



helu.io

Next level FP&A

Controlling. Reporting. Budgeting.



Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

TRENDING TOPICS

DERSTANDARD

GRÜNDERSZENE

future
zone

tech2u

ds deutsche
startups

BUSINESS
INSIDER

Multi-bn opportunity in DACH alone

Helu is for CFOs, what Personio is for HR



80bn market in Europe alone



Untapped market for CFOs in DACH



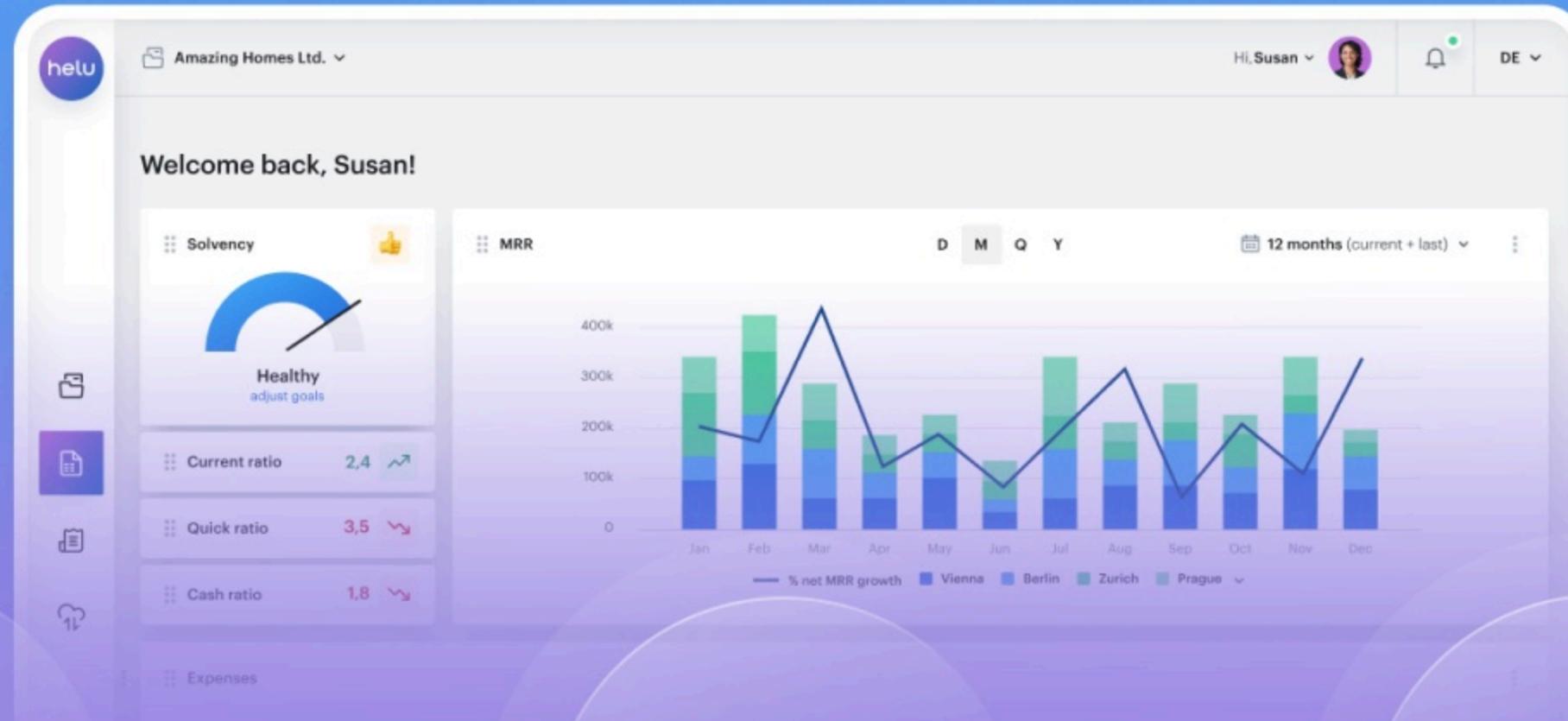
Largest SME market in Europe is DACH



No champion for controlling & reporting software in EU

**Controlling, budgeting and reporting
are costly, painful, error prone processes
for any SME**

Helu: good-bye excel sheets



Financial +
non-financial data

Budgeting
& Planning

Collaborative
Analysis & Reports

Our approach is unique and different



Helu built an extremely flexible reporting engine

The only platform in the market that can turn bookings-level data into financial reports

Easily extendable to other source systems



Source System

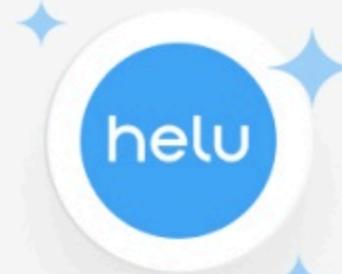
Journal Entries

Helu's magic

Smart, customizable financial data

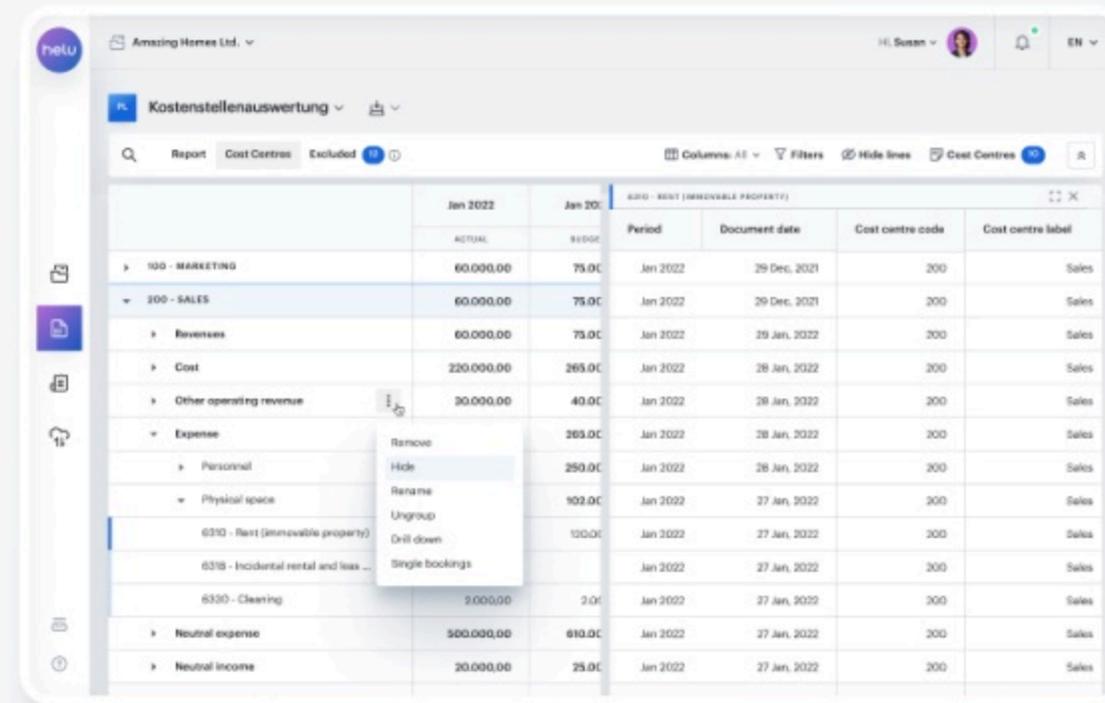
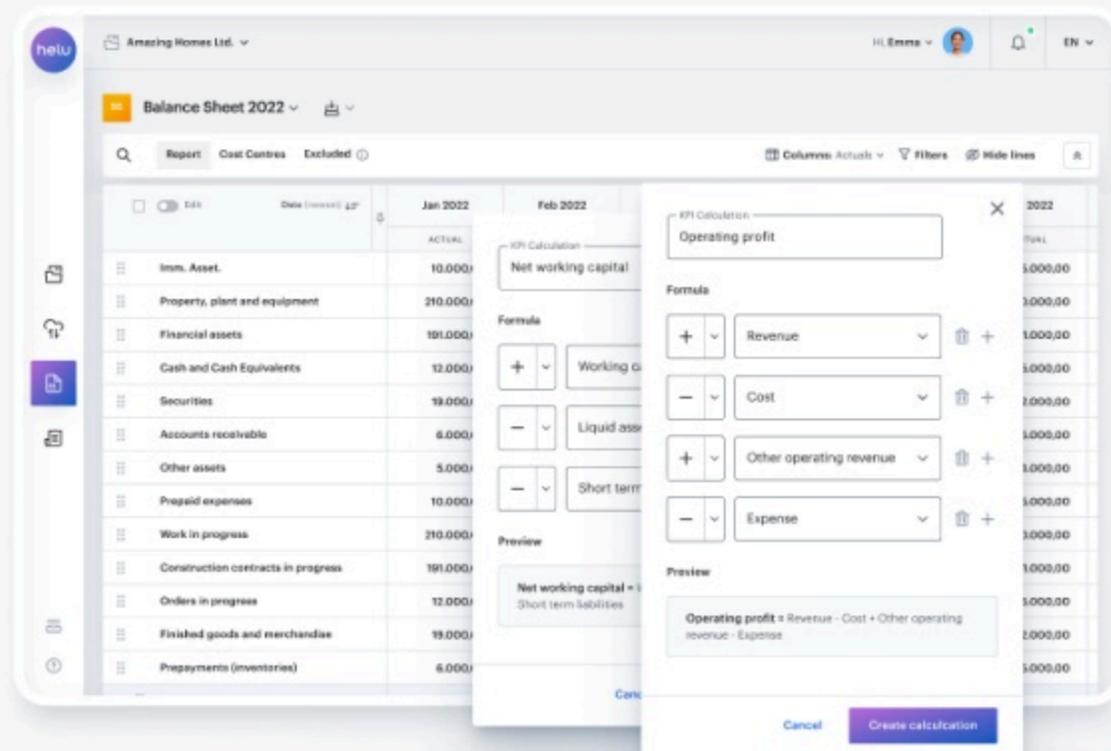


Date	Part.	Debit	Credit



DATEV integration extracting data on single bookings level

Automated financial reporting real-time in one step



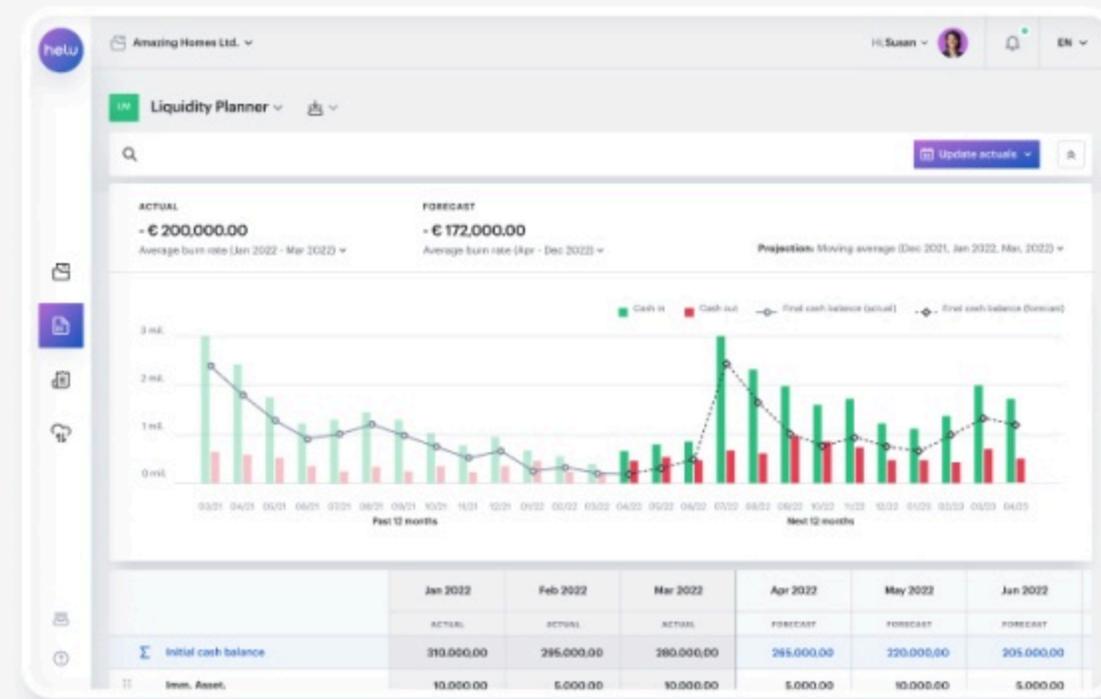
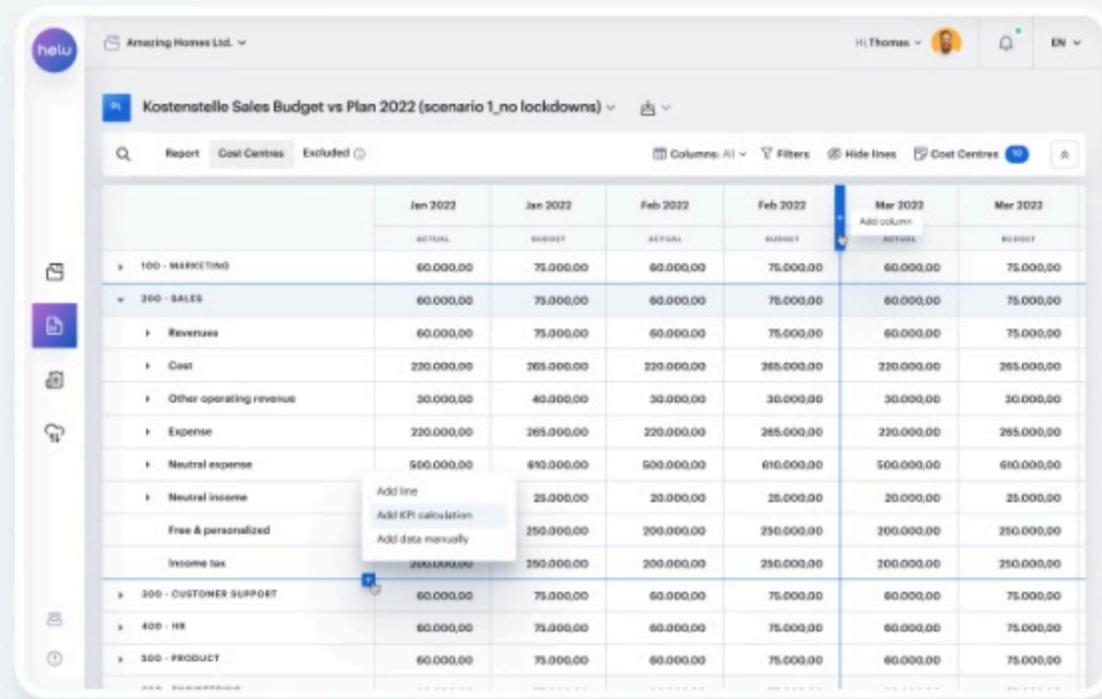
01 REPORTING PLATFORM

- financial statements
- customized KPI calculations
- flexible account mapping
- 100% data integrity

02 CONTROLLING PLATFORM

- cost center analysis
- drill-down to single booking level
- creditors & debtors analysis
- exclude or hide accounts

Collaborative analysis



03 BUDGETING & PLANNING

- Tailored calculation capability
- Dynamic data visualization
- Individual user access rights
- Debtor/Creditor analysis

04 LIQUIDITY MONITOR

- plan and control your liquidity
- dynamic scenarios of liquidity events
- simulate loan repayments
- collaboratively discuss runrate

Addressing a 100bn B2B SaaS market globally



Source: [statista.com](https://www.statista.com)

Leading software as a service (SaaS) countries worldwide in 2021, by number of companies

Multi-billion dollar market in DACH alone



Germany has largest SME market in Europe

- 99.5% of all German companies are SMEs

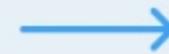
- 97.5% of all German exporters are SMEs

'In Germany alone you can build a multi-unicorn with Helu'



Quote

(Growth VC)



- ca. 2.5m SMEs in Germany alone
- DATEV has 75% market share

Specifics of DACH market



Helu's competitive advantage



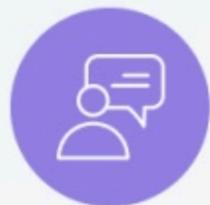
High market entry barriers

DATEV monopoly & decentralized API (individual servers for each SME or tax advisor)

- Helu: Unique DATEV API integration on single bookings level

Most complex accounting and tax system in the world

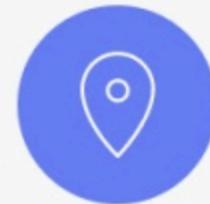
- Helu: full accounting integration
- Helu: tax management platform for tax advisors



Cultural environment

DATEV as religion for tax advisors

- Helu: allows tax advisors to collaborate with SMEs on the platform

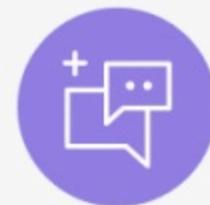


Largest SME market in Europe

Opportunities: Munich-based Personio reaching 6.5bn valuation via focus on DACH SME market in 6 years only

99.5% of all German companies are SMEs

97.5% of all German exporters are SMEs



EU players advantage

Traditional mindset when it comes to data

- Helu: Founded in DACH with a strong network & PR in DACH
- Server infrastructure & data in Frankfurt

Unique position in DACH

DATEV SOFTWARE COOPERATION WITH HELU

Helu is building an own API with DATEV, via it's software cooperation



Significant lead pipeline through partnerships

14

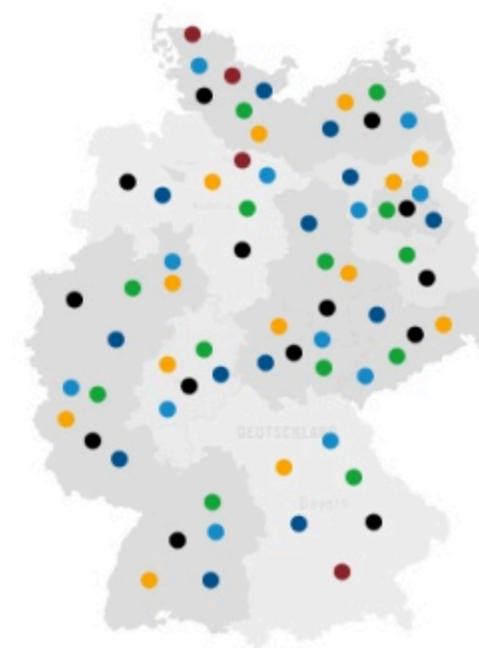
Software Partnerships

5250

Total reach to tax advisors via partnerships

14230

Total reach to SMEs



Helu automating data aggregation



Helu's reporting engine can build reports and pivot tables with any data.

Upload financial data



Excel



Google Sheets



Power Bi

Upload any data into Helu

Upload file



Drag and drop here
or

BROWSE

Maximum file size: 6 GB

100% of lungcancer_GSE31210.csv uploaded

INTEGRATION →

← INTEGRATION

Integration of other data sets



Salesforce
CRM Software



Hubspot
CRM & Marketing
Software



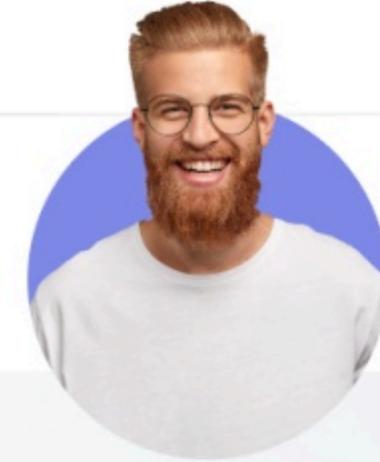
Pipedrive
CRM Software



Personio
HR management

Tailored integration of **any data set**

Helu's typical customer



Characteristics

Accounting via DATEV



20-300 FTEs

own controlling

in-house book keeping / through tax advisor

Persona Profile

– Pain points

- lack of insight to the financials he/she is responsible for
- Customizing reports happens in excel and is prone to errors
- If one calculation is off, distrust in all of the numbers starts
- His/her team needs several days per month just to prepare Reports

+ Gains from Helu

- Getting access to LIVE data
- Ensuring only the right people have access to the data
- Removing cumbersome, redundant monthly work from the CFO-Staff
- Simplifying the back and forth in communicating numbers to the stakeholders

Top notch international team



35 FTEs, 12 nationalities, 8 languages, 5 previous SaaS companies

Lead positions



Daniel Hamada
CFO

David Wagner
Product Lead

Shawsta Leopold
Marketing Lead

Leslie
Head of Sales

Ines Gamler
Design Lead

Petar Aleksic
Back-end lead

Lucas Traba
Front-End Lead

Konstantin Bachmann
Customer Support Lead



Franz Salzmann

Serial Entrepreneur & Founder

Some cool facts



Founder



Disrupt Winner



Former Partner

Former board member on unicorns



Education



Backed by

Strong investors & advisors

<p>CommerzVentures</p> 	 <p>Christophe Maire Serial entrepreneur</p> 	 <p>Fabian Wesemann CFO & co-founder Wefox</p> 	<p>IRIS</p> 
 <p>Alexander Huber CMO Wefox</p> 	 <p>Marco Rodzynek Founder Noah Conference</p> 	 <p>Eric Demuth CEO & founder Bitpanda</p> 	 <p>Tilo Bonow Founder Piabo</p> 