synder

Synder

Easy accounting
focused on E-Commerce

Vision

To provide E-Commerce with automated accounting and be a single source of truth for multi-channel businesses

Problem

Manual accounting management. No way to reconcile Sales Channels and Bank Account without manual actions which result in errors.

Multiple sales channels management. E-Commerce businesses must manually gather and process data from multiple payment methods and sales channels, leading to errors in accounting and financial records.

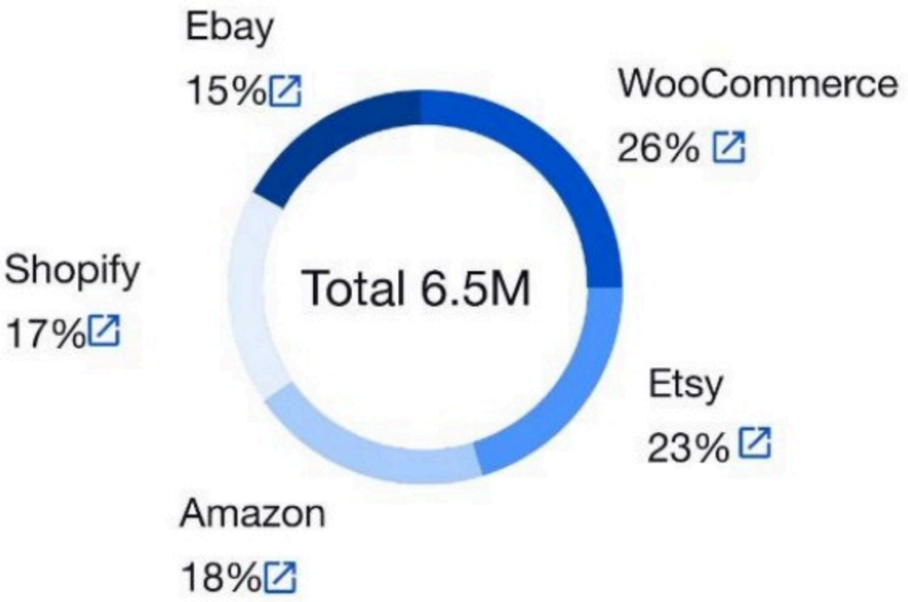
Inventory tracking. Multiple sales channels lead to problems in tracking available stock which causes failures in order and delivery fulfilment.

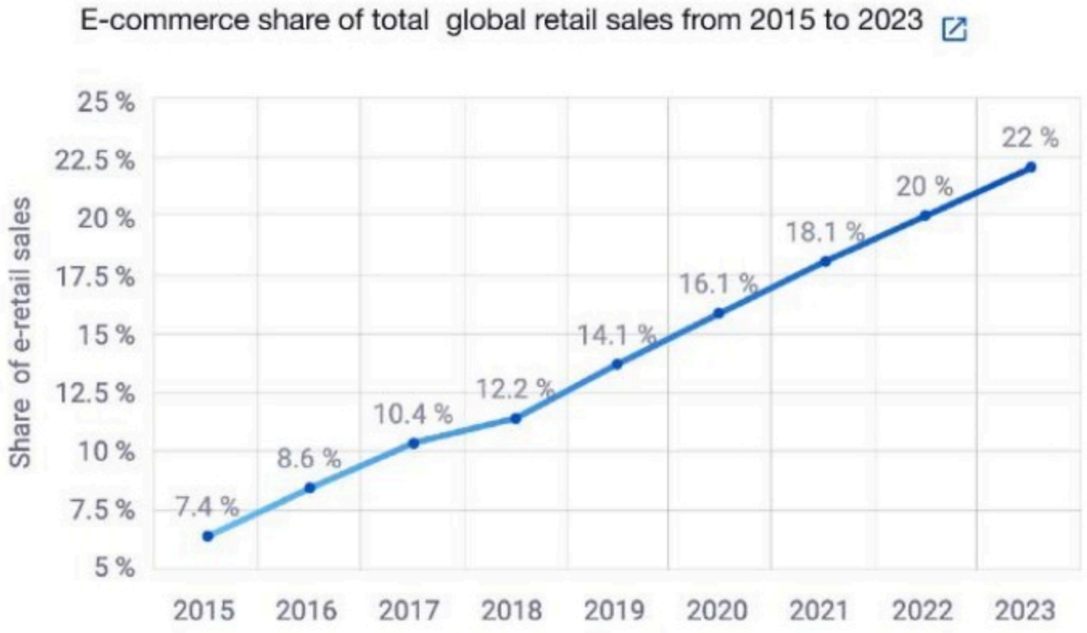
High cost of accounting maintenance. Minimum plans of Bookkeeping services cost on average $200 USD/week and are continually increasing.

Market and target

There are about **6.5M E-Commerce** businesses in the US that are the target for Synder

At a current price point Target Addressable Market is **~$5.5B/year**





E-Commerce takes only 16% of commerce globally and this number is surging due to COVID as the market increasingly moves online.

Traction

75%
retention within
days 0-150

90%
retention within
days 150-365

$1B
already reconciled in
2021 in amounts

Platforms we support

amazon · Etsy · stripe · shopify · Square · PayPal · ebay · Ecwid

BIGCOMMERCE · Authorize.Net · Bluefin Payment Systems · Pin Payments · WOO · GOCARDLESS · Braintree · IntegraPay

Reviews & Awards

- More than 1,500+ 5 star reviews from loyal clients.
- Most reviews and highest average rating in the category
- Best in the field customer support

TOP PERFORMER

Accounts Receivable Software

Founders

Michael Astreiko
CEO

- Held CTO role in 4 startups (1 exit, 1 running, 2 failed)
- Strong focus on Accounting domain for the last 6 years (QuickBooks, Xero, Sage, MYOB)

Ilya Kisel
COO

- Built a team of 20 people in an E-Commerce project
- Elevated Synder to the 1st place in customer reviews across marketplaces.
- 7+ years hands-on experience in Customer Success & Sales.

Contact us

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