

autobooks

ACCELERATE
2022 VIRTUAL EVENT

**The market.
The solution. Our future.**

PART 2

#SmallBusinessObsessed



CHRIS SPIEK

Chief Product Officer,
Autobooks

#Small Business Obsessed:
How we approach
product development

New Features that Help
Small Business Owners

What's Coming Next

Becoming Customer Obsessed

- Background in software development.
- Decade developing and popularizing Jobs to be Done with Clayton Christensen
- Jobs-to-be-Done provides a framework for demand-side product development.



Jobs interviews

One-on-one, hour long interviews with decision-makers

CRITERIA



Started using Autobooks between 60 and 200 days prior.



Come from a mix of different industries (public storage, home appraisal, psychologist, landscaper, recruiter, etc).



Have displayed a pattern of regular usage.

?

What situations do small business owners find themselves in that cause them to...

Struggle

"The way I'm doing things isn't working for me"

Shop

for something new

Adopt

"Autobooks will help me make progress in my life"

JOB 1

Add a simple and trackable way to get paid to my existing system

- Existing system is very complex
- Missing payments and trouble keeping things organized
- Not sure anything can help



JOB 1

Add a simple and trackable way to get paid to my existing system

Signed up: 10/3/2020
Volume: 124 payments for \$84,279.82

I own [REDACTED]—we are a sign printing shop. We do everything from vehicle wraps to simple business cards.

I clicked on it [REDACTED] because I was just curious what it was—I had never seen it before. And at that point, we were doing so much more remotely with our customers... I decided it would be a convenient thing to have because [REDACTED] is our bank.

I was taking payments through PayPal, and then I realized I can do this through my own bank. That would be better for me, because then the money is being deposited right into my own account. It's a no-brainer.

I'll tell you what happened to me—this is a true story. I had money in PayPal, ok? The customer would make a payment, and it would deposit in my PayPal account. Now, I would have to transfer that money to [REDACTED] and it might take a couple days for it to get there. But I left \$1,500 in my PayPal account for two months because I totally forgot it was in there. That's another thing I didn't like about PayPal: You had to physically go back in and transfer the money yourself. But with Autobooks, I don't do that. The money is automatically deposited into my account.

It's made my life easier because now if somebody has to do a remote payment, I don't have to go get their credit card information, go to the machine, put all their information in, write it all down. Now, the customer is responsible for their own payments, which I love because it's so much easier. And then I get the notification that they made a payment.

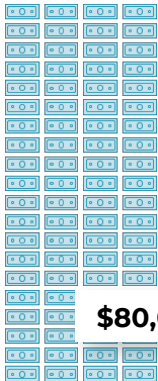
[REDACTED] 2/1/2021



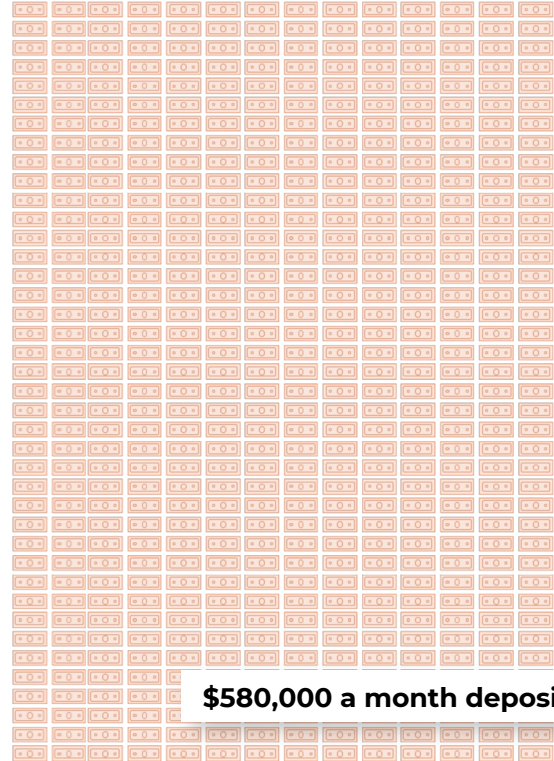
What does that mean?

For every **\$1 deposited**
into the FI from a
third-party app ...

\$7 stayed
in the app



\$80,000 a month deposited



\$580,000 a month deposited

JOB 2

Help me get
back to offering
credit cards to
my customers

- **Tried to offer credit card to improve customer experience**
- **Burned by negative credit card experience** (primarily non-bank providers)
- **Moved back to cash and check**



JOB 2

Help me get back to offering credit cards to my customers

Signed up: 3/23/2020

Volume: 746 payments for \$129,099.90

In 2016, the leadership of the church thought it was too expensive to maintain a credit card machine, so we got rid of it. Then, the only means of receiving payments was from Sunday collection or if someone mailed in a check.

The leadership as well as the congregation were always skeptical of online payments. But the fact that COVID came—we now have 50-something percent of our congregation that gives online, and even people that don't come to our church, they give online, too.

I like how Autobooks just sends the money straight into the account... PayPal can do that, but people trust the fact that it [Autobooks' Payment Form] says [redacted] on it. It's not easy to get people in the church to decide to do anything online. But the way Autobooks is, and way the confirmation emails come back and the form says [redacted] they like that. Maybe it's nothing to you, but to church people, that's a lot. It means it's secure to them.

- [redacted] 9/14/2020

PayPal Comparison

PayPal	Transactions	Transaction Amount	Total
Payments to SMB	9	\$2,000	\$18,000
Fees Charged to SMB	(\$0.49)	-3.49%	(\$632.61)
Net			\$17,367.39

\$112.41

Monthly Savings

Autobooks	Transactions	Transaction Amount	Total
Payments to SMB	9	\$2,000	\$18,000
Fees Charged to SMB	\$0	-2.89%	(\$520.20)
Net			\$17,479.80

\$1,348.92

Annual Savings

JOB 3

**Make it easy
to get started
with invoicing
and accepting
payments**

- **Starting a new business or acquiring a business**
- **Need an easy way to invoice and get paid**
- **Trying to keep things simple**

JOB 3

Make it easy to get started with invoicing and accepting payments

From: Kurt J.

Sent: Saturday, February 20, 2021 2:31 PM

To: Andreas Betancourt

Subject: Re: Your Autobooks account is live! (Plus a question about you)

Hi Andreas!

I actually switched banks to [REDACTED] just so I could use Autobooks! I have been with Bank of America for 21 years, but when I came across your product I saw a huge opportunity to shorten the timeline on my receivables while making it very easy and convenient for my customers to pay their invoices. I'm hoping that you continue to build out your product to include a mobile face to face terminal as well to prevent me from having to have two merchant accounts. There are so many useable features that you could include with your own app!

I look forward to using my new account!

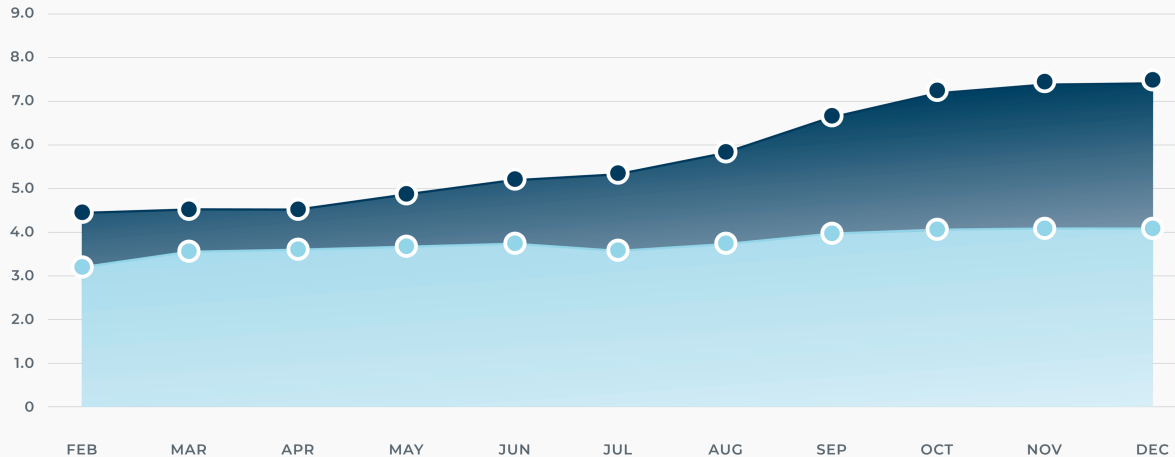
Thanks,

Kurt J.
[REDACTED]

Introducing Autobooks at the time of account opening drives increased relationship depth for new customers

New to Bank Relationship Depth

Month-Over-Month Trend



● Products for SMB Customers with Autobooks

● Products for SMB Customers without Autobooks

Introducing Autobooks at the time of account opening increases relationship depth by 61%

JOB 4

**I'm overwhelmed.
Make invoicing
and accepting
payments simpler**

- **The business changed. I added a new product, the business grew, or I've taken over the receivables process.**
- **The old way of getting paid is not working.**
- **I'm swamped. Life is chaotic.**

JOB 4

I'm overwhelmed. Make invoicing and accepting payments simpler

Signed up: 4/3/2020

Volume: 459 payments for \$51,787

We're an after-school care center. I've been with [REDACTED] since 2010... it's three doors down from my facility. I've had nothing but a positive experience having a business and personal account with [REDACTED]

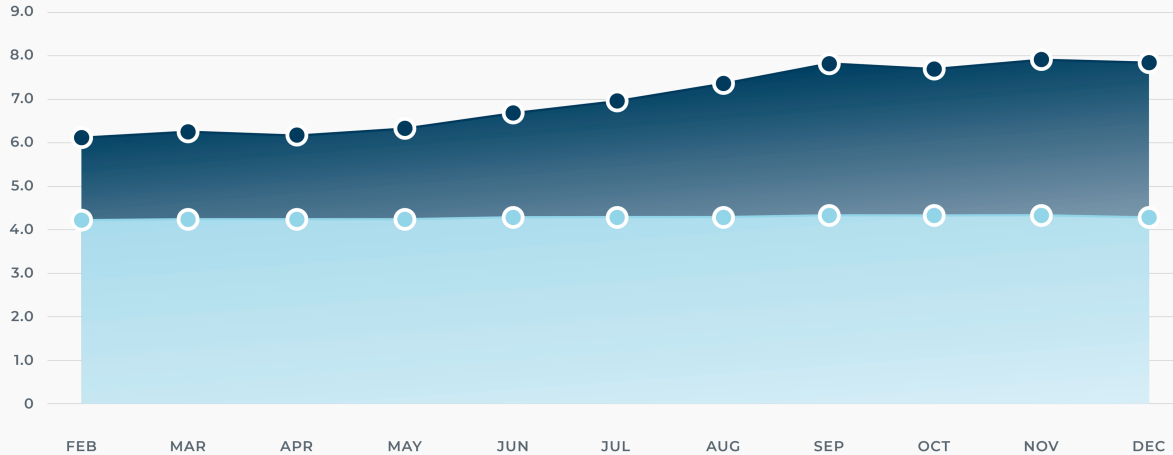
I just wanted something this year where the parents could sign up, have recurring payments; I didn't want to deal with cash, didn't want to deal with checks because of COVID-19. I just wanted to have an effortless way to collect payments.

When Autobooks came along, I signed up right away because it seemed like a really good service to have, and the fees are not astronomical. I could get rid of all the other services I had as far as collecting payments, and I didn't have one complaint from parents.

Autobooks increases relationship depth for existing customers

Existing Customers Relationship Depth

Month-Over-Month Trend



● Products for SMB Customers with Autobooks

● Products for SMB Customers without Autobooks

Autobooks increases relationship depth by 26% for existing customers

Jobs to Be Done

ADDITIONAL INFO

autobooks.co/help-small-businesses-get-paid

Let's connect:

LinkedIn: [linkedin.com/in/cspiek](https://www.linkedin.com/in/cspiek)

Twitter: [@chrisCBS](https://twitter.com/chrisCBS)

Email: chris@autobooks.co

New Features to
**Help Small
Business Owners**

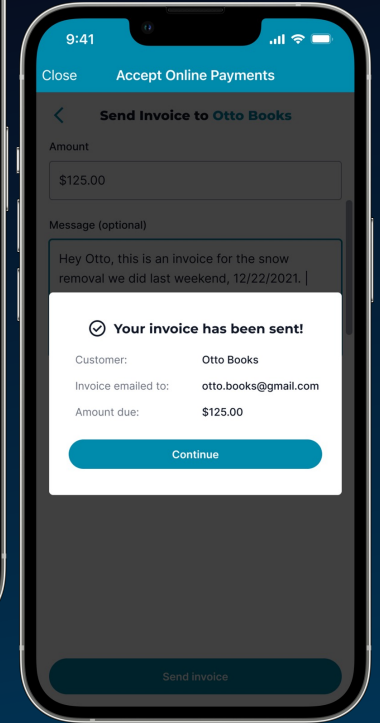
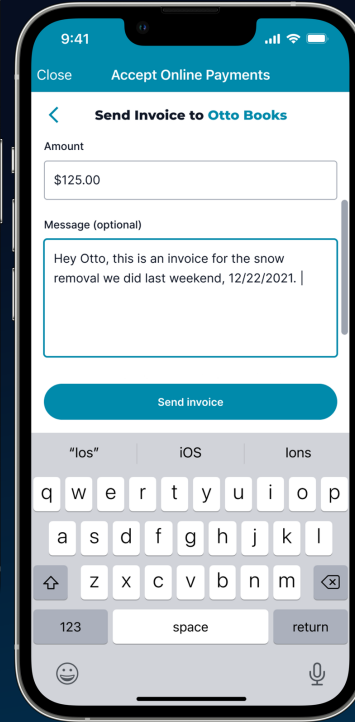
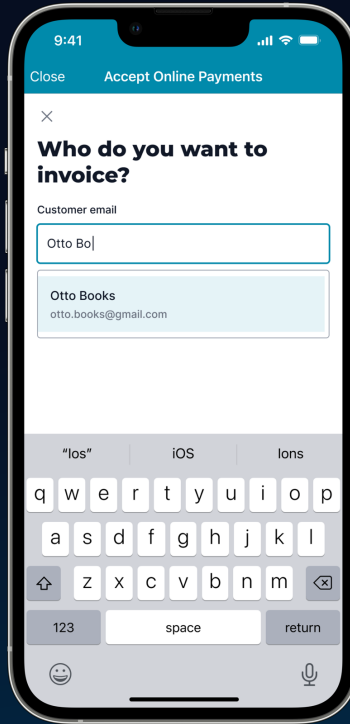
Simple Invoicing

“Don't make me do more work after my work is finished.”

30% more


small businesses send an invoice in the first 7 days.

Solving a struggle and fitting into the slices of time that they have available to them.




QR Codes

“My customers are printing my invoices to share and losing the ability to pay online.”



Invoice

Green Belle Lawn Care
817-555-1234
stephanie@greenbelle.com



Scan the QR code with your phone camera to view and pay this invoice online!

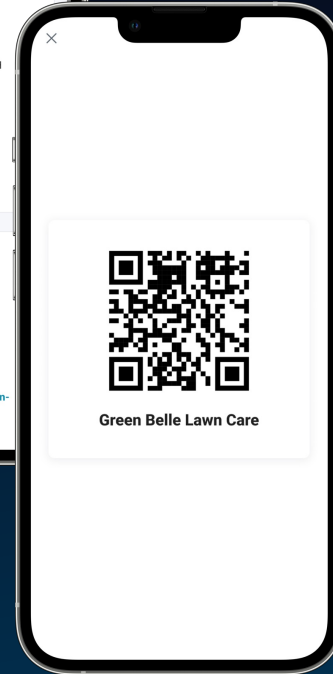
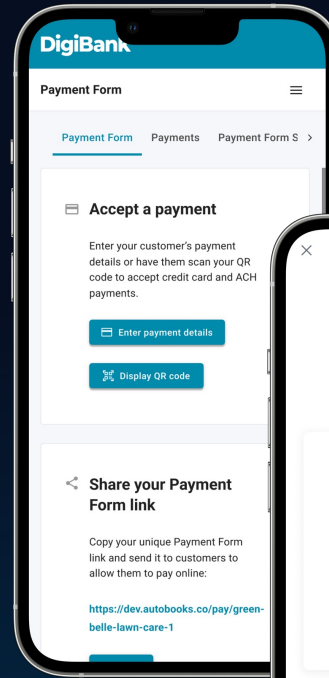
Customer	Created date	Due date
Carol Sanders	10/02/2019	10/03/2019

Product/Service	QTY	Unit Price	Amount
Standard Lawn Trim	1	\$55.00	\$55.00

Description
Basic cut on front and back lawn

Subtotal:	\$55.00
Discount(20%):	-\$11.00
Sales tax(6%):	\$2.64
Total:	\$41.36

Message
Some patches in the back yard may need fertilizer



“Download and save my QR code to include on my material.”

“Pull up my QR code in-app so my customer can scan.”

Autobooks Hub

Autobooks Hub serves as a direct connection between your small business customers and your financial institution — allowing you to anticipate customer needs, tailor targeted messaging, and provide relevant support.

“Show me how I can do more to help my small business customers invoice and get paid.”

The screenshot displays the Autobooks Hub interface. On the left is a navigation menu with options: Home, Reports, Sales tools, Marketing tools, Resources, and Get help. The main content area is titled "Autobooks" and contains a message: "The following SMBs recently enrolled in Autobooks and are approved to process payments. Verify that they have the correct velocity limits set and help them capture their first payment." Below this is a table of SMBs with columns for SMB ID, SMB NAME, ONBOARD DATE, SUBSCRIPTION TYPE, VELOCITY LIMIT, and TAKE ACTION. The table lists six SMBs with their respective details and "Raise limit" and "Contact customer" buttons.

SMB ID	SMB NAME	ONBOARD DATE	SUBSCRIPTION TYPE	VELOCITY LIMIT	TAKE ACTION
185852	B To B Home Inspections	12/1/2022	FREE	\$1,066.00	Raise limit Contact customer
185841	Francisco J Marmol	12/1/2022	FULL	\$4,096.00	Raise limit Contact customer
185823	Apex Rarities LLC	12/1/2022	FREE	\$1,090.00	Raise limit Contact customer
185817	Jc Doors Universe Corp	12/1/2022	FULL	\$3,575.00	Raise limit Contact customer
185814	Henriques Firm Pllc	12/1/2022	FULL	\$1,124.00	Raise limit Contact customer
185806	Prismo Business Solutions LLC	12/1/2022	FULL	\$1,242.00	Raise limit Contact customer

Below the SMB list is a table with columns: CUSTOMER NAME, CUSTOMER TYPE, COMPETITIVE PAYMENT VENDORS, MOST RECENT PAYMENT *, COMPETITIVE DEPOSIT COUNT, and COMPETITIVE DEPOSIT. It lists five customers with their payment vendor preferences and deposit statistics.

CUSTOMER NAME	CUSTOMER TYPE	COMPETITIVE PAYMENT VENDORS	MOST RECENT PAYMENT *	COMPETITIVE DEPOSIT COUNT	COMPETITIVE DEPOSIT
Bartell Inc	Business	VENMO SQUARE PAYPAL ZELLE	11/30/2022	50	\$49,744.83
Mr. Dawn Beatty V	Personal	ZELLE PAYPAL VENMO	11/22/2022	78	\$60,167.88
Becker, Ballistreri and Stamm	Business	ZELLE VENMO	11/21/2022	24	\$7,667.17
Gulgowski Group	Business	PAYPAL VENMO SQUARE	11/21/2022	17	\$47,657.98
Adam Crona III	Person				
Larson and Sons	Busine				
Celia Ullrich	Person				

At the bottom right, there is a "Basic Reports" section with a table listing reports. The table has columns for REPORT, MONTH, YEAR, STATUS, and DOWNLOAD. It lists six reports, all with a status of "Ready" and a "Download" button.

REPORT	MONTH	YEAR	STATUS	DOWNLOAD
Autobooks SMB Report - 11/28/2022	November	2022	Ready	Download
Autobooks Payment Report - 11/28/2022	November	2022	Ready	Download
Autobooks Payment Report - 11/21/2022	November	2022	Ready	Download
Autobooks SMB Report - 11/21/2022	November	2022	Ready	Download
Autobooks SMB Report - 11/14/2022	November	2022	Ready	Download

Autobooks Hub Use Cases

- Manage your program performance
- Help a small business complete their application
- Help a small business increase their processing limit
- Win back small businesses that are using third-party payment apps
- Access on-demand marketing and training tools

Over 1,200 bankers with access across over 470 financial institutions so far.

SMB NAME	ENROLLMENT DATE	SUBSCRIPTION TYPE	TAKE ACTION
Purry And Son Trucking Corp	12/1/2022 2:22:59 PM	FULL	Ignore Add missing info
Aluline LLC	12/1/2022 7:54:29 AM	FULL	Ignore Add missing info
Word Alive Resources	11/30/2022 5:10:04 PM	FULL	Ignore Add missing info
Housing By Faith Corp	11/30/2022 3:15:08 PM	FULL	Ignore Add missing info
Power Petroleum Services Corp			Add missing info
Community Church Of New York City			Add missing info
Pro Se Practice LLC			Add missing info

Submit Missing Info for "Word Alive Resources"

What year was the business formed?

What's the business title?

What's the business structure?

What industry is the business in?

[Submit](#)

Product Updates

DON'T MISS AN UPDATE!

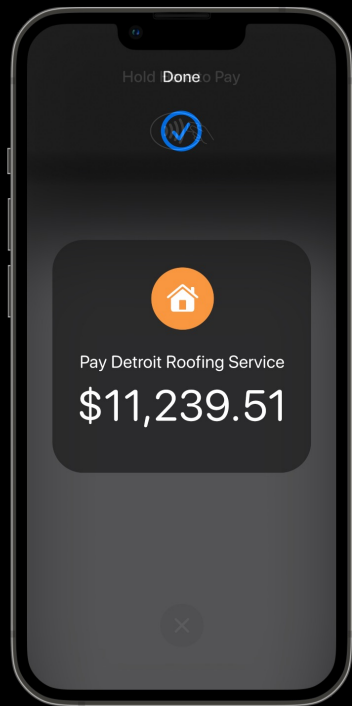
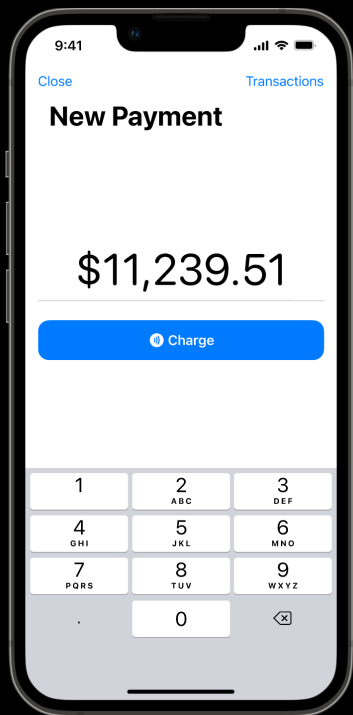
autobooks.co/product/updates

What's Coming **Next**



Help Me Manage Transaction Fees

**“I'm new to accepting
card payments. Show
me how to get paid
faster without losing
money.”**



Tap to Pay on iPhone

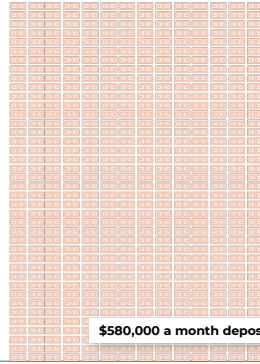
- Embedded into your mobile banking app.
- No additional dongles or devices needed.
- Accept contactless payments:
 - Card
 - Any NFC enabled phone
 - Apple Watch

For every **\$1 deposited**
into the FI from a
third-party app ...

\$7 stayed
in the app



\$80,000 a month deposited



\$580,000 a month deposited

Autobooks Hub

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Gulgowski Group	Business	PAYPAL VENMO SQUARE	11/21/2022	17	\$47,657.98
Adam Crona III	Personal	PAYPAL SQUARE	11/20/2022	51	\$73,247.66
Larson and Sons	Business	VENMO PAYPAL SQUARE	11/20/2022	71	\$55,744.04
Celia Ullrich	Personal	VENMO PAYPAL	11/20/2022	21	\$67,771.31

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