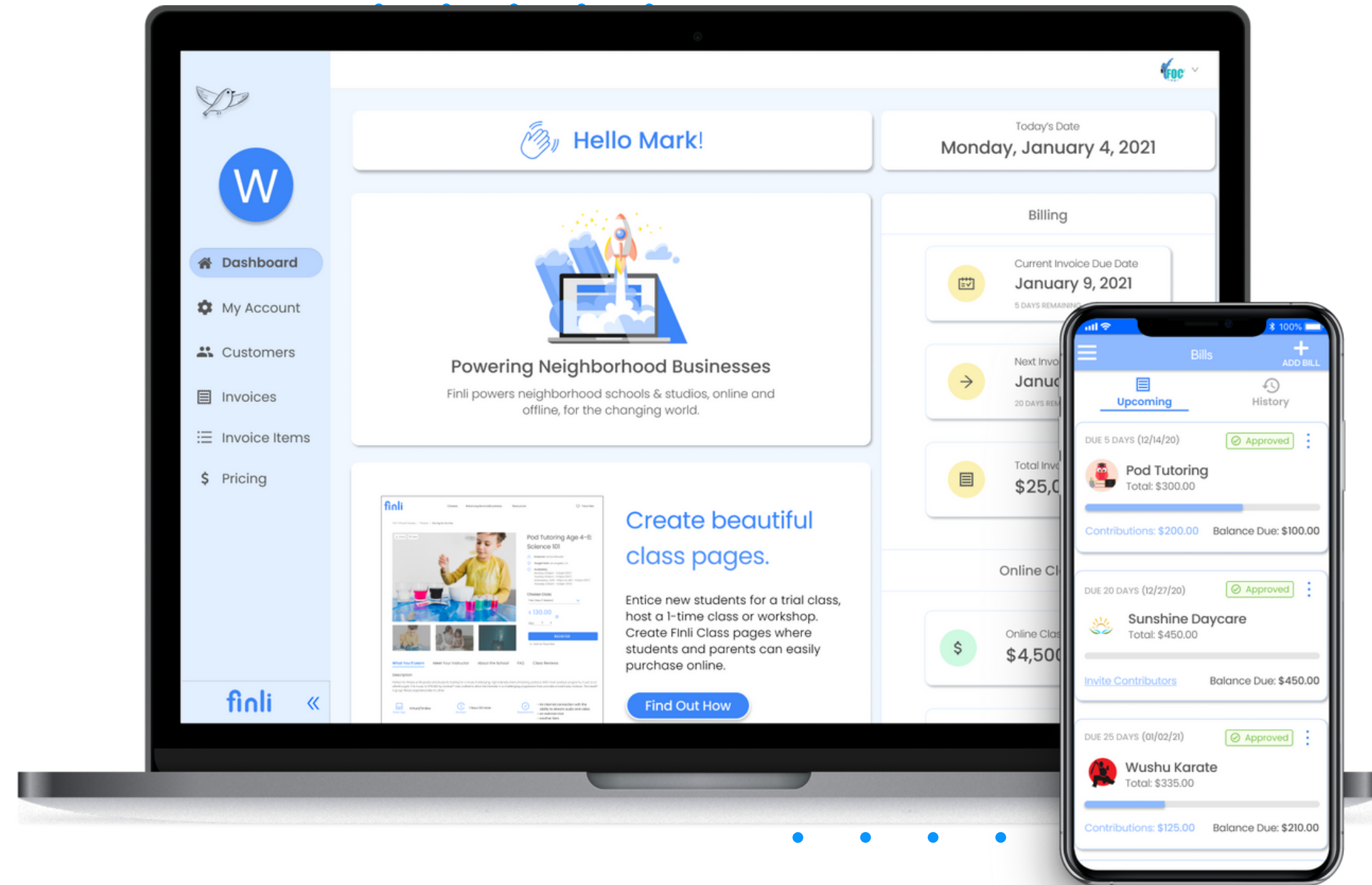




# GET PAID YOUR WAY!

Finli is the most comprehensive, easy to use, and affordable invoicing platform for service based SMBs, micro businesses, and solo-preneurs.



# The Problem

Service-based businesses are struggling to survive and grow under the weight of administrative burden.



## U.S. MARKET OPPORTUNITY

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**31.7M**

Number of SMBs experience a 10-yr failure rate of 70% due to cash flow issues

**68%**

Is the time spent by business owners tackling daily administrative work while dedicating only 31% on growing their business

**\$1.3T**

Contribution to the economy by solopreneurs and owner/operators of small businesses

**41.8M**

Is the number of SMBs identified as solo-preneurs and micro businesses and the rate of growth is seeing a new ascend

# The Reality

Ongoing struggle to figure out who is supposed to pay, for what, how much, when, and on whose behalf

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## Too complicated

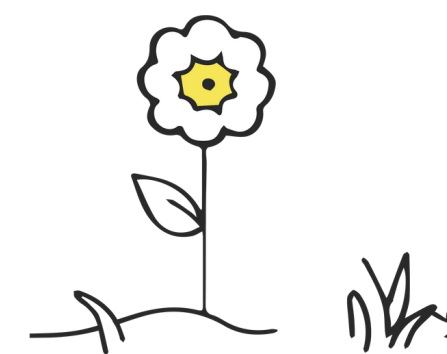
Different payment methods to accommodate, multiple invoicing types to stay on top of, reconciliation is a nightmare.

## Too expensive

Lack of visibility and predictability over revenue and cost of payment and other productivity tools

## Too many "solutions" to make sense of

Antiquated manual processes plus too many fragmented softwares glued together just to run their business.



# The Solution

All the tools in one place to help SMBs manage and grow their business.

- Affordable
- Ease of use
- Transparent



# Finli is ideal for.....



Service-based businesses looking to get paid, your way!

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Owner Operator

Sell Time vs Product

Recurring Billing/Subscription

Online, Onsite, Hybrid

Paper to digital

**TUTORS/TEACHERS**  
**ENRICHMENT EDUCATORS**  
**HOME SERVICE SPECIALISTS**  
**PET TRAINERS**  
**COACHES/CONSULTANTS**  
**FITNESS TRAINERS**  
**and more.....**



# Case Study - Dojo

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## Challenges:

- Struggling to issue invoices on time and accurately
- Chasing down payments is common, awkward, and time consuming
- Predicting how much revenue earned is a guessing game
- Losing revenue from ineffectively capturing secondary revenue i.e. uniforms, belt testing, weapon sales
- Customer profiles live in filing cabinets
- Nonexistent pricing increase fearing customers might leave for a competitor
- Many students are paying different tuition for the same services due to "discounts" promised

## Solution:

**Finli**



# Case Study - Dog Trainer

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## Challenges:

- Using too many tools and processes in order to operate: scheduling software, an invoicing software, a forms software, Google Drive to store notes and documents
- Toggling between multiple calendars to schedule training sessions for staff trainers
- Paying a hefty fee for all the softwares and for payment processing
- Existing website lacks the functionality of scheduling, booking and payment
- Figuring out how to invoice recurring/subscription classes, package sales, ad-hoc sessions for multiple dogs on the same invoice is borderline impossible

## Solution:

**Finli**



# Case Study - Business Coach

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## Challenges:

- Sacrificing personal touch for a transactional software experience is a deal breaker
- Looking to hire a Virtual Assistant to help manage the back-office side of the business
- Billing complicated by multiple clients with different packages and start dates
- Invoicing itemization for business clients paying for multiple employees is difficult
- Doesn't invoice and collects payment via Venmo or Zelle
- Existing softwares are not quite right and very expensive
- Seeking a platform that is high tech, affordable, easy to use, and quick to set-up

## Solution:

**Finli**

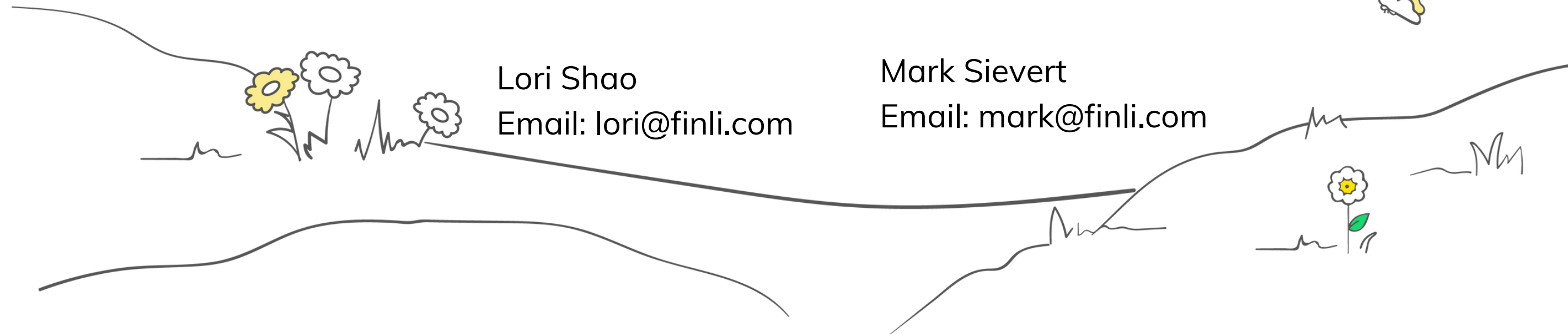




We back aspiring entrepreneurs and existing business owners with dreams to change the world for good.

# Special Offer for LA Optimized Businesses

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