



Enterprise-grade financial management  
platform for microbusinesses

Stuart P. Lott | [splott@joinbackbone.com](mailto:splott@joinbackbone.com)

Problem

# Financial management is a major pain point for microbusinesses

**31m**

U.S. businesses have less than 5 employees, including the owner

## Pain Points Owners Feel

Difficult Setup

Prior Accounting Knowledge Needed

Feature Overload

Time Consuming



**Business Failure**

**Hindered growth**

**No access to capital**

**Costly tax mistakes**

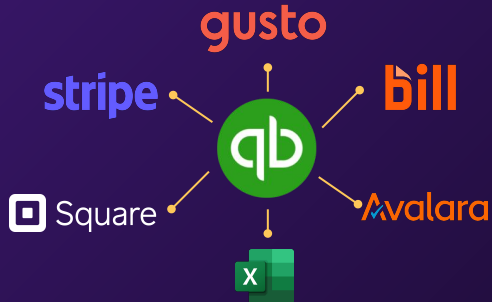
## Opportunity

# Owners must choose between a patchwork approach or an expensive accountant

### Patchwork Approach

**18-24 hrs**

Avg. time spent per week on financial management tools



### Fractional Accountant

**~\$260**

Avg. money spent per month on an accountant

#### Bookkeepers / Accountants

 collective

**Bench**<sup>TM</sup>

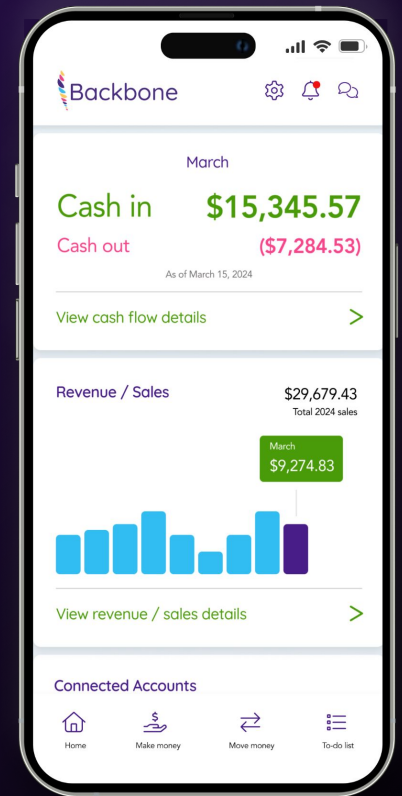
**Decimal**

**\$17B**

U.S. TAM for microbusiness financial management

Meet Backbone

# The financial management platform purpose-built for microbusinesses



Solution

All the essential utility — and nothing else

We kept what owners need...



...and cut what they don't



17 Hours

Time Saved / Week



Mobile-First



## The Backbone Difference

# Our financial management platform **replaces** the role of QuickBooks

QuickBooks is an operational centerpiece. Backbone replaces QuickBooks, while bringing in the key features microbusinesses need from supporting services.



## Business Model

# Balanced SaaS pricing model for sustainable growth

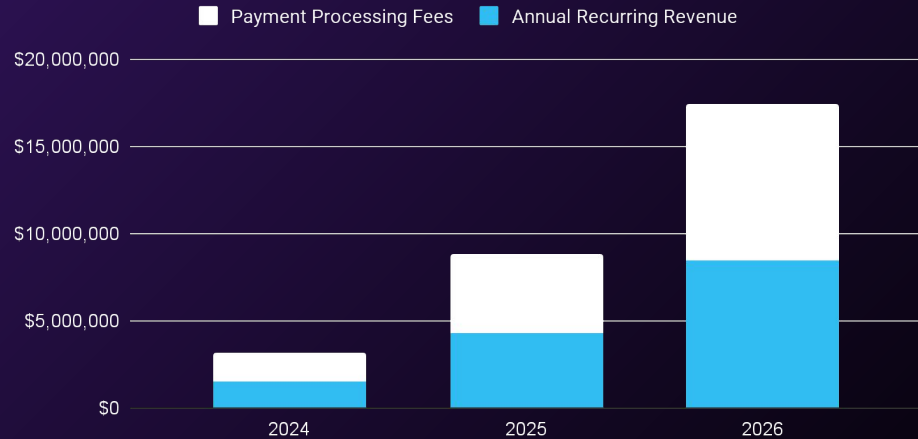
### Monthly SaaS

**\$46/month**

### Payment Processing

**1.9% + \$0.50**

### Financial Projections

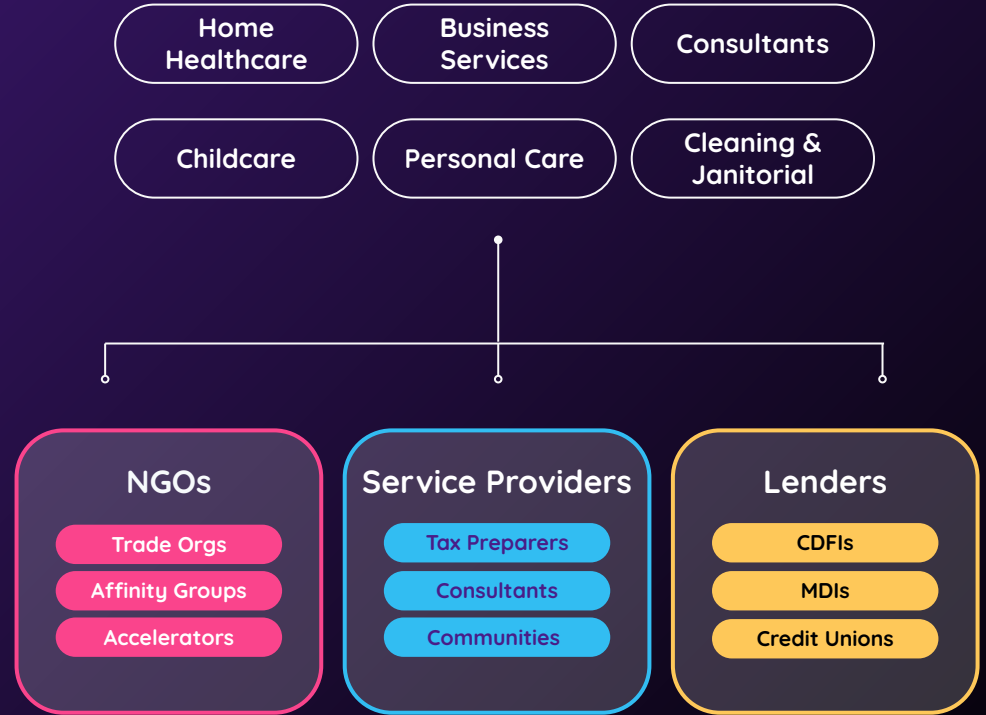


**\$21,200 monthly burn rate**

Go-To-Market

# Attacking beachhead of service businesses with help from key referral partners

Hyper-local outreach in **Memphis, Atlanta, Detroit, and Chicago** to spark growth





## Traction

We're preparing for beta, with early love from users and partners

 **ALCHEMIST**  
Pre-Accelerator

 **gener8tor**  
gBETA

**MVP**

In Alpha Testing

**5+**

Partnerships

**500+**

Beta Testers

**\$265k**

Funding to Date

**\$1,150**

Monthly Revenue

**600+**

Waitlist

## Team

# Former microbusiness owners with deep expertise in finance and engineering



Stuart P. Lott  
Founder

Helped Prosper grow its home equity product suite from idea, to launch, to consistent triple-digit YoY growth



Anthony Fizer  
Engineer

Co-founder & CTO of Ed Tech startup



Kelyn Njeri  
Engineer

Co-founder & CTO of HR Tech startup



Malaika Dowdell  
Marketing Lead

Ex-AMEX; runs a marketing firm for small businesses



Courtney Vinson, CPA  
Accounting & Tax

Ex-Big Four; provides accounting services to microbusinesses



Ask

# RevTech Labs Accelerator will help Backbone reach key milestones

Onboard Waitlist

Formalize CDFI Partnership Channel

Refine product roadmap





## Vision

A **global ecosystem** of financial products and services. We are the **backbone** for microbusinesses



# Thank You

Stuart P. Lott | [splott@joinbackbone.com](mailto:splott@joinbackbone.com)

Build with  
 Backbone

# Appendix



[splott@joinbackbone.com](mailto:splott@joinbackbone.com)

## Appendix

# Demos (linked)



[Account Creation & Plan Purchase](#)



[Business Setup & Onboarding](#)



[Home Dashboard](#)



[Make a Sale](#)



[Send an Invoice](#)



[Pay a Contractor](#)



[Sort & Categorize Transactions](#)