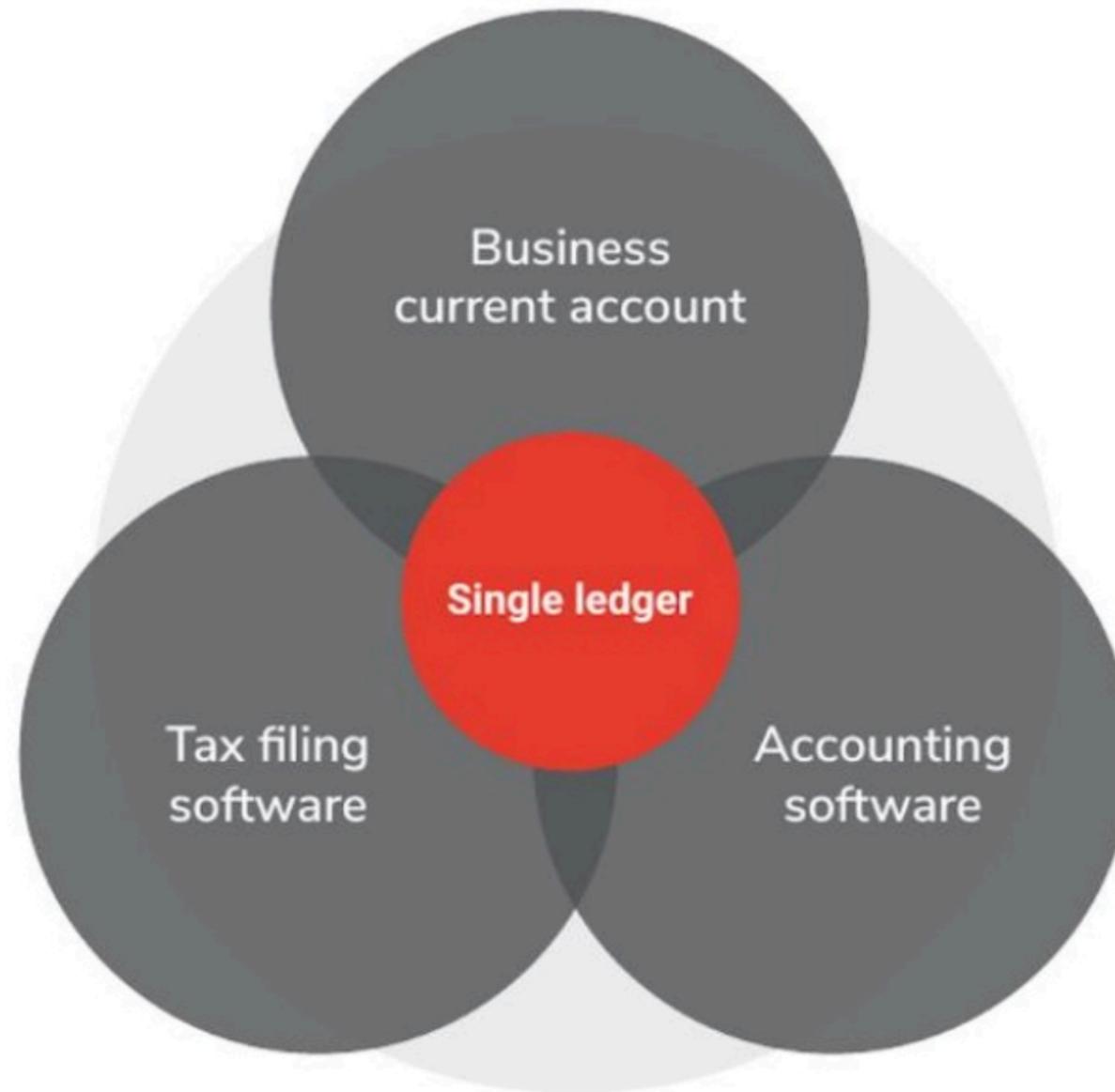
I lack insight into how my business
is doing until year end

6.1m UK business owners don't use accounting software

→ 600m hrs wasted on bookkeeping



Introducing the single ledger approach



The all-in-one financial tool provides incredible value

- ✓ Current account in minutes
- ✓ Mastercard
- ✓ Invoicing on the go
- ✓ Automatic bookkeeping
- ✓ Live business insights
- ✓ Seamless sharing with accountant
- ✓ Tax estimates
- ✓ Making Tax Digital (MTD) VAT filings



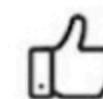
More money in their pocket

Reduced accounting fees, tax bills, costs of non-compliance, penalties.
Improved cash collection.



Eliminate work and drudgery

Effortless, automated financial admin.
Less time wasted.



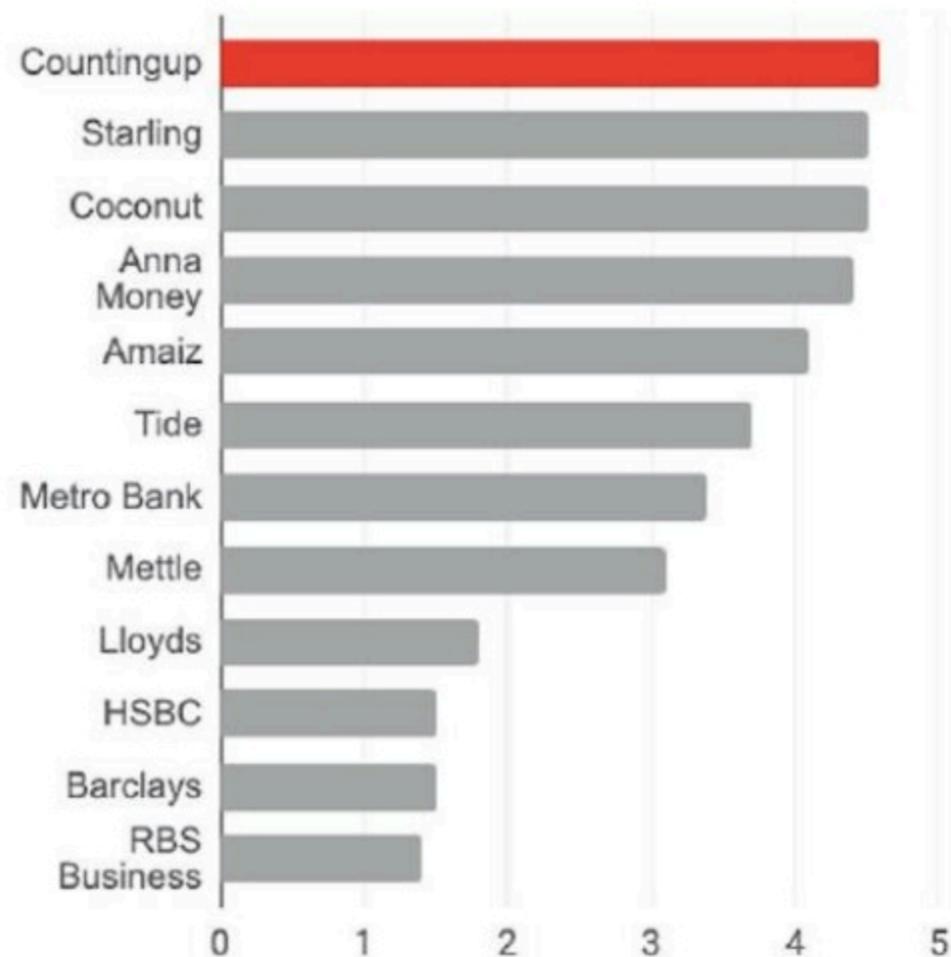
Complete confidence

Accurate, real-time data means fewer reporting errors, greater visibility and business insights all year round.

Our customers love us

The UK's most highly rated business current account on Trustpilot

Reviews 1,340 • Excellent



App Store

Ratings and Reviews

4.6 out of 5

783 Ratings



Google Play Store

4.8



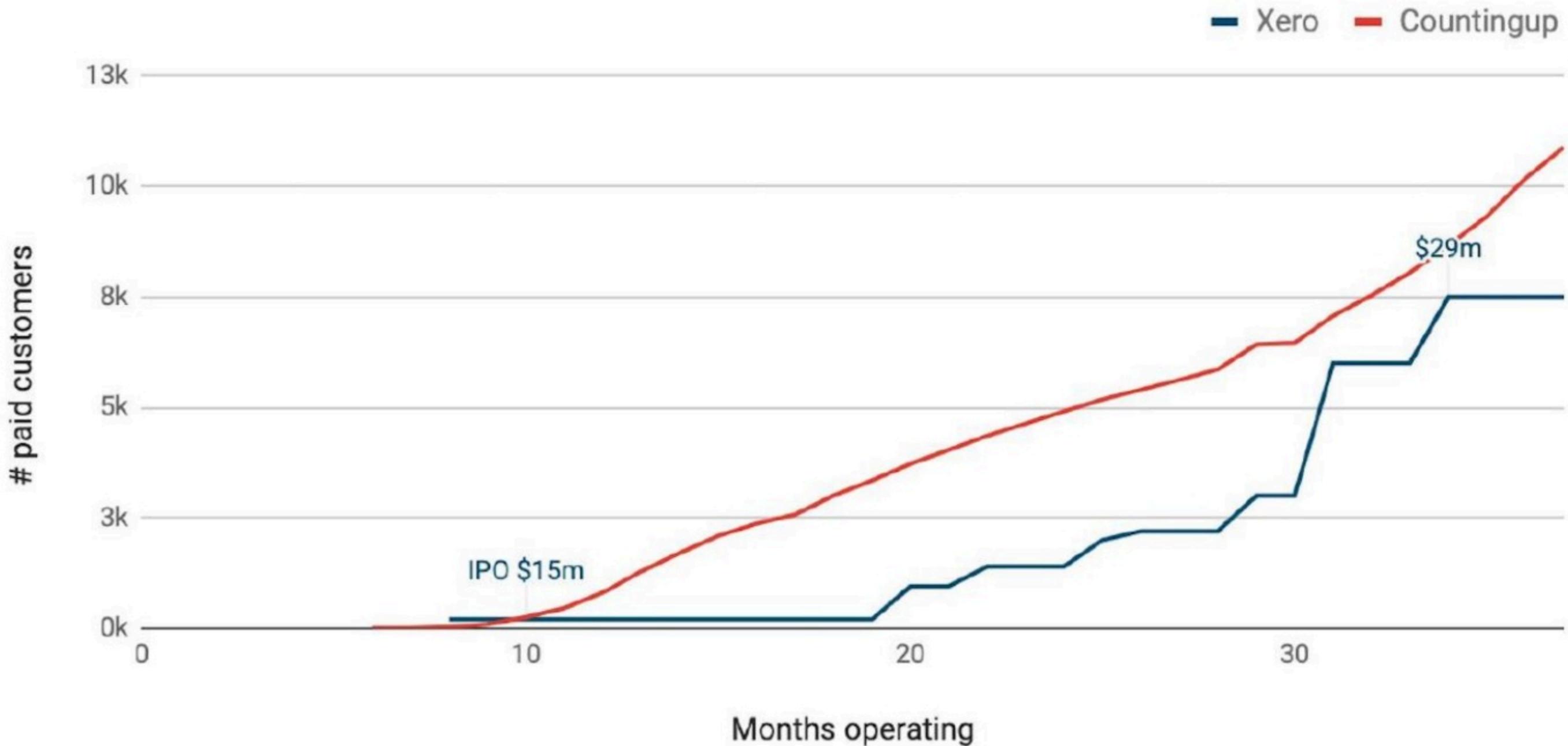
645 total



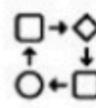
Award-winning



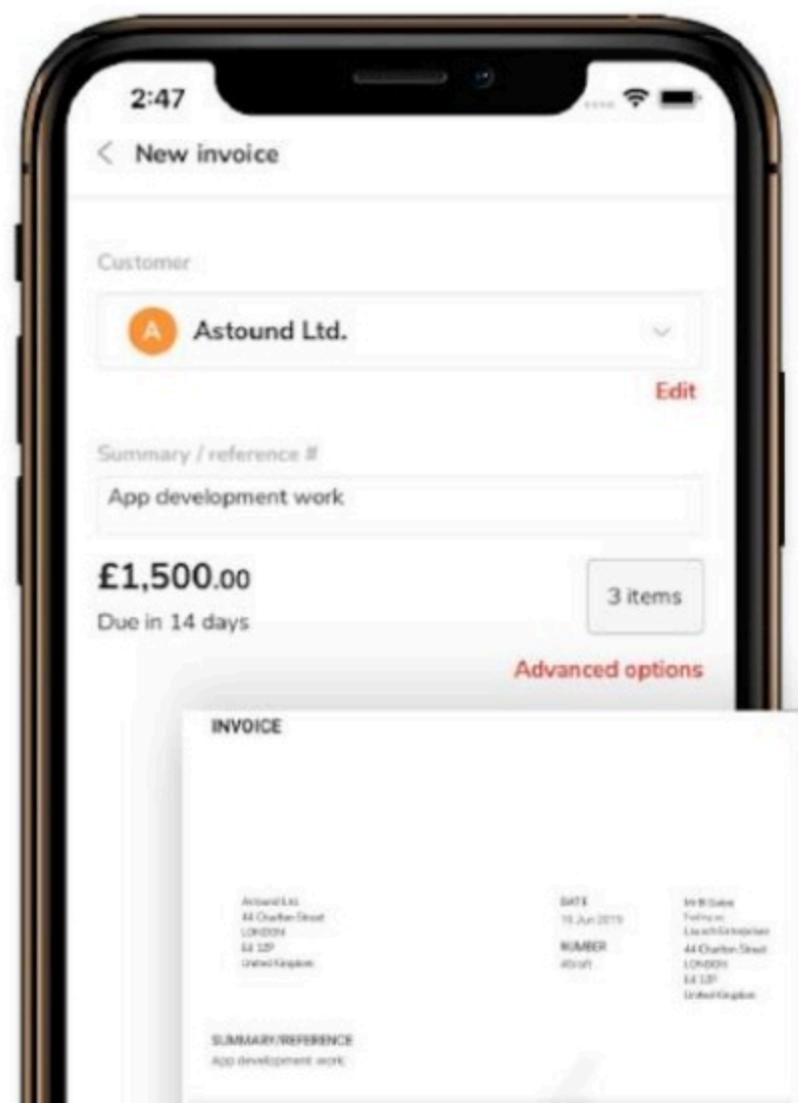
Growing as fast as \$17bn market cap Xero with substantially less capital



What makes us better?

 Superior workflows

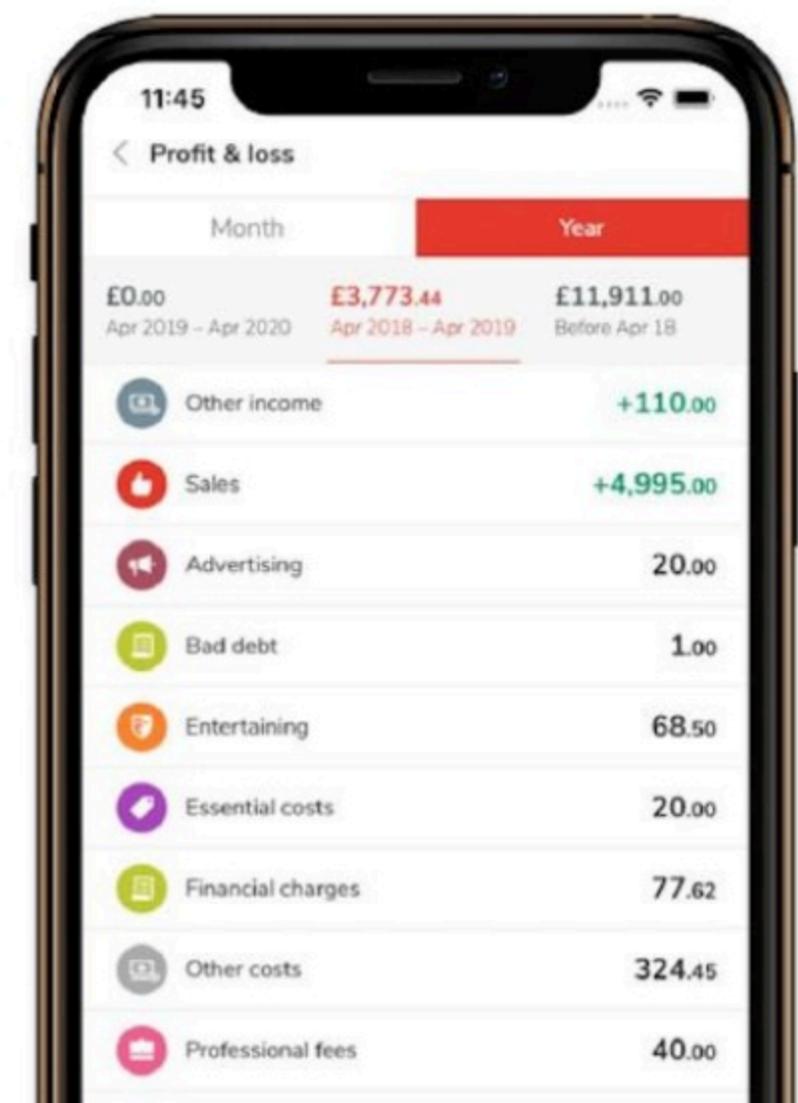
Invoicing and payment matching



Expense reminders



Auto-categorisation creates P&L



What makes us better?

Increased stickiness

- ✓ Embedding fintech in SaaS increases ARPU 2-5x ¹
- ✓ A seamless experience with everything in one place is stickier
- ✓ Countingup was built as a SaaS/fintech product with card + payments + accounting + tax in one unified experience

Differentiated insights

One central record for small business owners that is highly accurate, real-time and automated opens up opportunities:

- ✓ Supplier switching
- ✓ Forecasting and budgeting
- ✓ Credit cards
- ✓ Lending
- ✓ Payments
- ✓ Insurance

Complex technology

Accounting is difficult. No fintech has done it.

- ✓ Bookkeeping engine
- ✓ Invoicing engine
- ✓ Tax engine
- ✓ Experts with strong background
- ✓ First to market

Our Accountant Hub is the seamless solution for firms with small clients



No more chasing

Designed to fit into the accountant's workflow, our Accountant Hub provides access to real-time client data. This means no need to chase for missing information or re-authorisation of bank feeds.



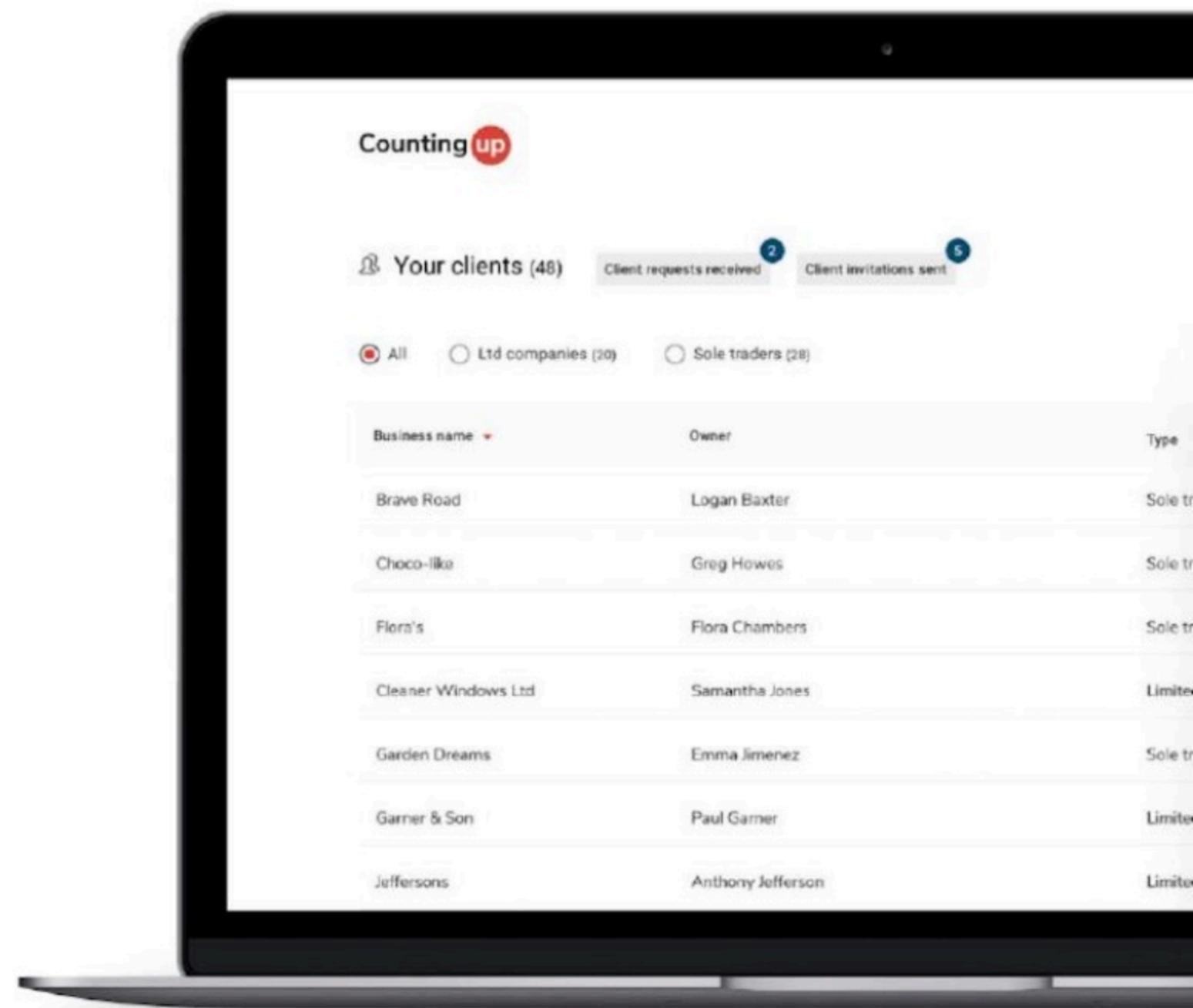
Time saving

Profit and loss reports that update when new transactions happen, automated bookkeeping and more.



More profitable

Small clients are time-consuming to serve and cost-conscious. The Hub saves accountants time, improving profit margins.



Counting **up**



Browse the best pitch deck examples.

Brought to you by bestpitchdeck.com — the world's largest library of pitch decks: hundreds of winning presentations from leading startups, updated every week.

[Read more →](#)

Follow us [@pitchdecks](#)    

