



PROVIDING CLOUD ACCOUNTING EXPERTISE TO THE
TECH STARTUP & E-COMMERCE SECTORS

OUR CHARTER

CLOUD ACCOUNTING SYSTEMS, EXPERT FINANCIAL BUDGETS AND MODELS,
DEVISING GROWTH STRATEGIES, BUSINESS PLAN PREPARATION & BUSINESS FINANCING



OUR CHARTER

All business owners need to know the figures behind their business. Our charter is to make that happen. Other accountancy firms may operate a business model whereby control of the company's figures rests with the accountancy firm and not the business. We don't agree with this model and don't operate it. Instead we want to pass all control of the figures and the understanding of how to act on them to you the business owners. Our role is to be a valuable, reliable, knowledgeable business advisor, guiding you through each step your business needs to take. Our Charter therefore reads as follows:



1. We implement cloud accounting systems to benefit your business not ours:

Our primary reason for using Xero is not to simply make our lives easier and increase our margins. We do it in order that your business can spend as little time as possible on regulatory compliance.



2. We continually review and evolve in the cloud accounting market for your benefit.

The cloud accounting market is changing rapidly. Our commitment to you is that we will invest our time in assessing new apps and improvements to existing apps and recommend solutions that your business will benefit from.



3. We don't duplicate any task if it doesn't need to be.

We would be horrified if you were paying us to do work that a machine could do. Our commitment is that we use our expert knowledge to implement processes and systems that ensure you only pay for our value added advice.



4. We explain your figures in plain English, not jargon.

We appreciate that the level of finance understanding varies considerably between staff inside a business and across different businesses and sectors. We talk in your language, rather than expect you to learn cloud accounting jargon.



5. We focus on specific sectors that we can deliver the best results in.

Rather than attempting to be a jack of all trades we use our extensive expertise of working in early stage technology and software as a service (SaaS) businesses, creative service agencies and freelancers and e-commerce businesses.



6. We want you to feel comfortable talking to us and asking questions.

It's extremely important to us that you can contact us with any queries. We have availability on email, Slack, Whatsapp, Viber, Skype and good old mobile phones depending on your preferred method of communication.



Contact Us

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