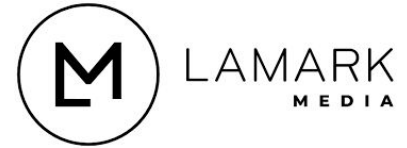# cofi.ai

AI powered Financial Planning and Analysis platform for B2B SMEs
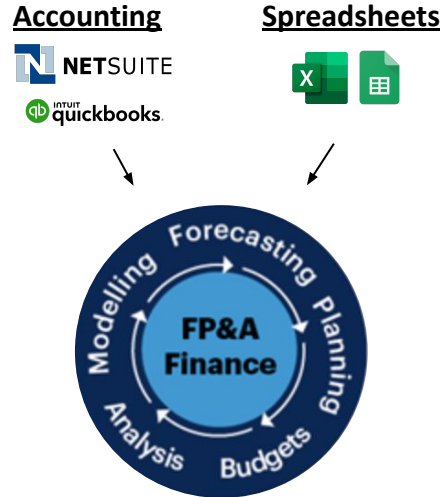
These companies automate their financial planning and analysis with Cofi
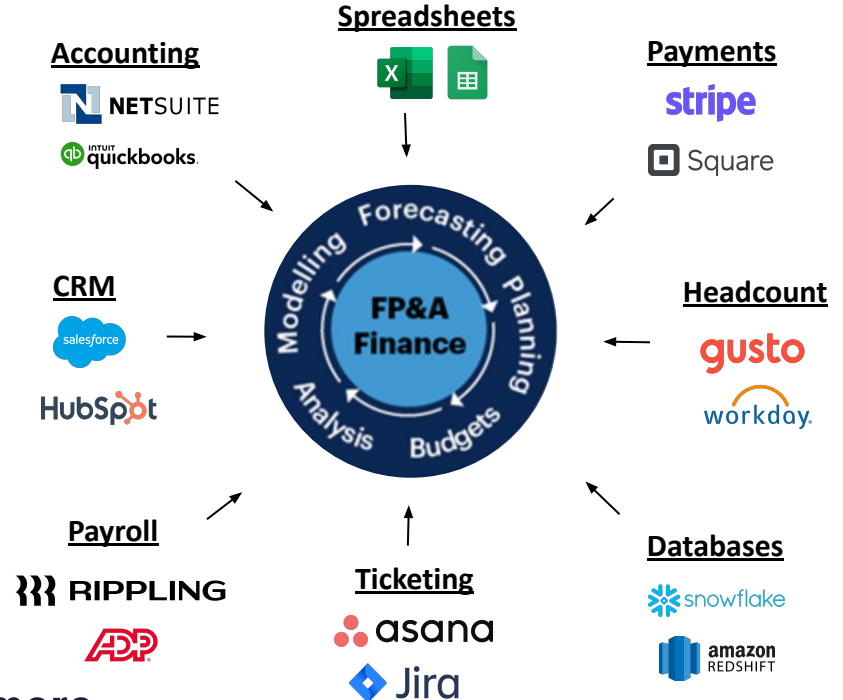
US & EMEA based paying customers

Finance teams are required to work with a much larger number of data sources than ever before

Before

Accounting

Spreadsheets

FP&A Finance

Today

Spreadsheets

Accounting

Payments
stripe
Square

CRM
salesforce
HubSpot

Headcount
gusto
workday.

FP&A Finance

Payroll
RIPPLING
ADP

Ticketing
asana
Jira

Databases
snowflake
amazon REDSHIFT

FP&A done in Excel is not sustainable anymore...

3

Bad use of FP&A costs U.S. companies $7.8B

1. The estimate of $6.1 billion in lost FP&A productivity is based on US companies with 50 to 999 employees.

2. The losses are due to lack of innovation and inefficient data processes.

3. Only 12.5% of organizations spend more than 40% of their time on high-value FP&A work.

4. The typical FP&A team spends over 75% of their time on data gathering and management.

We built an FP&A saas solution capable of flexibly working with multiple data sources, saving finance teams thousands of hours every year.

Data Sources (+100)
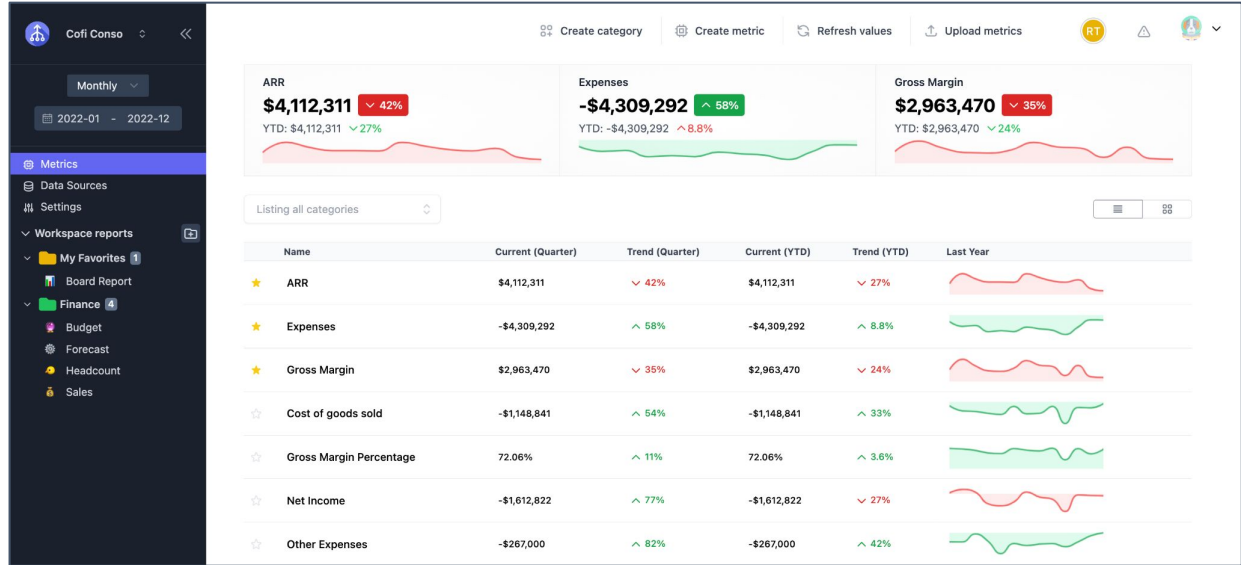
✔️ **Automated reporting and analytics**

✔️ **Innovative approach to data integration**

✔️ **Easily create and manage budget models on cloud**

✔️ **Multi-currency, multi-country Consolidation**

✔️ **Fastest time to value**

✔️ **Highly flexible and scalable**

✔️ **No IT support needed, owned by the finance team**

✔️ **On-Cloud modeling and cross-functional collaboration**

Demo ▶️

5

We are developing a metric and modeling engine that provides Cofi a unique competitive advantage in for having the fastest onboarding in the market

Feature	Status
No-code multiple data source modelling	✔
AI powerd database fuzzy matching	✔
Natural language into queries	✔
Natural language into scenario modelling	2Q24

We are collaborating with leading university LaSalle in the field of predictive algorithms and natural language processing with Xavier Vilasis, professor and member of CERN. We have received a $300K grant from the UE to do so.

laSalle CERN

Competitive dynamics show converging functionality in Homogeneous Oligopolies

Cofi stands out because it's flexible and fast for finance teams who want to build their own reports and models. Our cost strategy helps us grow quickly and be unique in the market, aiming to lead and set prices.
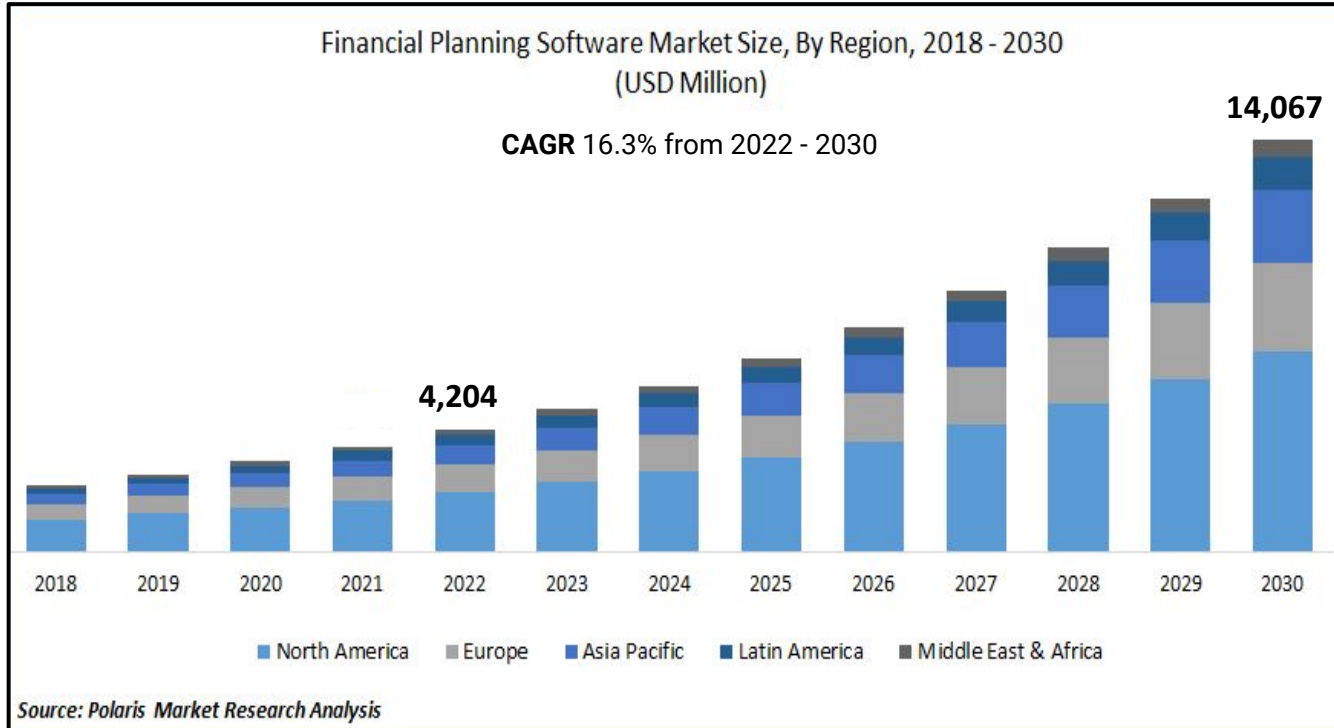
1st Gen (2000s, Onpremise, Enterprise, $$$)

ORACLE® HYPERION

SAP Business Planning and Consolidation

2nd Gen (2010s, Cloud, Mid-Market, $$)

Anaplan   Adaptive Insights   Vena   planful

3rd Gen (2020s, Cloud, SME, $)

+ (Flexibility) -

datarails

Pigment   CAUSAL

cofi

onplan   mosaic

Jirav   Abacum

- (Time to Value) +

There are 300K+ SME in the US with 50-500 employees

Financial Planning Software Market Size, By Region, 2018 - 2030
(USD Million)

CAGR 16.3% from 2022 - 2030

14,067

4,204

2018 2019 2020 2021 2022 2023 2024 2025 2026 2027 2028 2029 2030

■ North America ■ Europe ■ Asia Pacific ■ Latin America ■ Middle East & Africa

Source: Polaris Market Research Analysis

Our current target market is Fractional CFOs

1. fCFOs see Cofi as a way to efficiently scale their business - unlocking value through reporting automation and ease of modeling. This means more clients, more revenue/margin, and less grunt work for fCFOs.

2. fCFOs manage multiple companies. The problem times their portfolio.

3. fCFOs are easy to connect and engage with through LinkedIn, and are eager to expand partnerships.

4. Cofi has specific features for portfolio management that allow fCFOs to manage and work with multiple clients in one environment and to share templates and models.

5. Scalable distribution. One Fractional CFO brings multiple accounts.

We have raised $350k in convertible notes to build the platform and closed our first customers. We are looking for $100k convertible to complement committed $300k for 2024 plan.

	2024-01	2024-02	2024-03	2024-04	2024-05	2024-06	2024-07	2024-08	2024-09	2024-10	2024-11	2024-12	TOTAL 2024
1 New Demos	24	25	27	28	30	32	33	35	38	40	42	45	398
2 MoM Demo Growth	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	72.00%
3 Conversion Rate	12.00%	12.00%	12.00%	13.00%	13.00%	13.00%	14.00%	14.00%	14.00%	15.00%	15.00%	15.00%	162.00%
4 Revenue	$9,918	$11,900	$14,001	$16,546	$19,469	$22,567	$26,261	$30,479	$34,949	$40,214	$46,194	$52,532	$325,032
5 ARPA	$700	$700	$700	$800	$800	$800	$900	$900	$900	$1,000	$1,000	$1,000	$10,200
6 COGS	−$800	−$800	−$3,800	−$3,800	−$3,800	−$3,800	−$3,800	−$3,800	−$3,800	−$6,800	−$6,800	−$6,800	−$48,600
7 Gross Profit	$9,118	$11,100	$10,201	$12,746	$15,669	$18,767	$22,461	$26,679	$31,149	$33,414	$39,394	$45,732	$276,432
8 Total Expenses	−$20,200	−$20,200	−$24,200	−$24,200	−$24,200	−$24,200	−$24,200	−$24,200	−$24,200	−$28,200	−$28,200	−$28,200	−$294,400
9 S&M	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$2,700	−$32,400
10 R&D	−$8,000	−$8,000	−$12,000	−$12,000	−$12,000	−$12,000	−$12,000	−$12,000	−$12,000	−$16,000	−$16,000	−$16,000	−$148,000
11 G&A	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$8,500	−$102,000
12 Miscellaneous	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$1,000	−$12,000
13 EBITDA	−$11,082	−$9,100	−$13,999	−$11,454	−$8,531	−$5,433	−$1,739	$2,479	$6,949	$5,214	$11,194	$17,532	−$17,968

Metrics
- 12 paying customers
- $82K ARR

Convertible Note Terms
- 20% discount, $6M cap
- 4% annual interest, 24 months

We are part of Capital Factory in Austin

We're based in Austin and our engineers are in Barcelona

Management Team

ALEX IRIGOYEN

CEO - co founder

Msc Data Science

Bec Economics

+ 5 years FinTech

Austin

FRAN ESPINO

CTO - co founder

Software Engineer
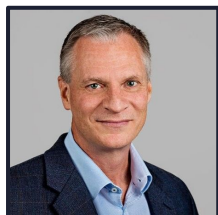
CTO eKuantia

+10 years FinTech

Barcelona

LUIS RIETTI

COO

Wharton MBA

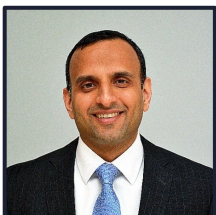Fmr Finance Exec + Founder

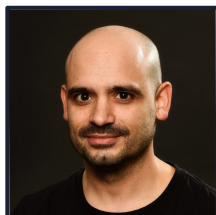+14 years in Tech

Austin

Advisors & Investors

NEAL HARTSELL

Advisor GTM

CMO Mile 1

mile1

GAURAV BAVEJA

Advisor & Investor

CFO Tonaquint

TONAQUINT

PERE CODINA

Advisor & Investor

CEO Kompyte

(acd by $SEMR)

500

MICHAEL VANTUSKO

Investor

CFO MediQuant

MediQuant

Headcount

6ppl ✔️ Austin (HQ and GTM): 2ppl ✔️ Barcelona (R&D & MKTG): 4ppl

Thank you!

cofi.ai

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