

**I took it
personally**



I've been a reluctant power user of

Tax Accountants

MY FIRST CO.

200

hours/year spent
on tax matters

MY SECOND CO.

\$3M

annual retainer
for tax firm

MY THIRD CO.

3 firms
3 years

What should be a part of doing business

Became all-consuming at times



Paper-driven



**Unimaginably
complex code**



**Unclear interpretation
boundaries**

The more I learned,

The bigger the opportunity became



\$10B

Annual spend/yr
on tax prep



\$500K

Potential fines
for tax fraud



100+
years old

Leading firms are
not innovating

65%

of Fortune 500
businesses
have switched
accountants in
the last 5 years

So I built the solution I always wanted



- ✓ **Automatic** integrations
- ✓ **On-demand guidance** from top accountants
- ✓ **Streamlined, easy-to-use** interface
- ✓ **AI-powered** tax efficiency engine