



# AI-powered Financial Analysis Assistant

Extract, categorize, and analyze financial data — intelligently and effortlessly

# The Problem: Manual prep work

- Financial data is scattered across PDFs, Excel spreadsheets, and inconsistent exports.
- More time is spent preparing data and building models than analyzing it
- Large datasets, inconsistent formats, and complex Excel logic create black boxes and hidden errors
- Too much efforts goes into formatting reports instead of telling a clear financial story



# Financial Analysts deserve better tools

## Current Challenges



### Raw Reports

Trial balances, Annual Reports and other financial extracts are not analysis-ready



### Time-Draining Prep

Hours are spent on structuring data and manual classification before the analysis begins



### Excel Overload

Large Excel files are slow and hard to manage



### Costly Support

Teams often rely on costly consultants for fastidious prep work and financial analyses

## Why it matters?



### Valuable time wasted

Analysts spend more time preparing than analyzing



### Lack of Clarity

Transparency is lost in complex Excel logic



### Hidden Errors

Mistakes and mismatches can go unnoticed until it is too late



### Disconnected Reporting

Reporting workflows are slow and disconnected from analysis



### Slower Decisions

Decision-making is often delayed and/or misinformed

# Why Now?



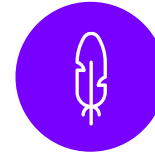
## **CFOs under pressure to do more with leaner teams**

Finance teams are being asked to deliver more insights and reporting with fewer resources, driving the need for automation and efficiency.



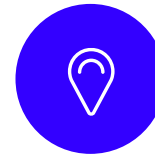
## **Rise in investor and audit scrutiny post-2023 market reset**

Investors and auditors have increased their scrutiny of financial data and reporting – demanding transparency, traceability, and decision-ready insights.



## **GenAI raising expectations: stakeholders want narrative + visuals, not just spreadsheets**

The advancement of generative AI is raising the bar for financial reporting, with stakeholders expecting more sophisticated visualizations and insights.



## **Finance teams adopting AI to speed close and improve insight**

According to McKinsey, finance teams are increasingly turning to AI-powered solutions to streamline their processes and generate better insights.

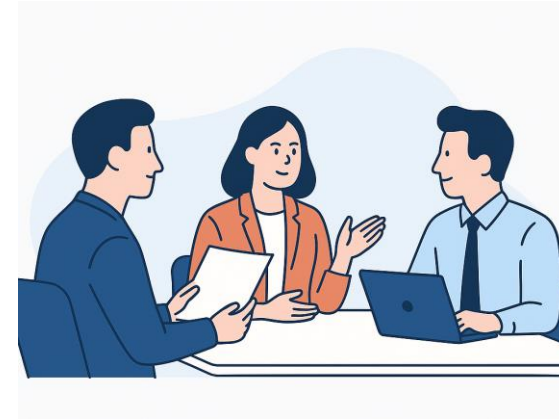
The current market environment, characterized by increased pressure on finance teams, heightened scrutiny, and the rise of generative AI, makes the need for smart financial data intelligence particularly timely and valuable for businesses.

# Target Customers



## Finance Teams (CFOs, Controllers, FP&A)

Need to reduce month-end/reporting cycles, ensure accuracy, auditability, and executive visibility



## Investors (PE, Family Offices, M&A teams)

Require clean, comparable financials — fast, need confidence in EBITDA, net debt, NWC — especially under time pressure

Across both finance departments and investor teams, time-consuming processes and fragmented data sources continue to hinder analysis and decision-making – revealing a large unmet need.

# The Opportunity

- **\$100B+ spent globally on financial advisory, audit, and reporting automation**

The total addressable market for the platform's services is estimated to be over \$100 billion globally, encompassing financial advisory, audit, and reporting automation services.

- **80%+ of mid-market firms still rely on Excel for reporting**

According to a CFO Dive report, over 80% of mid-market firms still rely on Excel for their financial reporting, indicating a significant opportunity for the platform to provide a more efficient and automated solution.

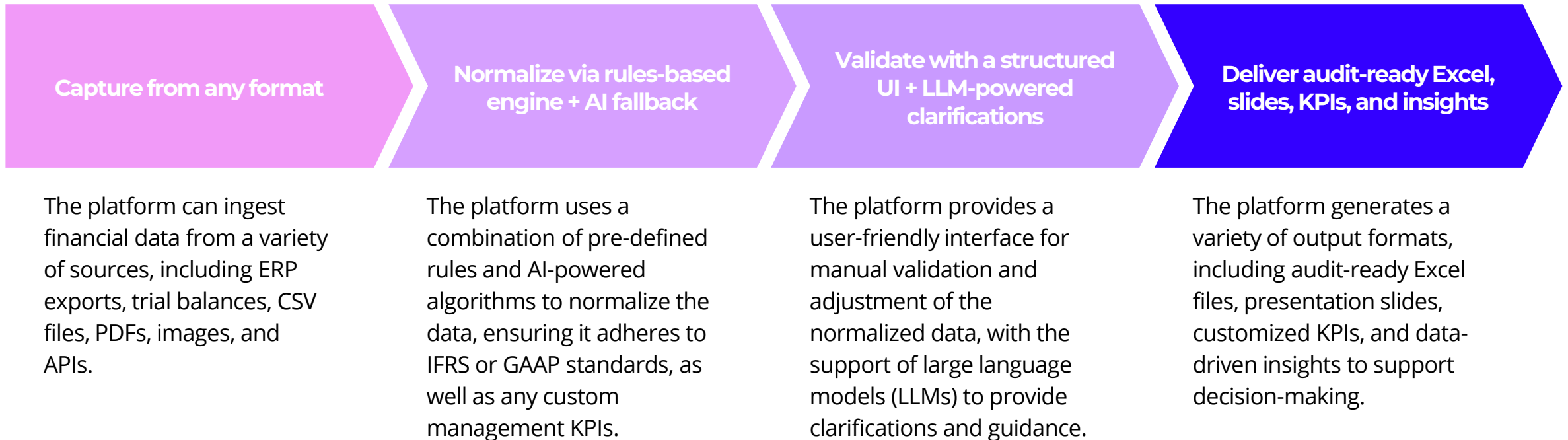
- **IFRS/GAAP complexity rising with global investment flows**

As global investment flows increase, the complexity of IFRS and GAAP accounting standards is also rising, creating a growing demand for solutions that can handle the normalization and reporting of these complex financial standards.

- **AI adoption in Finance is still in early innings — no dominant player in AI-driven IFRS prep**






The adoption of AI-powered solutions in the finance industry is still in its early stages, and there is currently no dominant player in the market for AI-driven IFRS preparation, presenting an opportunity for the platform to establish itself as a market leader.

# Our Solution



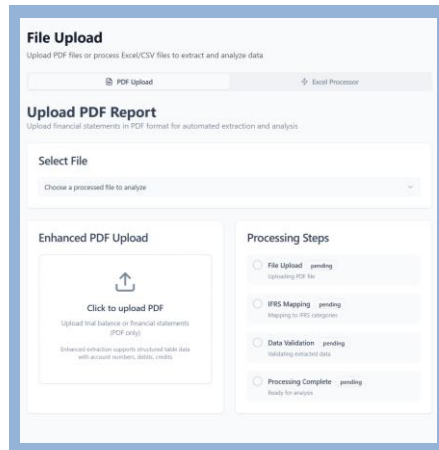
# Traditional Workflow vs. Our Assistant

Comparison of key capabilities in financial data analysis

Traditional Workflow	Our Assistant
Excel formulas and manual copy-paste	 Intelligent parsing and mapping
Fastidious user-performed mapping	 AI-driven IFRS classification
Complexity buried in Excel logic	 Structured interface with transparent flow
Errors can happen and go unnoticed	 Reconciliation engine + badges
Static output	 Interactive dashboards & auto-generated decks



# What It Looks Like



## PDF or Excel upload

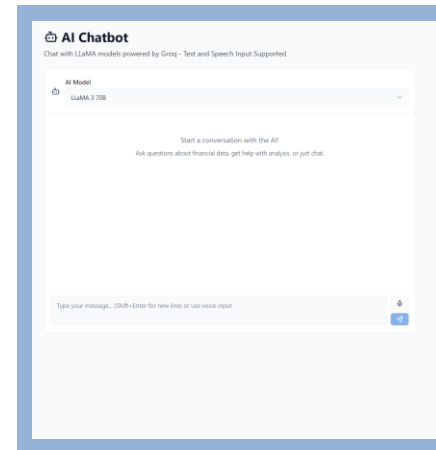
A preview of the uploaded PDF file showing the financial statements.

The screenshot shows the 'IFRS Mapping' section. It includes a 'Select File' section with a 'Choose a processed file to analyze' dropdown. Below this, there's a 'Balance Sheet' section with a table showing 'Current Assets' and 'Non-Current Assets'. The table has columns for 'Description', 'Original Line', 'Amount', 'IFRS Category', and 'Actions'.

Description	Original Line	Amount	IFRS Category	Actions
Cash and Cash Equivalents	Cash and bank balances	\$125,000	Cash and Cash Equivalents	🔗
Trade and Other Receivables	Accounts receivable - trade	\$85,000	Trade and Other Receivables	🔗
Property, Plant and Equipment	Fixed assets - property and equipment	\$450,000	Property, Plant and Equipment	🔗
Intangible Assets	Goodwill and intangible assets	\$75,000	Intangible Assets	🔗

## Mapping Engine

A visual interface for mapping financial data to IFRS categories.



## Chat-based Review

A chat-based interface for reviewing and validating the automated data mapping, with the ability to provide feedback and make corrections.

The screenshot shows the 'Financial Data Export' section. It includes a 'Search descriptions, original lines, or categories' header. Below this, there's a table showing financial data with columns for 'Date', 'Description', 'Original Line', 'Amount', 'Category', 'Main Grouping', and 'IFRS Category'.

Date	Description	Original Line	Amount	Category	Main Grouping	IFRS Category
2023-12-31	Administrative Expenses	Cost of admin and administrative expenses	\$125,000	Operating Expenses	Administrative Expenses	Administrative Expenses
2023-12-31	Cash and Cash Equivalents	Cash and bank balances	\$125,000	Current Assets	Cash and Cash Equivalents	Cash and Cash Equivalents
2023-12-31	Cost of Goods Sold	Cost of goods sold	\$100,000	Cost of Sales	Cost of Sales	Cost of Sales
2023-12-31	Intangible Assets	Goodwill and intangible assets	\$75,000	Non-current Assets	Intangible Assets	Intangible Assets
2023-12-31	Long-term Debt	Long-term bank loans	\$200,000	Non-current Liabilities	Long-term Debt	Long-term Debt
2023-12-31	Property, Plant and Equipment	Fixed assets - property and equipment	\$450,000	Non-current Assets	Property, Plant and Equipment	Property, Plant and Equipment
2023-12-31	Retained Earnings	Accumulated profits	\$100,000	Equity	Retained Earnings	Retained Earnings
2023-12-31	Revenue from Sales	Sales revenue	\$850,000	Revenue	Revenue	Revenue
2023-12-31	Selling Expenses	Sales and marketing expenses	\$85,000	Operating Expenses	Selling Expenses	Selling Expenses
2023-12-31	Share Capital	Issued share capital	\$100,000	Equity	Share Capital	Share Capital
2023-12-31	Trade Payables	Accounts payable - trade	\$85,000	Current Liabilities	Trade and Other Payables	Trade and Other Payables
2023-12-31	Trade Receivables	Accounts receivable - trade	\$85,000	Current Assets	Trade and Other Receivables	Trade and Other Receivables

## PPT/Excel Exports

Seamless export of the analyzed financial data to PowerPoint presentations and Excel spreadsheets.

# Smart Stack, Smarter Outcomes

## PDF Parsing

Extracts structured financial data from unstructured reports using AI-powered text recognition and layout analysis.

## Excel Upload

Ingests raw trial balances or Excel reports and automatically detects relevant financial structures and headers.

## Classification

Categorizes all extracted data into IFRS-standard financial statement sections using a fine-tuned mapping engine.

## UI

Analyst Interface, drag-and-drop mapping, preview of financial statements, access to underlying data, and editable dashboards built for analysts.

## Export

Generates clean, presentation-ready Excel & PowerPoint, as Reporting Outputs, including statements and visuals (using python-pptx and XLSXWriter).

## Review Layer

Implementing an AI-powered validation engine to ensure accuracy and consistency of the financial data mapping. Allows users to intervene through a chat assistant.

# Go-To-Market Strategy



Pilots with boutique PE firms and CFO networks

Co-marketing with accounting/diligence firms (early distribution channel)

SEO + teardown reports ("How This Target Should Have Been Normalized")

LinkedIn + content marketing  
(targeting deal professionals)

# Who We Are



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# Thank you

**Let's Empower Finance with AI**

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