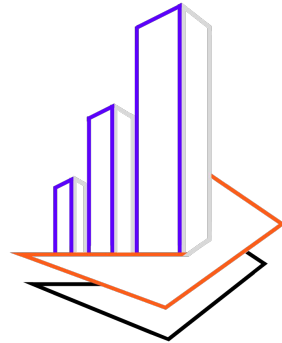


Purewater Financial Success through Clarity.

Accounting & Bookkeeping Services Offering Pitch Deck



Contents of this Pitch Deck.

Services We Offer

**The Importance of
Accounting & Bookkeeping
Services**

Solutions

Pricing

Contact

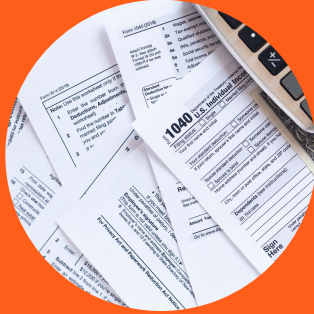
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Services We Offer



Virtual CFO Services

Our Virtual CFO services provide strategic financial guidance and oversight for your business.



Tax Planning, Strategy, and Preparation

Comprehensive tax planning and compliance services for businesses and individuals.



Accounting & Bookkeeping

Keep your finances organized with our professional accounting and bookkeeping services.



Crypto Implementation and Consultancy Services

Navigate the complex world of cryptocurrency business implementation, accounting, and tax and compliance with our expert guidance.



Business Development, Consultancy and Other Financial Services

Custom solutions for your specific financial and business development needs.

The Importance of Accounting & Bookkeeping Services

Accounting &
Bookkeeping
Services:

Data & Operations

Accuracy and Data-Driven Decision Making

- **Real-Time Performance:** Offers a clear, real-time snapshot of the company's financial health, inventory levels, and asset valuation.
- **Profitability Analysis:** Accurate tracking and categorization of costs and revenues allows management to calculate precise margins and identify the most profitable product lines or services.
- **Budgeting and Forecasting:** Provides historical data necessary for creating reliable operating budgets, financial projections, and variance analysis to track deviations.

Operational Efficiency & Cash Flow Management

- **Accounts Management:** Systematic handling of Accounts Payable (ensuring timely payments and avoiding late fees) and Accounts Receivable (speeding up collections to improve liquidity).
- **Expense Control:** Detailed classification of expenditures to pinpoint areas of waste, negotiate better vendor contracts, and manage overheads more effectively.
- **Bank Reconciliation:** Essential process of matching internal records against bank statements to prevent fraud and ensure every transaction is recorded correctly, protecting cash assets.

The Importance of Accounting & Bookkeeping Services

Accounting & Bookkeeping Services:

Risk & Planning

Strategic Planning & Growth Initiatives

- **Funding Readiness:** Maintains the detailed financial records required by lenders, venture capitalists, or equity partners when seeking financing or investment.
- **M&A and Valuation:** Provides the necessary data foundation for business valuation, due diligence, and facilitating seamless mergers, acquisitions, or divestitures.
- **Resource Allocation:** Analysis of capital expenditure reports (CapEx) and operational expenditure reports (OpEx) to guide decisions on long-term investments in equipment or facilities.

Risk Mitigation & Audit Defense

- **Audit Trail:** Establishes a clear, documented audit trail for every transaction, making the business far less vulnerable to financial penalties or intrusive tax audits.
- **Internal Controls:** Implementation of separation of duties and financial checks to protect against internal fraud, theft, and embezzlement.
- **Penalty Avoidance:** Timely and accurate filing reduces the risk of costly IRS penalties, state fines, and interest charges due to non-compliance or error.

The Importance of Accounting & Bookkeeping Services

Accounting & Bookkeeping Services: Compliance

Regulatory Compliance & Financial Reporting

- **Tax Preparation Foundation:** Provides the accurate, verifiable data required for timely filing of federal, state, and local tax returns (e.g., income, payroll, and sales tax).
- **Statutory Compliance:** Ensures adherence to fundamental accounting standards, such as GAAP (Generally Accepted Accounting Principles) or IFRS, which is mandatory for formal reporting.
- **Stakeholder Trust:** Preparation of professional, auditable financial statements (Balance Sheet, Income Statement, Cash Flow) for banks, investors, and regulatory bodies.

Solutions

Financial Health Monitoring

We implement robust cloud accounting systems that provide a **Real-Time Performance** snapshot of your assets and liabilities, ensuring constant financial clarity. Our continuous **Bank Reconciliation** and **Internal Controls** process prevents fraud and guarantees the accuracy of every recorded transaction.

Growth Strategy Support

We leverage your historical data for precise **Budgeting and Forecasting**, providing actionable insights for effective **Resource Allocation** in expansion or capital projects. This preparation ensures immediate **Funding Readiness** and provides the critical data foundation needed for successful **M&A and Valuation**.

Proactive Compliance & Audit Shield

Our service builds your **Tax Preparation Foundation** by meticulously compiling all necessary financial data, guaranteeing timely and accurate federal and state filings to achieve maximum **Penalty Avoidance**. We establish a comprehensive, documented Audit Trail and adhere strictly to **Statutory Compliance** standards for swift audit defense.

Cash Flow Optimization & Expense Control

Our systematic **Accounts Management** accelerates Accounts Receivable collections and optimizes Accounts Payable to boost liquidity and maintain excellent vendor relationships. Detailed expenditure classification facilitates tight **Expense Control**, helping you pinpoint waste and increase overall **Profitability Analysis**.

Pricing

Side Hustle/Micro Business

starting at \$500/mo or \$5,000/yr

BASIC BOOKKEEPING & TRANSACTION RECORDING: Includes monthly data entry and categorization (up to 75 transactions) via a dedicated cloud platform. Provides a year-end summary Profit & Loss statement for tax prep.

FINANCIAL HEALTH MONITORING: Includes quarterly bank reconciliation, ensuring accuracy and mitigating simple fraud risk. Provides access to a simple, automated financial dashboard.

Focus: Compliance Basics

Small/Medium Businesses (SMB)

starting at \$1,500/mo or \$15,000/yr

COMPREHENSIVE CLOUD BOOKKEEPING: Includes full accounts management (A/P and A/R), monthly close, and financial statement generation (Balance Sheet, P&L). Guaranteed adherence to GAAP standards.

PAYROLL AND RELATED TAX COMPLIANCE: Includes bi-weekly/monthly payroll runs for up to 10 employees. Handles quarterly 941s, annual W-2/1099 processing, and federal/state unemployment tax filings.

Focus: Operational Efficiency & Growth

Medium/Large Businesses (MLB)

starting at \$5,000/mo or \$50,000/yr

VIRTUAL CONTROLLER SERVICES: Includes SMB services plus implementation of Internal Controls, customized Profitability Analysis reports, and dedicated account manager support. Focuses on Expense Control.

BUDGETING AND FORECASTING: Includes annual operating budget creation, quarterly variance analysis, and preparation of multi-year financial forecasts to guide Resource Allocation.

Focus: Advanced Reporting & Strategic Planning

Corporate Businesses

starting at \$10,000/mo or \$100,000/yr

FINANCE & ADVISORY SERVICES: Includes all MLB services, plus high-level guidance on corporate structure, board-level reporting, and sophisticated financial modeling.

TRANSACTION READINESS & DUE DILIGENCE: Includes cleanup and preparation of financial statements for investors/lenders, ensuring Funding Readiness and facilitating M&A and Valuation activities.

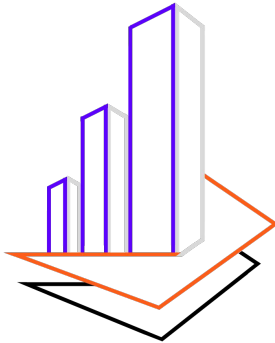
Focus: Specialized Advisory & Transaction Readiness

“We do what we do
so that you can do
what you love.”



Vivek Laungani, CPA
Founder • Purewater Financial

Ready to begin navigating?



Schedule a call with us
or
Reach out to us here today!