

## Project Slip - 20120502

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|---|---|---|---|--|
| <p><b>PROBLEM</b></p> <p>Matching expense receipts with transaction statements is slow and tedious.</p> <p>Getting all of the expense receipts from clients is time-consuming.</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>Marking-off each matched transaction on the paper statement using a pen.</p> <p>Downloading transactions to Excel and communicating missing receipts using it over email.</p> | <p><b>SOLUTION</b></p> <p>Import transaction statement lines into a UI/app built for matching.</p> <p>Allow for sending emails from app soliciting for unmatched lines.</p> | <p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Reduce your time spent matching expense receipts by 80%.</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>Receipt matching for touch typists, not the hunt-and-peck set.</p> | <p><b>UNFAIR ADVANTAGE</b></p> <p>Invented ("own") receipt reconciliation software.</p> | <p><b>CUSTOMER SEGMENTS</b></p> <p>Independent bookkeepers</p> <p><b>EARLY ADOPTERS</b></p> <p>Active on LinkedIn.</p> |
| <p><b>COST STRUCTURE</b></p> <p>Hosting - \$10/month</p> <p>Software development - \$0</p> <p>Domains - \$40/yr</p>   | <p><b>REVENUE STREAMS</b></p> <p>\$29/month with a 30-day free trial.</p>   |   |   |  |
| <p><b>KEY METRICS</b></p> <p>Upload transaction statement.</p> <p>Reconcile majority of transactions.</p> <p>Upload second transaction statement.</p>   | <p><b>CHANNELS</b></p> <p>LinkedIn bookkeeper groups, Twitter, word-of-mouth.</p>   |   |   |  |