

Seed Investor Presentation



Empowering CPAs in Practice

Super Charging Year End Compliance Through Automation And AI

The screenshot displays the COUNTABLE dashboard interface. In the background, a woman with reddish-brown hair, wearing a yellow jacket, is smiling. Overlaid on the dashboard are several floating buttons: "Notes to Financial Statement" (green), "Worksheets" (blue), and "Checklists" (orange). The dashboard itself has a dark blue sidebar with icons for various functions. The main content area is titled "Dashboard" and includes a summary section with five cards: "Total Engagements 8", "New Engagements 1", "In Progress 7", "Completed 0", and "Archived 0". Below this is a table of "Engagements" with columns for Engagement ID, Client Name, Year End, Integrations, Status, and Actions. The table lists seven engagements, including "COM-PUA-Dec312021", "REV-PUA-Dec312021", "REV-SHE-Dec312021", and three "REV-HOL-Dec312023" and "COM-HOL-Dec312021" entries for "Holmes Lnc". To the right of the table is a "Team Members" section with a "View Team" button, and a "Recent Activity" section showing two recent actions: "COM-PUA-Dec312021 Viewed and Edited Engagement" and "REV-PUA-Dec312021 Created an Engagement".

Notes to Financial Statement

Worksheets

Checklists

Dashboard

Total Engagements **8** New Engagements **1** In Progress **7** Completed **0** Archived **0**

Engagements

Active engagements from last 6 months

Engagement ID	Client Name	Year End	Integrations	Status	Actions
COM-PUA-Dec312021	Puat Client	Dec 31, 2021	none	In Progress	[Icons]
REV-PUA-Dec312021	Puat Client	Dec 31, 2021	none	New	[Icons]
REV-SHE-Dec312021	Sheer Inc	Dec 31, 2021	Connect	In Progress	[Icons]
REV-HOL-Dec312023	Holmes Lnc	Dec 31, 2023	qb	In Progress	[Icons]
REV-HOL-Dec312022	Holmes Lnc	Dec 31, 2022	qb	In Progress	[Icons]
COM-HOL-Dec312021	Holmes Lnc	Dec 31, 2021	qb	In Progress	[Icons]
COM-HOL-Dec312021	Holmes Lnc	Dec 31, 2021	qb	In Progress	[Icons]

Team Members

View Team

Recent Activity

- COM-PUA-Dec312021 Viewed and Edited Engagement > Edited an Engagement
- REV-PUA-Dec312021 Created an Engagement > Created an Engagement

This presentation contains certain statements or disclosures that may constitute forward looking information under applicable securities laws with respect to the Company, including, but not limited to statements or information concerning: the successful development of the Company, the number of investors, users and issuers that will utilize the Company, the valuation, as well as any other statements that may predict, forecast, indicate or imply future plans, intentions, levels of activity, results, performance or achievements, and involve known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, activities, results, performance or achievements of the Company to be materially different from any future plans, intentions, activities, results, performance or achievements expressed or implied by such forward-looking information. There can be no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. Testimonials may not be representative of the experience of other customers or investors. Testimonials are no guarantee of future performance or success.

Empowering CPAs With Innovative AI And Automation...



Automates compilation, tax and review engagements; audit capabilities coming next year



Cloud-based platform catering to accounting firms in US and Canada



Integrated with AI, ML, accounting software, MS Office, and PDF Editor. More integrations coming soon



25-member team with HQ in Toronto, Canada

...To Make Compliance **Profitable, Scalable, And Efficient.**



Mission

Redefine year end compliance work by building a new era of intelligent **automation**, **renewed** processes, and **effortless** integrations.



Vision

Usher in a world where technology and accountants are perfectly aligned, **freeing accountants** to achieve their **greatest potential** and enjoy life to the fullest.

The Demand For Automated Year End Compliance Work Is Growing As Firms Seek Efficiency And Scalability

GROWTH DRIVERS



Adopting cloud-based platforms



Integrating AI for data analysis



Shifting towards remote file automation

OPPORTUNITY

\$30B

Global market for cloud services by 2030

60%

Firms planning AI adoption within 2 years

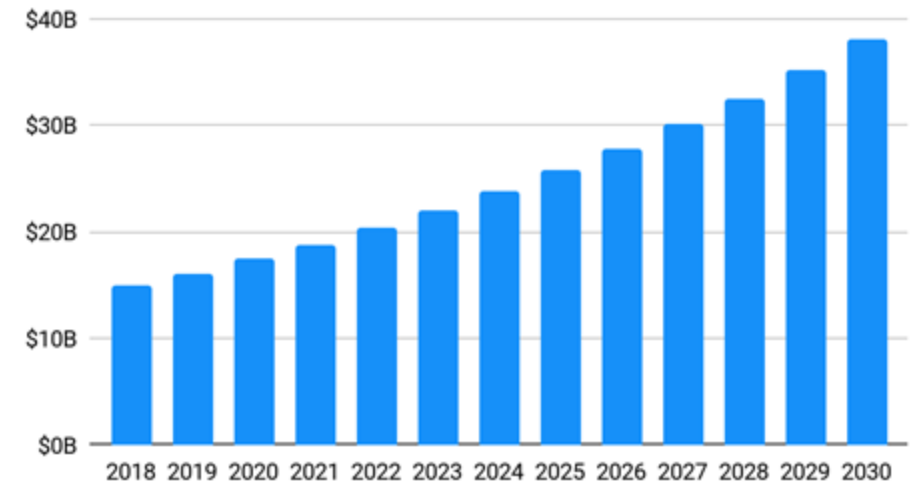
40%

CPA's favoring remote work post pandemic

MARKET GROWTH

Accounting Software Market Size (Global) 2018-2030

<https://www.globenewswire.com/en/news-release/2022/10/13/2533849/0/en/Accounting-Software-Market-is-Reach-USD-38-08->



CPAs Are Burdened By Outdated, Manual Processes Leading To Inefficiency And Attrition

× PROBLEMS

Legacy systems impede audit efficiency

91% said technology allows them to focus on their clients and be more productive (Sage)

Manual data handling prone to errors and inefficiency

Inefficient accounting firms are 2-3 times more costly to run than their peers (APQC)

High attrition rates among skilled auditors

300,000+ have left the profession between 2019-2021 while no. of graduates has dropped by 7.4% (WSJ)

🧐 OUTCOMES

Increased time and costs

Risk of inaccuracies and compliance issues

Loss of expertise and continuity

Countable:

Supercharge Year End Compliance Through Automation And AI



Enhanced Engagement Efficiency

Countable Inc.'s cloud-based platform streamlines workflows, reducing time and costs by 3-5x moving towards 10x (Management research)



Error Reduction

Advanced algorithms minimize manual data handling, mitigating the risk of inaccuracies.



Expertise Retention

Our platform's automation and embedded managed services frees up auditors' time, allowing them to focus on high-value tasks and reducing attrition.

The screenshot displays the Countable dashboard, which provides a comprehensive overview of client engagements and compliance tasks. The dashboard includes a top navigation bar with a search function and a sidebar menu for navigating between different sections like Engagements, Documents, and Procedures.

Dashboard Summary:

- Total Engagements: 8
- New Engagements: 1
- In Progress: 7
- Completed: 0
- Archived: 0

Engagements Table:

Engagement ID	Client Name	Year End	Integrations	Status	Actions
COM-PUA-Dec312021	Puat Client	Dec 31, 2021	Integrations	In Progress	Icons for actions
REV-PUA-Dec312021	Puat Client	Dec 31, 2021	Integrations	New	Icons for actions
REV-SHE-Dec312021	Sheer Inc	Dec 31, 2021	Connect	In Progress	Icons for actions
REV-HCL-Dec312021	Victoria Inc	Dec 31, 2021	Integrations	In Progress	Icons for actions

Client Engagement Details (REV-SHE-Dec312021):

Client acceptance and continuance

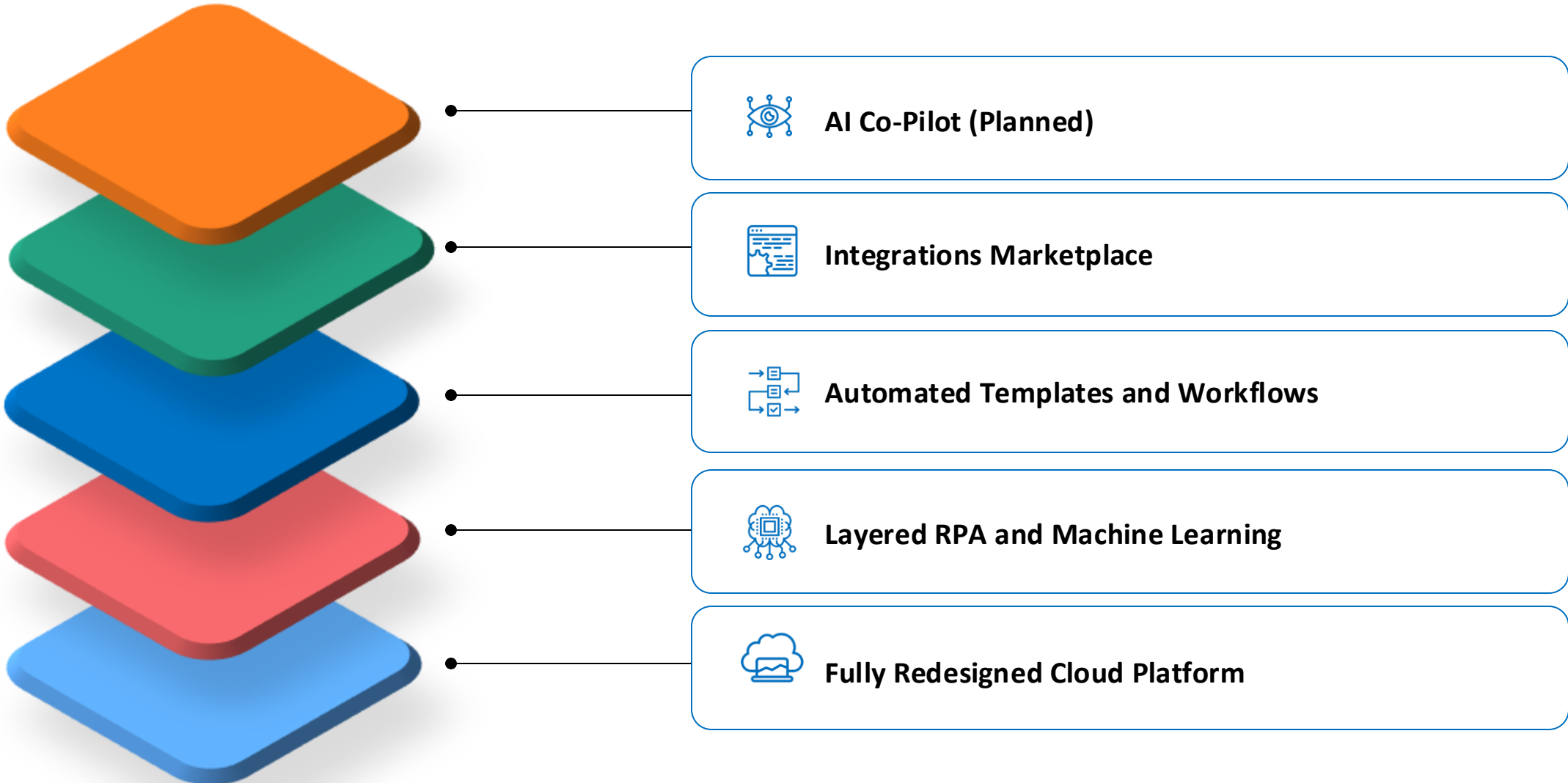
Description:

- Are we satisfied that there are no reasons why we should not accept or retain this client?
- If the engagement was originally intended to be an audit or review, have we documented the reasons why a compilation engagement is now considered appropriate?
- Intended use of FI: Inquire to management about: Intended use of the FI: Whether the FI is intended to be used by a third party.
- Expected basis of accounting: Discuss the expected basis of accounting with management and obtain management's acknowledgment that it is appropriate in the circumstances.

Trial Balance:

Entity Name	Period/Year	Year End Date	ACC NO.	DESCRIPTION	ORIGINAL	ADJ.	FINAL	PY1
Sheer Inc	12 months	Dec 31 2021	1000	Cash	193.21	0.00	193.21	0.00
			1060	Accounts Receivable (A/R)	27,226.72	0.00	27,226.72	0.00
			2680	GST/HST Suspense	37,894.12	0.00	37,894.12	0.00
			8810	Software Resale	4,778.14	0.00	4,778.14	0.00
			1740	Furniture and Equipment	499.99	0.00	499.99	0.00
			1000.04	Auto Lease	5,256.60	0.00	5,256.60	0.00
			2600	VISA 3440	229.34	0.00	229.34	0.00
			2600	Visa Avion	4,913.42	0.00	4,913.42	0.00
			2600	Visa Credit Card - USD	10,322.89	0.00	10,322.89	0.00
			2680	GST/HST Payable	47,140.07	0.00	47,140.07	0.00
			2620	Accounts Payable (A/P)	0.00	0.00	0.00	0.00

Countable Offers A Suite Of Features Designed To Optimize Workflows And Enhance Data Management



Countable Has Rapidly Expanded Its Market Footprint, Securing Prestigious Awards And Building A Significant Revenue Pipeline

FOUNDED Q2 2020

COMPLETED

- ✓ Secured “**Emerging App Partner of the Year**” award in 2023
- ✓ Achieved **200% growth** since our launch; went from **0 to 125+ firms** as clients in 24 months.
- ✓ Established a pipeline of **500+ firms** representing over **\$2M** in potential revenue as of April 2024

Q4 2023

IN PROGRESS

- ⚙ Expanding market presence in North America
- ⚙ Developing AI Co-Pilot MVP (July 2024 planned launch date)
- ⚙ Cultivating strategic channel partnerships

Q2 2024

PLANNED

- ➡ Launching Tax Template product for US market
- ➡ Initiating joint venture discussions with major accounting software providers
- ➡ Launched Flexible Resources embedded in the platform for resource scalability

Massive Market Opportunity To Disrupt As Most Firms Are Facing Challenges with Legacy Systems That We Can Solve

LAUNCH

Global Annual Market Opportunity

\$30B

Global Accounting Software, 2030

TOTAL MARKET

\$8B

Small to large Global CPA firms
(CA, US, NZ, AUS, UK, SA)

AVAILABLE
MARKET

\$1.5B

Initial Target Market

OBTAINABLE
MARKET



Large (51+):

ACV - \$100k+

Mid-market (21-50):

ACV - \$25-100k

Small (6-20):

ACV - \$5-25k

Micro (1-5):

ACV - \$2-5K

Countable Monetizes Through Subscription Based Audit Automation Software

ESSENTIALS

\$49

/user/month

- For Micro Firms
- Compilations only

IGNITE

\$99

/user/month

- For Small Firms
- Compilations, Tax only

ACCELERATE

\$129

/user/month

- For Mid-Market Firms
- Compilations, Tax and Reviews only

Add ons

Flex (*Embedded Managed Services*) : \$549 per engagement

AI Co-Pilot : Beta Pricing (to be released in Q2 2024)



“Very quick to integrate data from bookkeeping software. Mapping process is fast. Quick to create gifi export file so the T2 preparation speed and quality is improved”

Angus Shuttleworth, CPA, Angus Shuttleworth CPA Professional Corporation

Collaborative Ecosystem Helps Propel Its Growth And Expanding In 2024

01

Local Partners & Campaigns

Thought Leadership &
Joint Development
Collaborations For Mutual Growth



02

Business Collaborations

Joint Growth Opportunities,
Deeper Product Integrations, And
Active Go To Market Collaboration



5 more coming in 2024

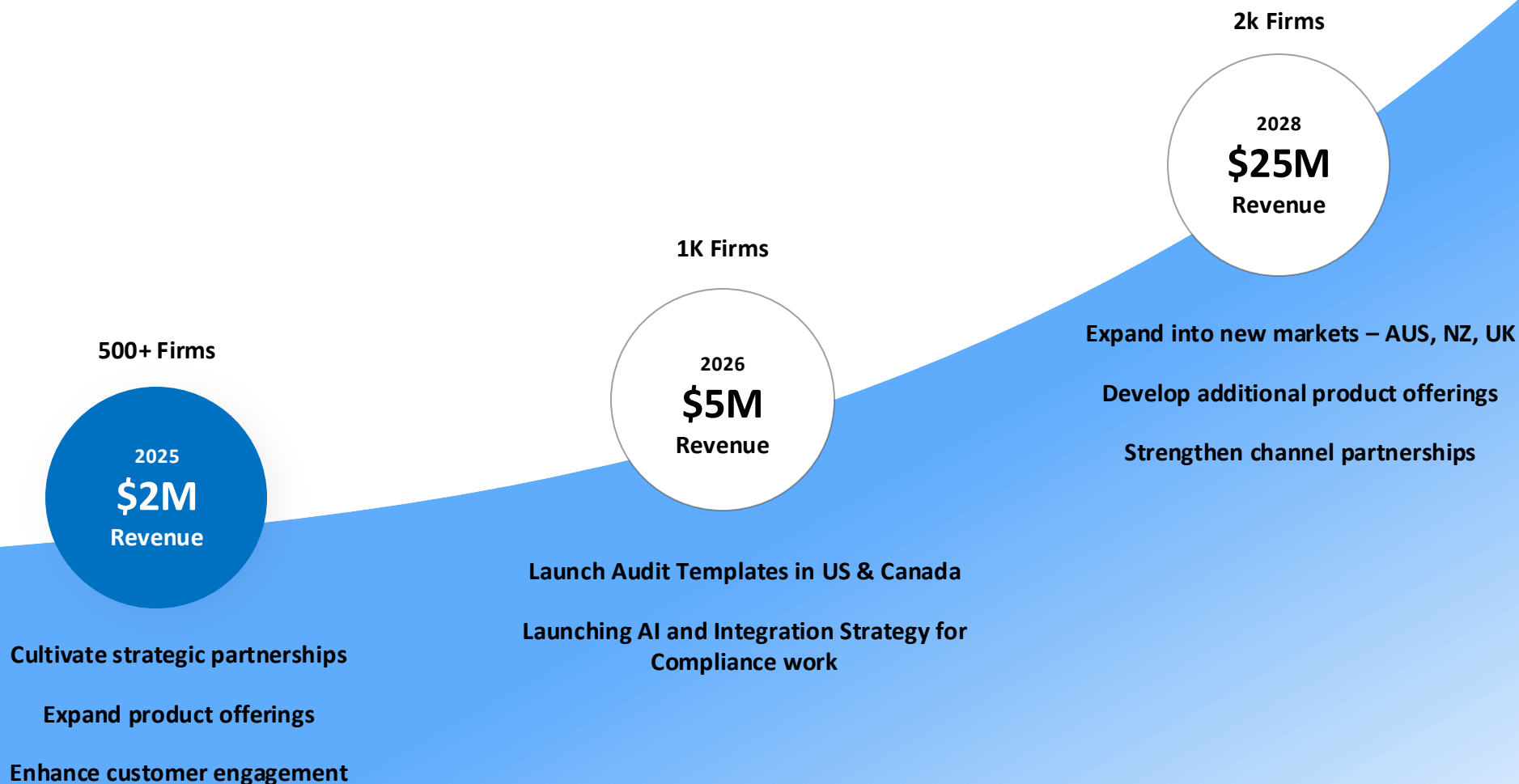
03

Influencer Partners

Collaborating To Increase Brand
Awareness In Target Market
In 2024



Countable Is Poised To Expand Its Market Presence With Strategic Partnerships And Innovative Product Launches



The Leadership Team Is Composed Of Seasoned Professionals With A Track Record Of Success In Technology, Product, And Growth



Atin Gupta
CEO / Co-Founder

20+ years of experience working as Senior Partner in accounting firms in NA

Led a niche practice for one of the largest mid-market accounting firms.



Jesse Capon
Co-Founder & CTO

Years of experience building successful companies and writing their IP

Clients included: Cisco, Microsoft, Rogers, TD, Ziptel, Sony, Universal.



Shilpi Gupta
Product Lead

15+ years of domain experience with extensive knowledge of financial industry.

Worked with major banks in Canada in leadership roles.



8 Team Members



13 Team Members

Countable's Advisory Board Boasts Industry Leaders With Extensive Experience In Technology And Finance



Jack Newton

ADVISOR

CEO & Co-founder, Clio Inc. largest
legal practice management
software

2+ decades of experience building
businesses
from ground up



Bjørn Eide

ADVISOR

25 years of Finance & Software
business experience; startups and
publicly traded companies

Ex Microsoft CFO;
Ex PwC Auditor

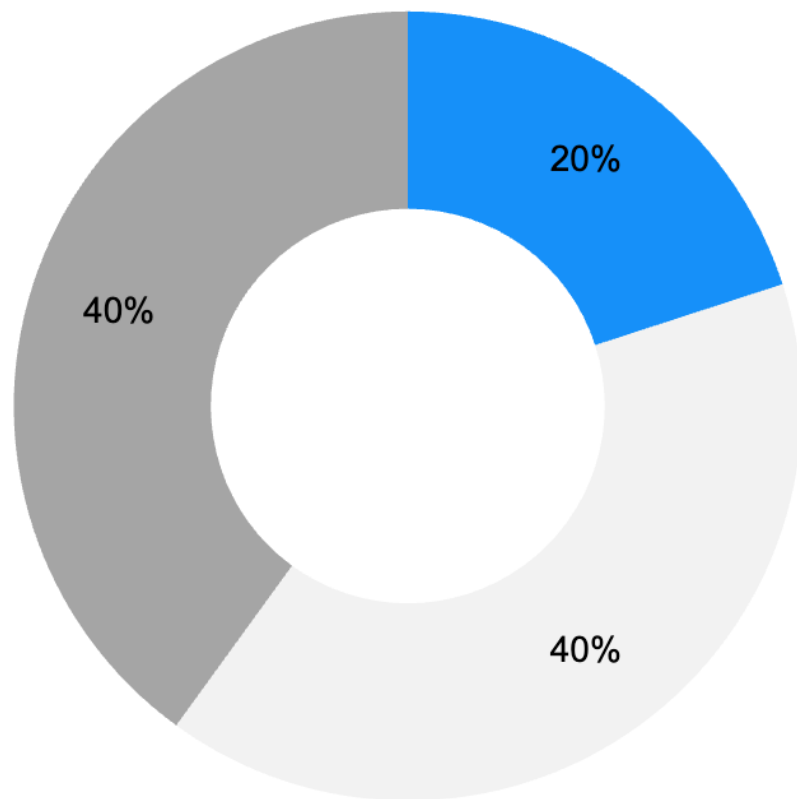


COGNITE



Raising \$2.5M To Reach \$2M Revenue By 2025 20 Months Of Runway(Cash Flow Positive)

● General and Administrative ● Product Development ● Marketing and Sales



INVESTMENT WILL ENABLE:

- 1 Scaling cloud infrastructure
- 2 Developing AI Capabilities
- 3 Expanding marketing and sales efforts

A Proven Product With Market Traction And Scalability



125+ Active Firms;
250-300 Firms by Dec 2024



Channel partnerships with
Xero, QBO, Sage;
more upcoming



Ethical AI
implementation
to drive automation



Scalable trained resources at
fixed cost/ engagement



5X ROI moving to 10X
in coming year



Audit and other modules
to come in 2025

Stories of Triumph over Tradition



"Very quick to integrate data from bookkeeping softwares. Mapping process is fast. Quick to create gifi export file so the T2 preparation speed and quality is improved"

Angus Shuttleworth
Owner
Angus Shuttleworth CPA Professional Corporation



"Ease of use and flow. The system lay out is excellent. Great experience and support with Countable"

Mark Lelievre
Managing Partner
McEvoy, Lelievre & Associates



"Cloud based, very intuitive and easy to use and well thought out. Has the potential to replace several pieces of software and free up a lot of time to provide more value-added services..."

Todd Trowbridge
Managing Partner
Trowbridge Professional Corporation



"Really easy to use and stay compliant with CPA rules. I only used it for an NTR but found it comprehensive and easy to use. Overall, I found it super easy to use and the customer support was awesome"

Laura Britton Managing Partner LG Britton CPA



"Beats CaseWare for NTR's - A rival for modern firms. Uses AI/ML for account mapping. Easy to learn and fully usable right out of the gate. No customization required. Best support I've ever received from any product/service..."

Shawn Gender
Director
Simplify Accounting



"The ease of transitioning from trial balance to a beautiful financial statements. I love the fact that this tool integrates with my Quickbooks accounting software"

Ken Green
Managing Partner
GMSCPA Professional Corporation



Thank You

Atin Gupta
CEO / Co-Founder



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The screenshot displays the COUNTABLE software interface, which is divided into several sections:

- Dashboard:** Located at the top, it provides a high-level overview with five key metrics: Total Engagements (8), New Engagements (1), In Progress (7), Completed (0), and Archived (0). Below these are two cards for "Team Members" and "Clients", each with a "View" button. A "Recent Activity" section shows a log of recent actions.
- Engagements Table:** A central table listing active engagements from the last 6 months. It includes columns for Engagement ID, Client Name, Year End, Integrations, Status, and Actions. The table lists several engagements, including those for "Puat Client" and "Holmes Lnc".
- Review (REV) Engagement:** A modal window for reviewing a specific engagement, "REV-SHE-Dec312021". It offers a menu to view various financial statements: Trial Balance Grouping, Balance Sheet, Statement of Loss and Deficit, Statement of Cash Flows, and Notes to Financial Statements.
- Balance Sheet:** A detailed view of the "Sheer inc" Balance Sheet as of December 31, 2021. It includes a table with columns for ACC NO., DESCRIPTION, and multiple columns for monetary values. The table lists assets such as Cash, Accounts Receivable, and various types of equipment and leases.
- Engagements Sidebar:** A vertical sidebar on the left lists different engagement types: CO Client Onboarding, PL Planning, DO Documents, TB Trial Balance & Adj. Ent..., PR Procedures, FS Financial Statem..., and SO Completion & Signoffs.