

The future of
business finance is
closer than you
think.

 **OUTMIN**

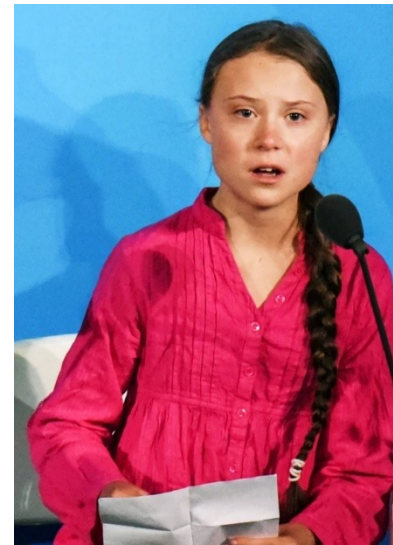


Leveraging your financial data
to survive and succeed in a
recession

Ross Hunt

Founder and CEO

A world in crisis.....



A bit like the last time



But this one will be worse:



Fix Financial System



Fix Wealth Distribution

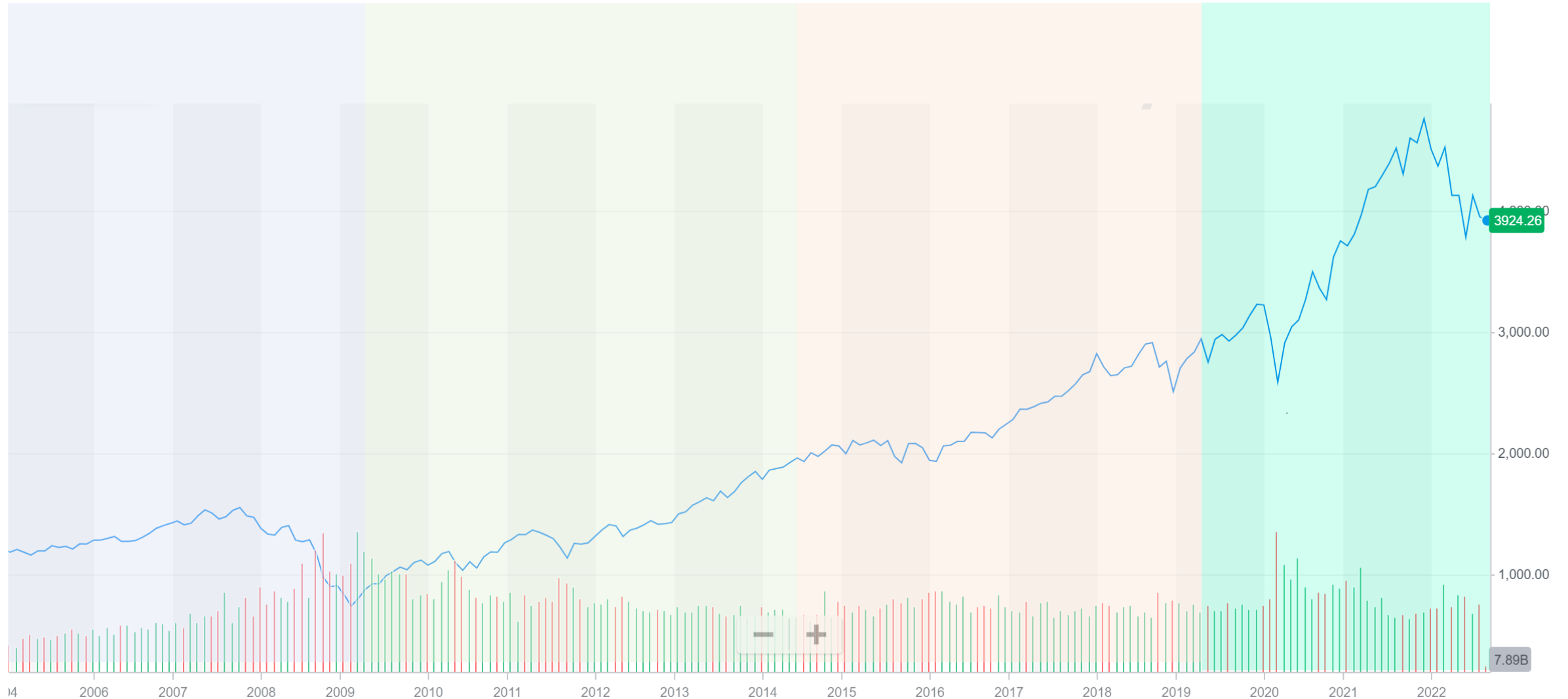


Fix Energy System/
Carbon Cycle

Beware Sharp Practice



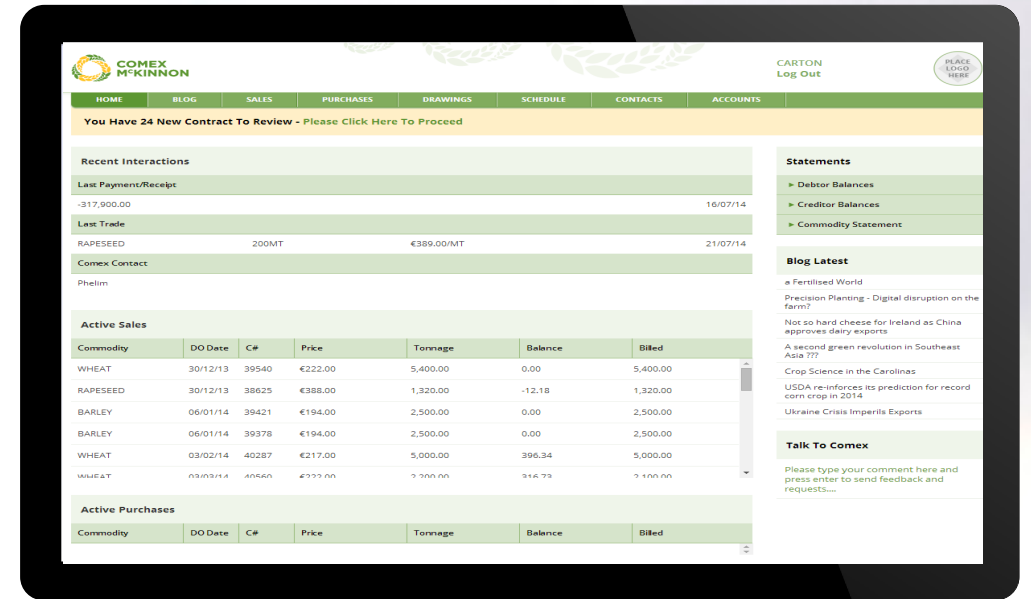
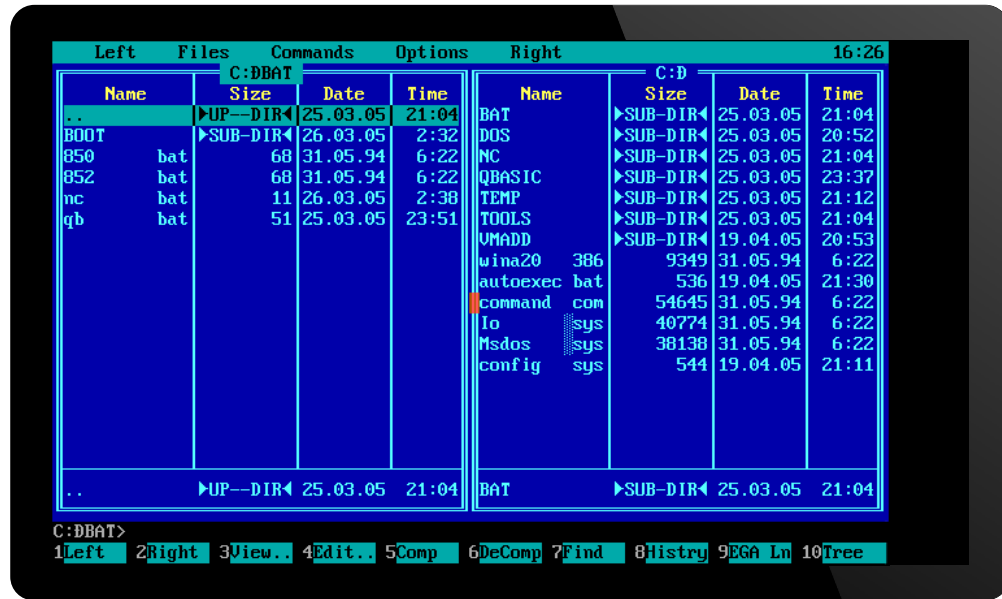
.....such as the
bait and switch



3924.26

7.89B

Three Years

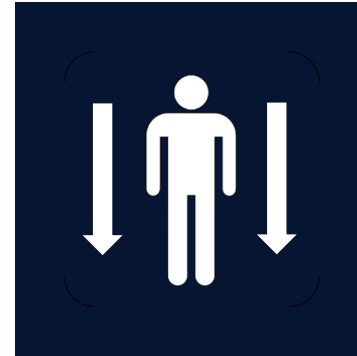




Revenue growth of **€108m** in **2011** to **€203m** in **2013**



Tonnage growth from **450k tonnes** in 2011 to **1m tonnes** in 2013



Twice the product handled, 1 less employee



Changed how we trade, achieved record profits

“

**Simply; if you can't
measure it, you can't
improve it**


”



Measurement Enables

Current methods
of measurement
are crude and
“point in time”





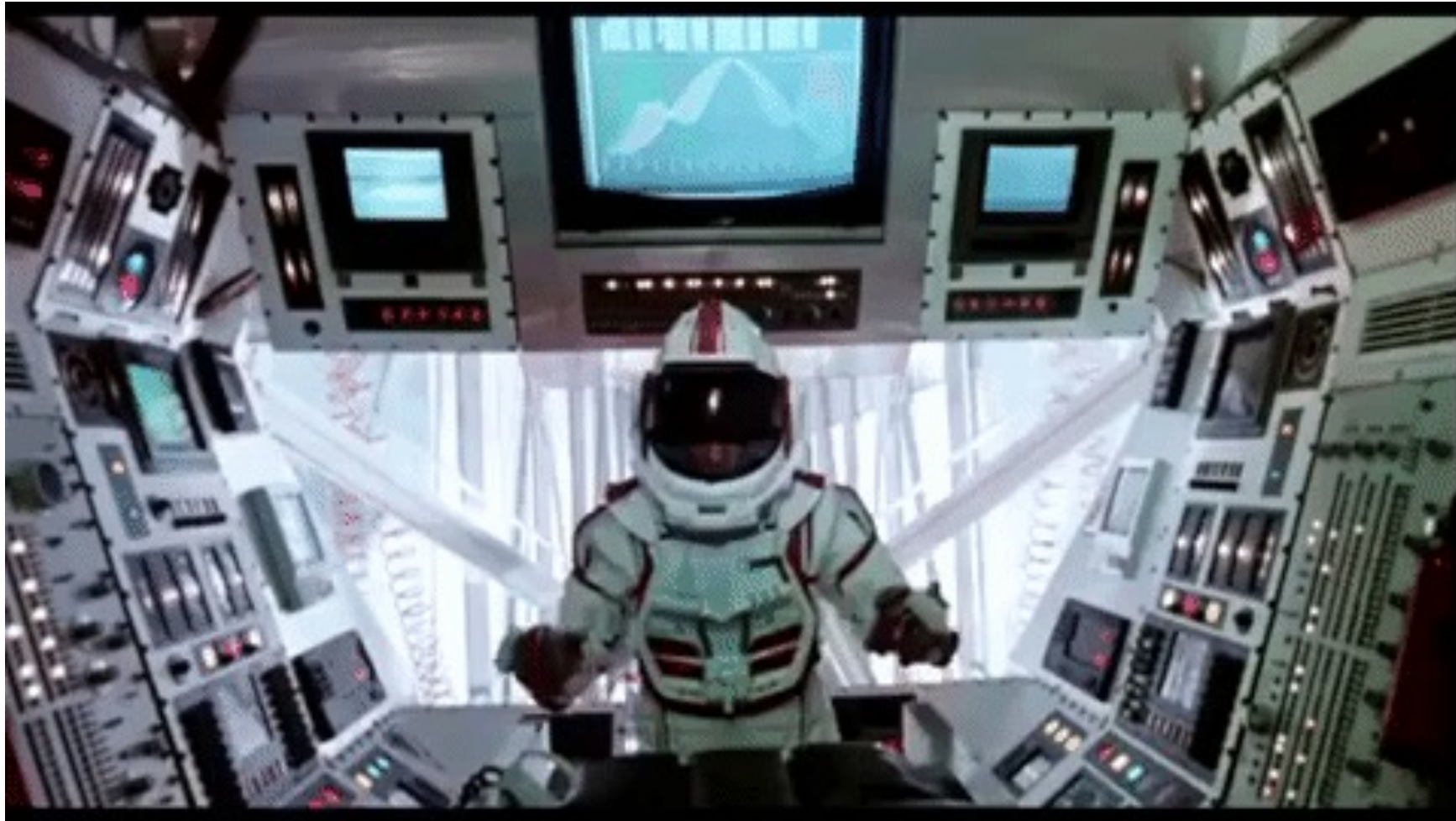
Data & Feedback
loops
mean you can
experiment

SURVIVAL OF THE FITTEST

Not the biggest companies will survive, also not the smartest companies, but the most adaptive companies



Good News –
It's not that complicated





Discipline



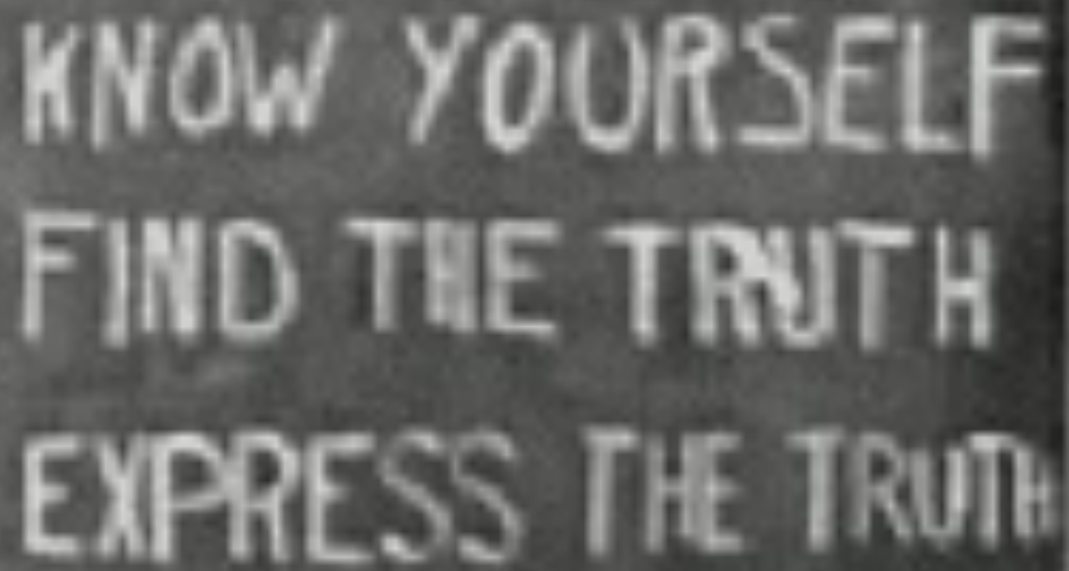
Consistency



Simplicity

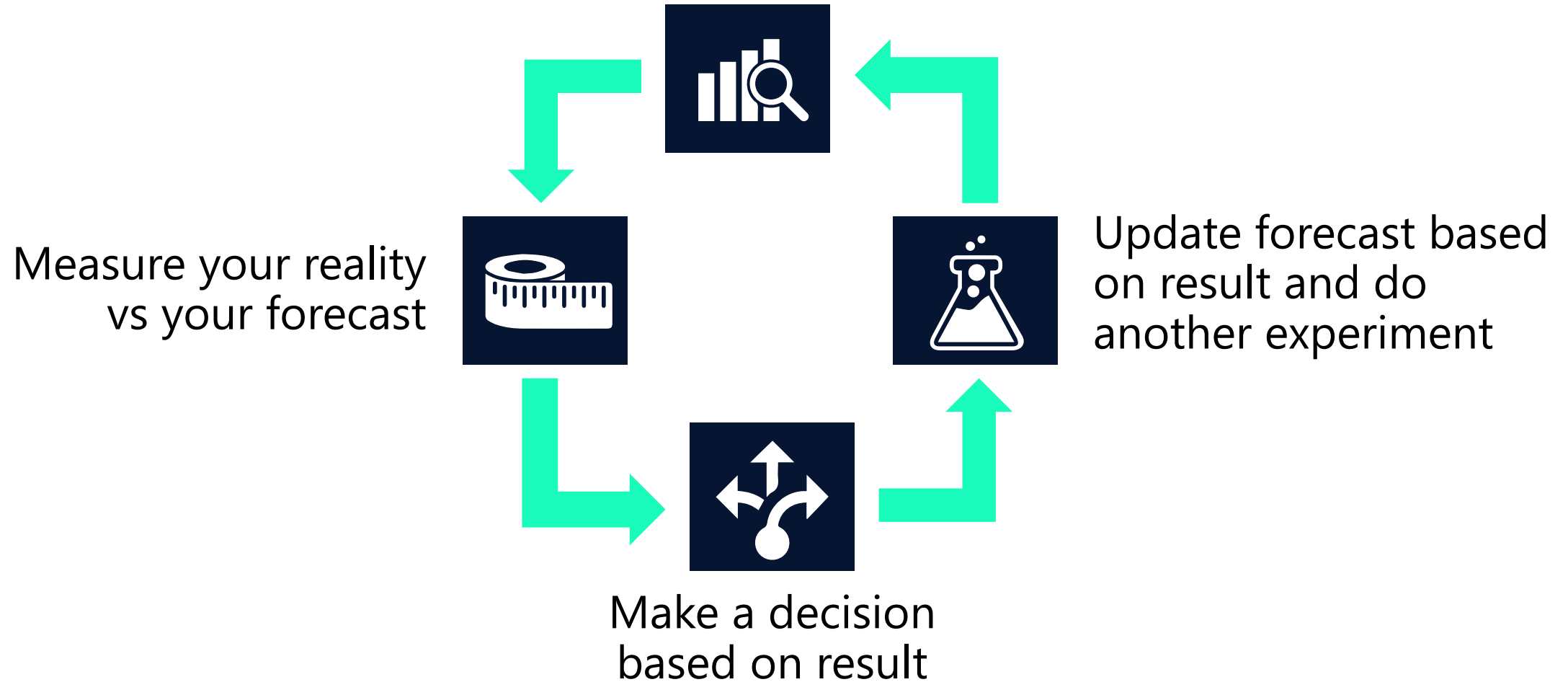


Accept reality

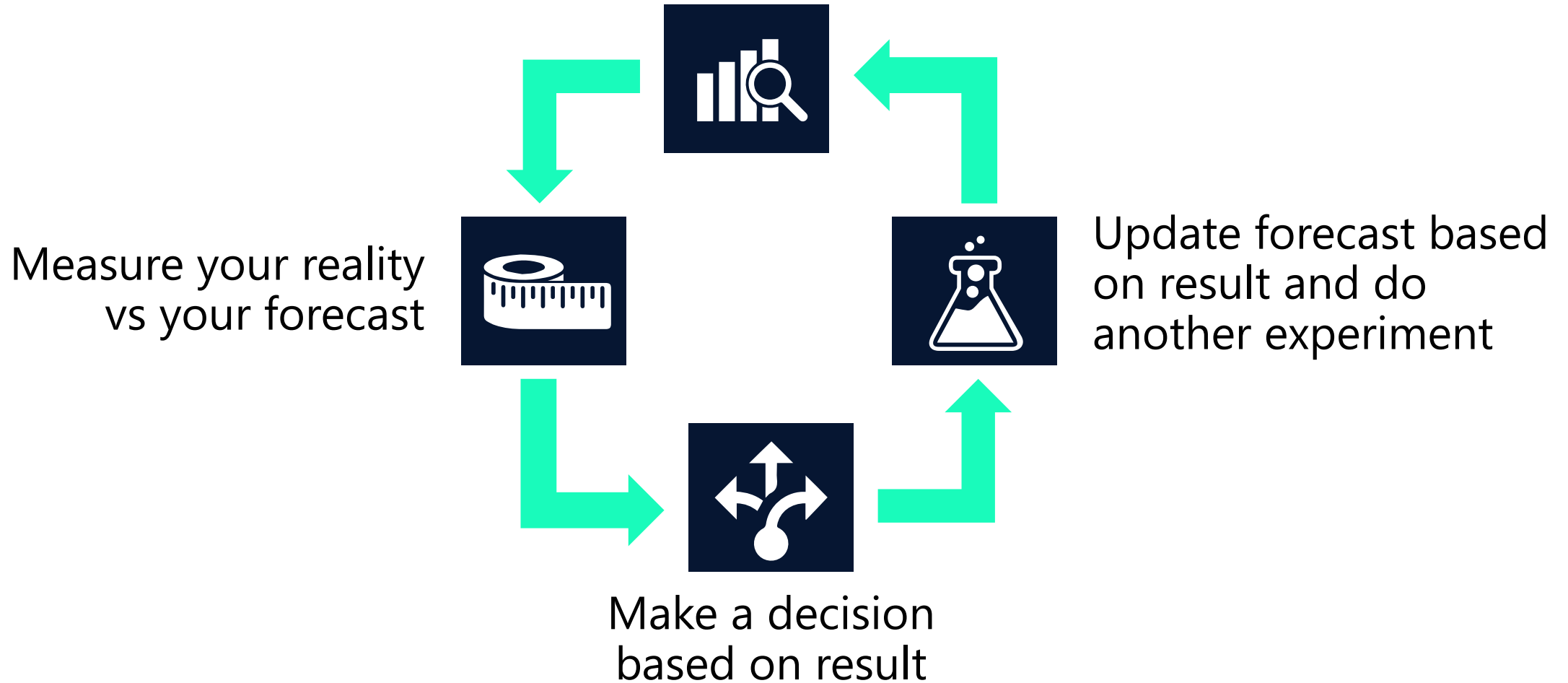
A blackboard with white text, set against a background of a man in a suit looking at a woman. The text on the blackboard is:

KNOW YOURSELF
FIND THE TRUTH
EXPRESS THE TRUTH

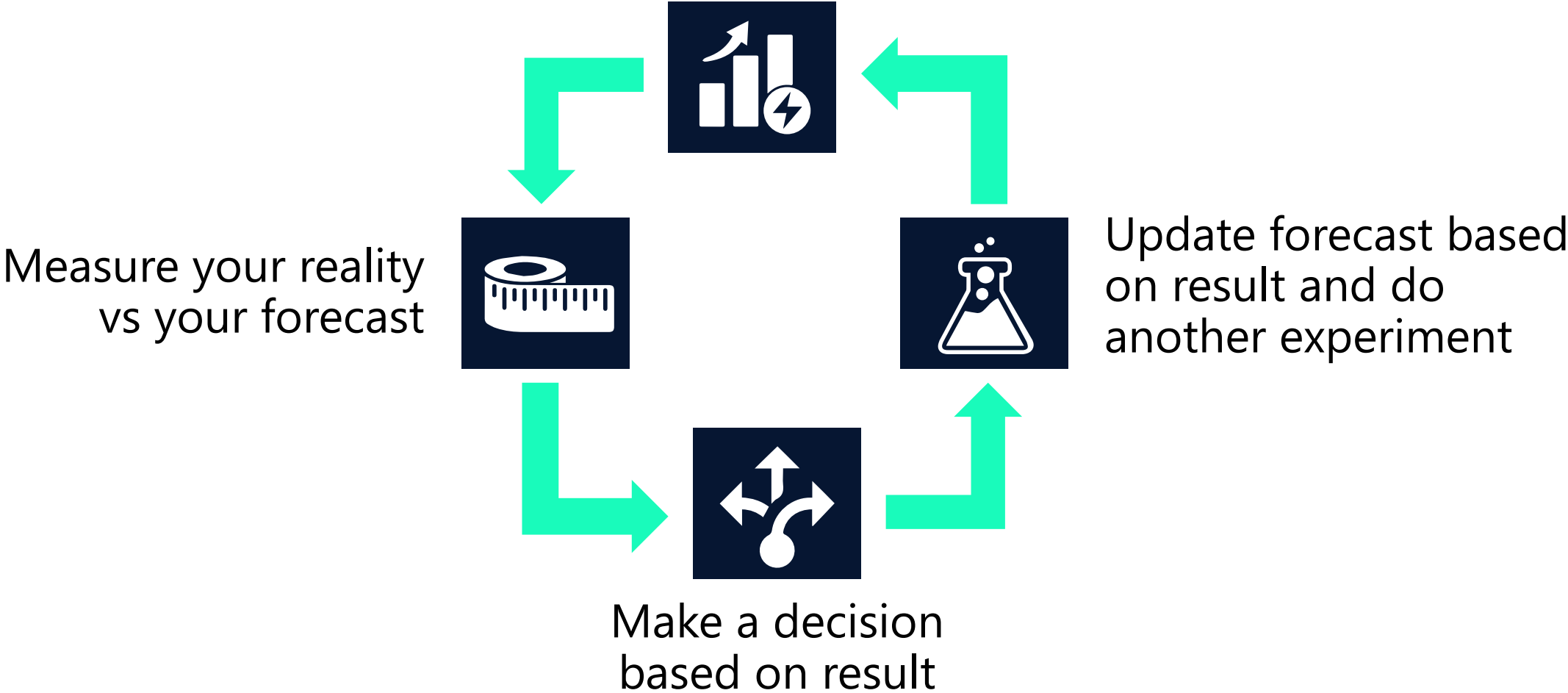
Use your data to forecast what you think will happen if something changes



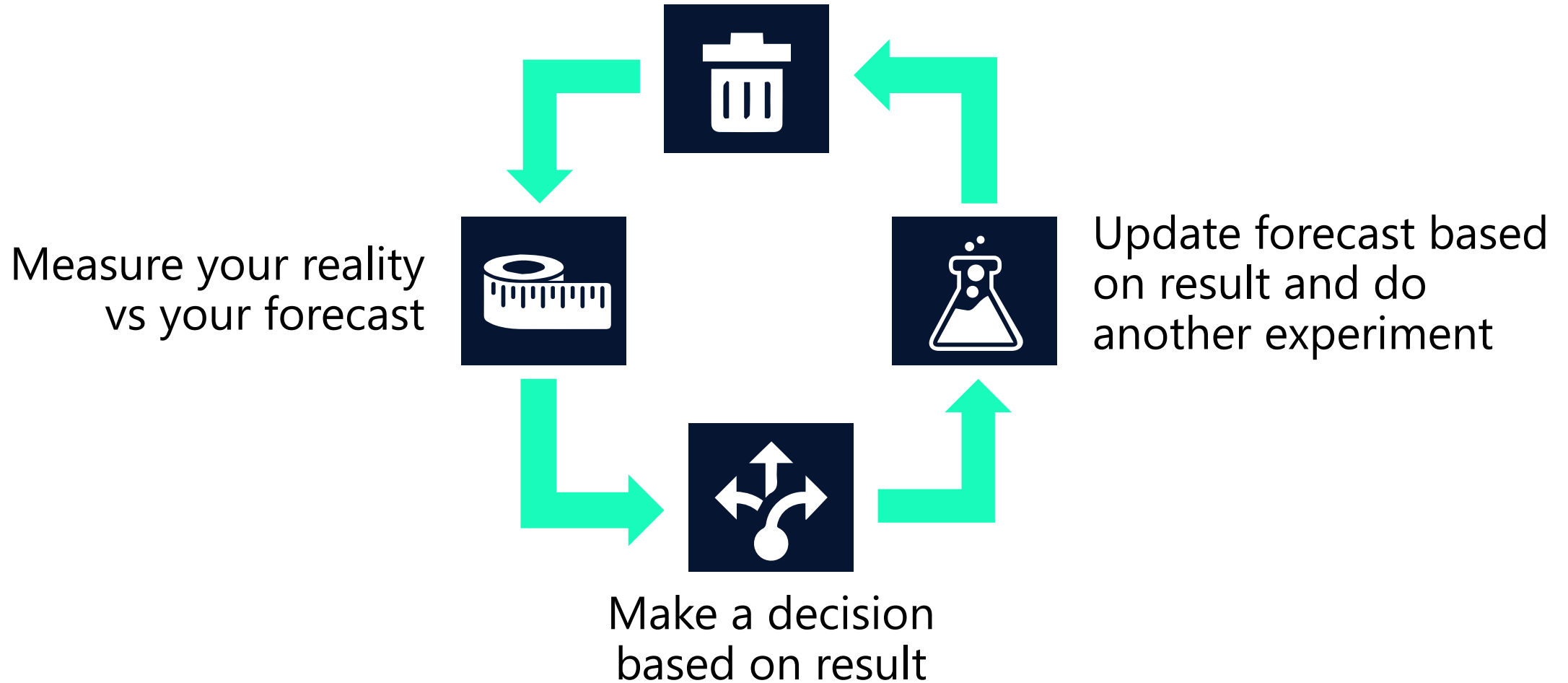
What if I spend money on an Instagram ad campaign



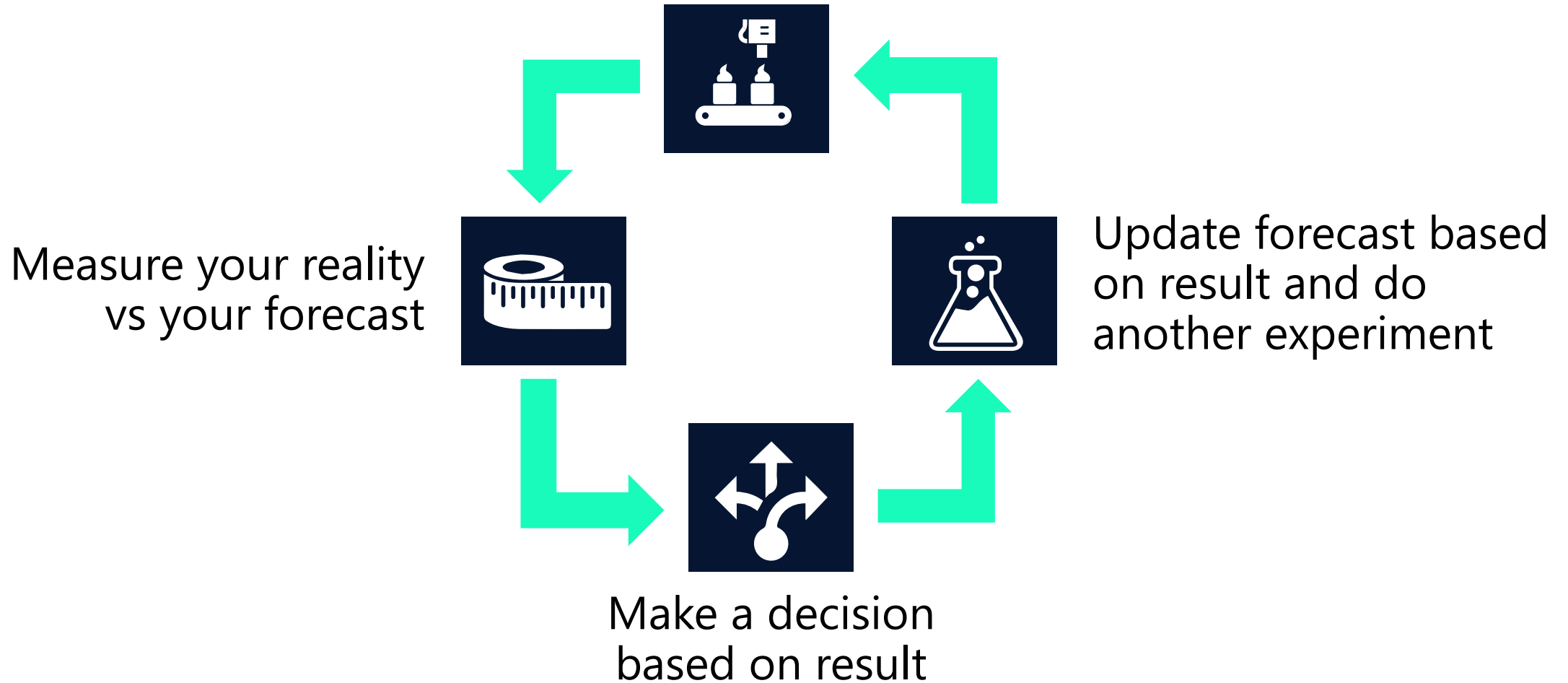
What if energy prices stay high indefinitely?



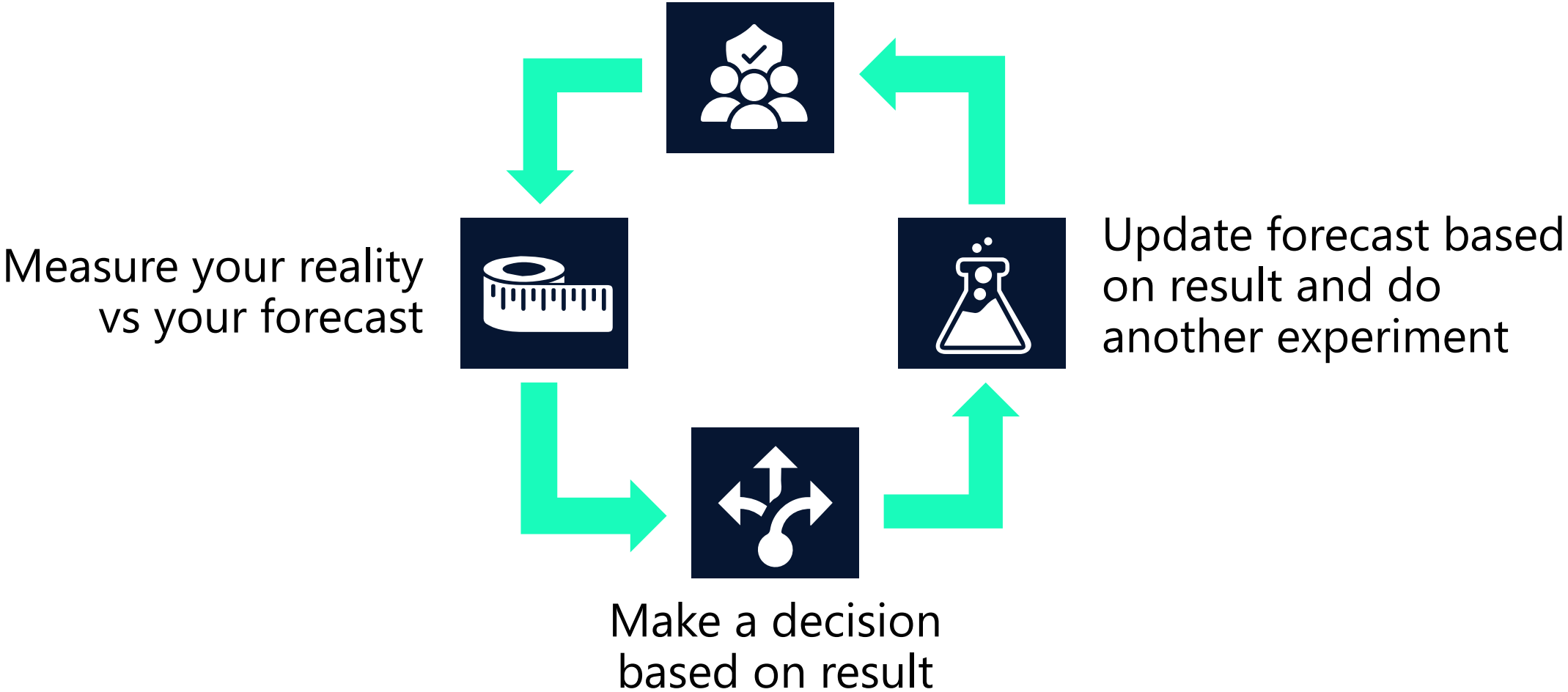
What if I remove the least popular 50% of my menu?



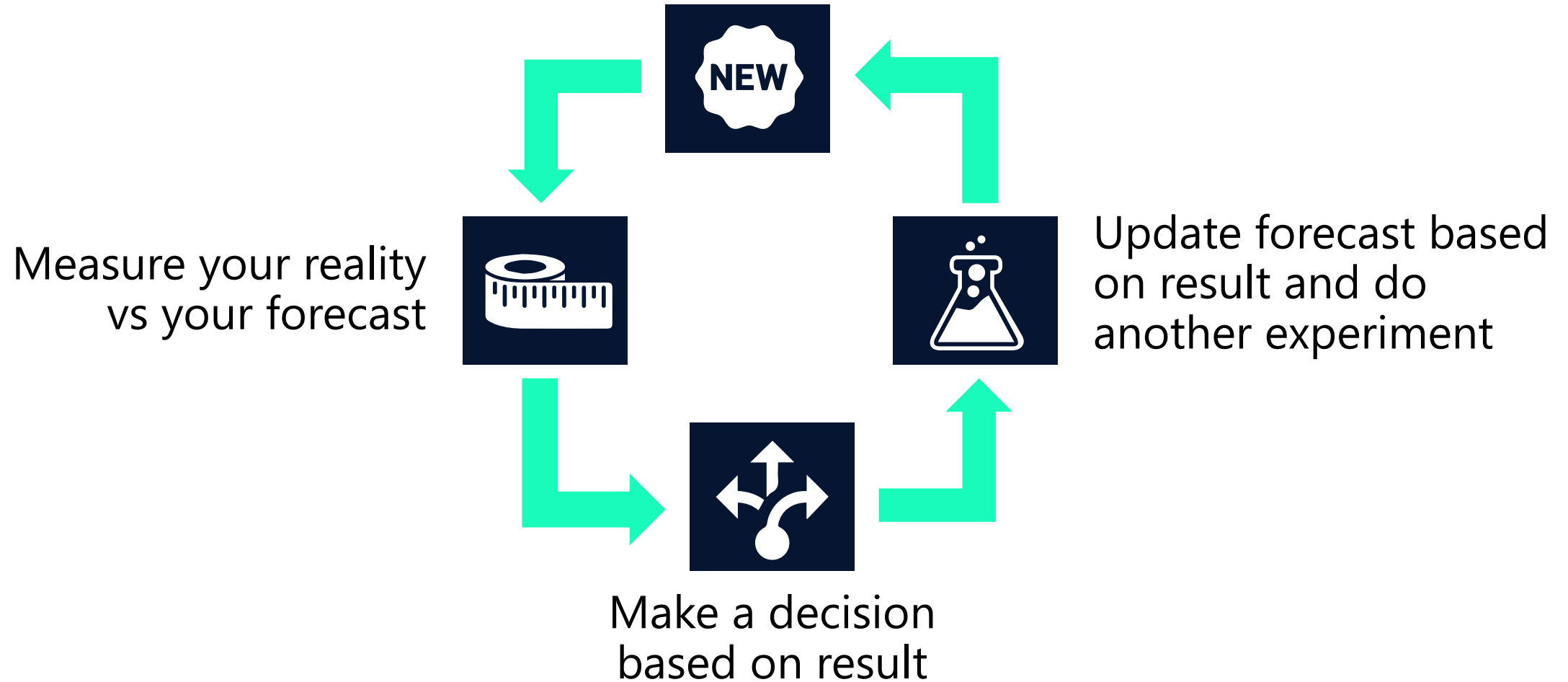
What if I go direct to the food producer for supply?



Do I have too much staff?



When can I open a new unit?



How do I enable all of this?





Clarity



Speed



Focus



Guidance



What are the precise things that are making money?



What exactly am I spending money on?



Are things getting better or worse?
How so?

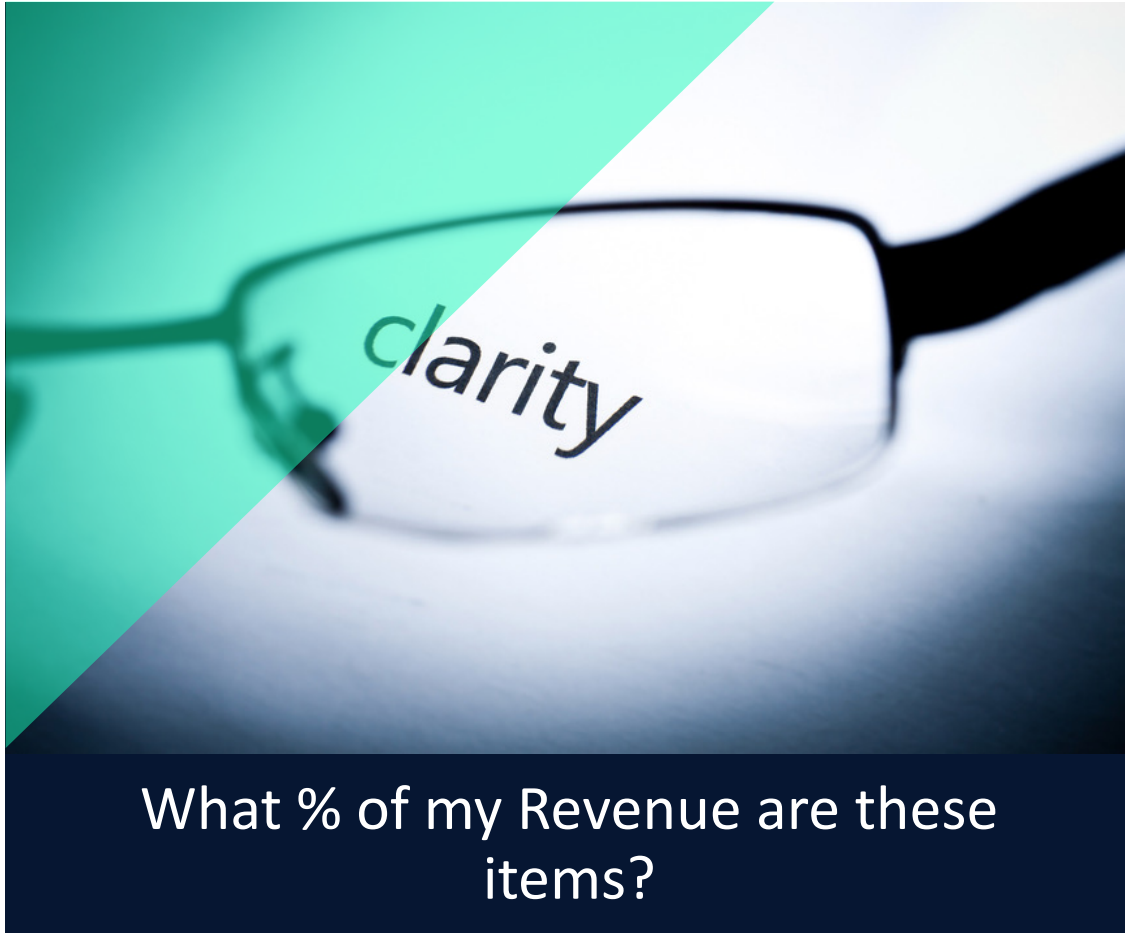
Clarity

What are the precise things that are making money?

- What are my most profitable food items?
- What are my most popular food items?
- What are my most profitable beverage items?
- What are my most popular beverage items?



Clarity



What exactly am I spending money on?

- Which food items are most expensive?
- Which beverages are most expensive?
- How much do I spend on kitchen salaries?
- How much do I spend on waitstaff salaries?
- How much do I spend on energy?
- How much do I spend on software?
- How much do I spend on support services?
- How much do I spend on rent & rates?
- How much do I spend on on-prem entertainment?
- How much do I spend on advertising?

Speed

Monthly management accounts & KPI's issued 2 – 6 weeks after Month End is the Stone Age



Speed



Weekly Management Accounts and KPI's are critical

Fast Feedback Loop enables you to see problems and opportunities early and adapt accordingly



The Customer



The Product



Growth & Profitability

What prevents you focusing on these things?



The Customer



The Product



Growth & Profitability

Payroll

Preparing data

Tax

Compliance

AP Management

Do these things improve your business or distract you from your business?

What prevents you focussing on these things?

Guidance

- Is this your first recession?
- What models work best in a recession?
- What are my key threats, what are my key opportunities?
- What experiments should I run?
- What should my cost ratios be?
- How do I forecast?
- What Government Supports can I use?
- Am I mad?



“

**But how can I possibly
commit the time and
money to do all of this?**

”



**The future of business finance is
closer than you think.**



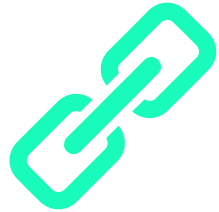
With **Outmin**
you can do all
this with **less**
time
and
Less money!!



Intelligent finance admin

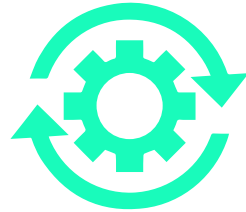


Our simple step by guide to how Outmin uses it's dedicated finance team to automate your documents for you



Connect to:

- Bank
- Suppliers
- POS System
- Stock System



We'll process the rest.



Unlock full visibility of your finances...



With a dedicated support team by your side.

Basic Fixed Price Package



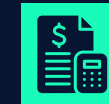
A transparent, monthly price that includes ALL of your accountancy, accounting software and bookkeeping costs.



Outmin Platform



Dedicated
Support team



Bookkeeping



Payroll



Sales Invoicing



Real-time Business
KPI Dashboards



Real-time Management
Accounts



Year-End Accounts
and Filings



Compliance Filings
& Tax Compliance

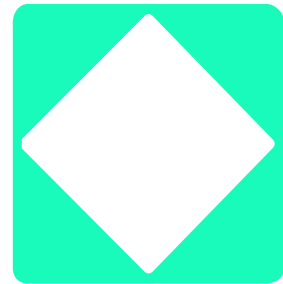
4 x Bar & Restaurant Group in major Irish City

- In house finance team @ €170,000 PA
- Financial figures 4 weeks after month end (not consolidated to Group)
- High error rate in reporting & payroll
- Inconsistent treatment of same data

- Finance team replaced with **65% cost saving**
- Real-time data, **weekly management & KPI reporting** at Group and individual level
- Error free reporting & payroll
- All data treated the same way every time

Additional Services

All Data Driven



VCFO

CFC



Forecasting



AP Management



Experiment guidance



Growth strategy



Government Support Management



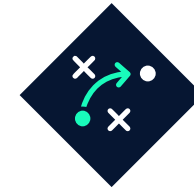
Profitability Strategy



Pricing strategy



Tooling guidance



Turnaround strategy



Small Business Owners are the
bravest actors in our economy



We are here to help the brave



We save you money



We help you make better decisions every day



If you thrive, we thrive



T. HANKS



outmin.io



ross@outmin.io