

SAAS PAYROLL PLATFORM – INVESTOR PITCH DECK

Scaling automation for SMB payroll & compliance





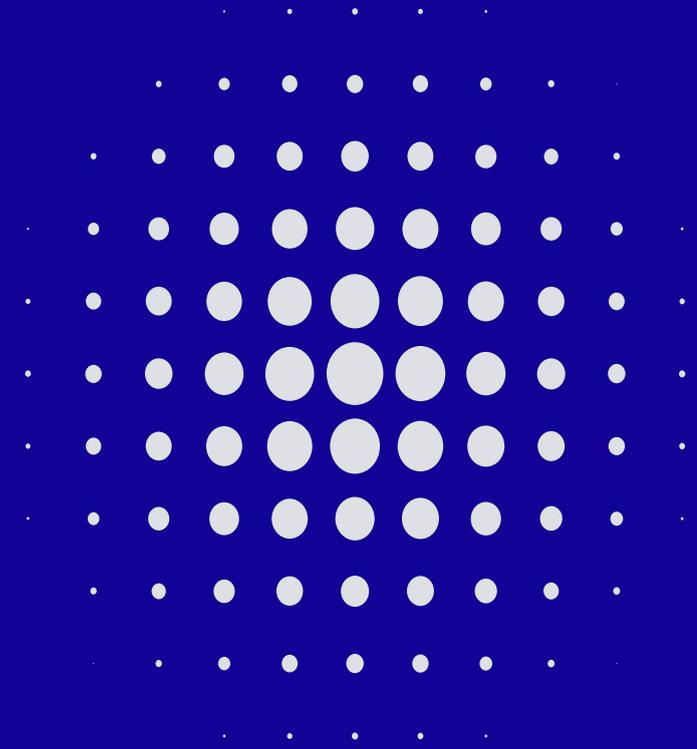
Payroll is Broken for SMBs

Small businesses struggle with slow, manual payroll and risky compliance gaps that drain time and cash.

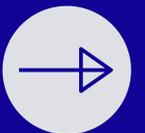
- 1** SMBs spend over 20 hours per month on payroll administration, diverting focus from core business activities.
- 2** Frequent compliance and tax mistakes expose SMBs to costly fines, penalties, and operational disruptions.



Problem & Market Context



- Legacy systems are complex and
- Expensive for small teams
- Global Payroll SaaS = \$8.2 (2019)
- \$15B (2025)
- CAGR ~18

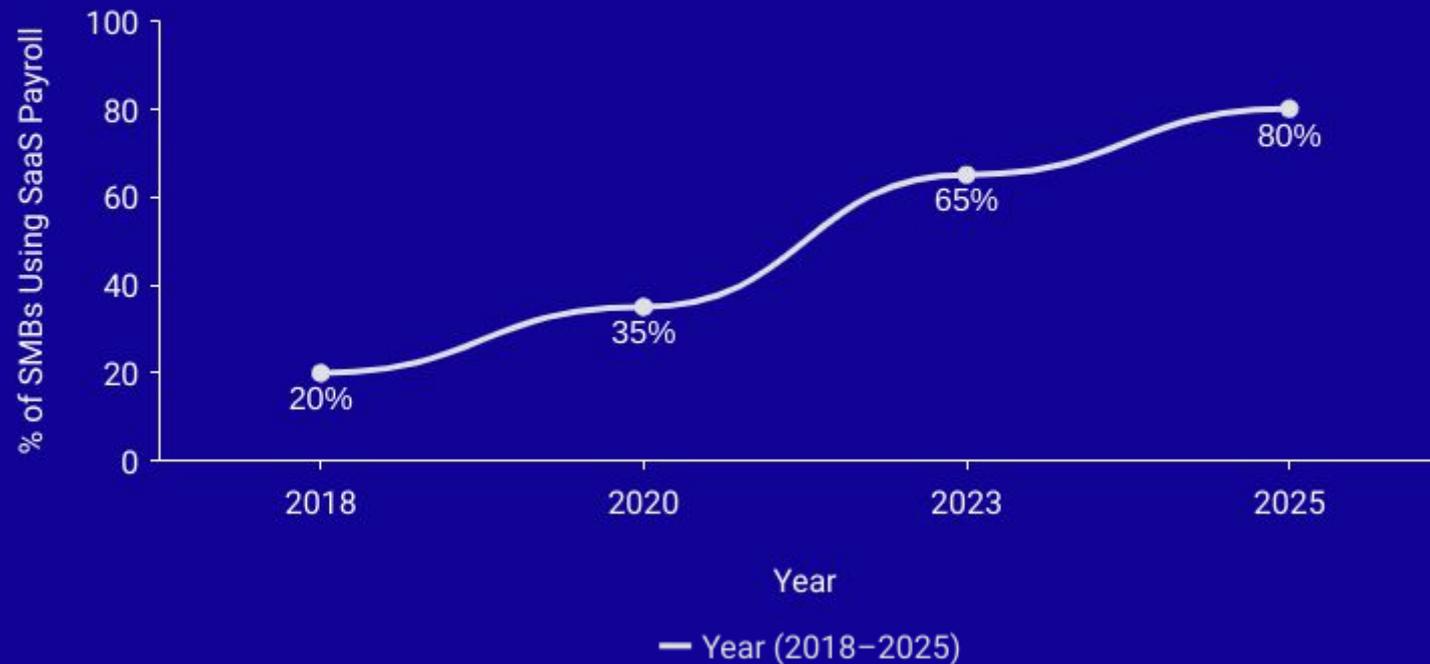


Adoption Trend

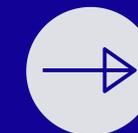
SMBs are Rapidly Moving to SaaS

Payroll SaaS Adoption Growth (2018–2025)

Cloud payroll adoption is accelerating as SMBs replace manual and legacy systems with scalable SaaS solutions.



"Projected 4x growth in just 7 years".



Clear Path to a \$2B Target Market

Clear Path to a \$2B Target Market



- ▼ TAM (Global)
- ▼ SAM (North America & EU)
- ▼ SOM (Mid-Market SMBs)

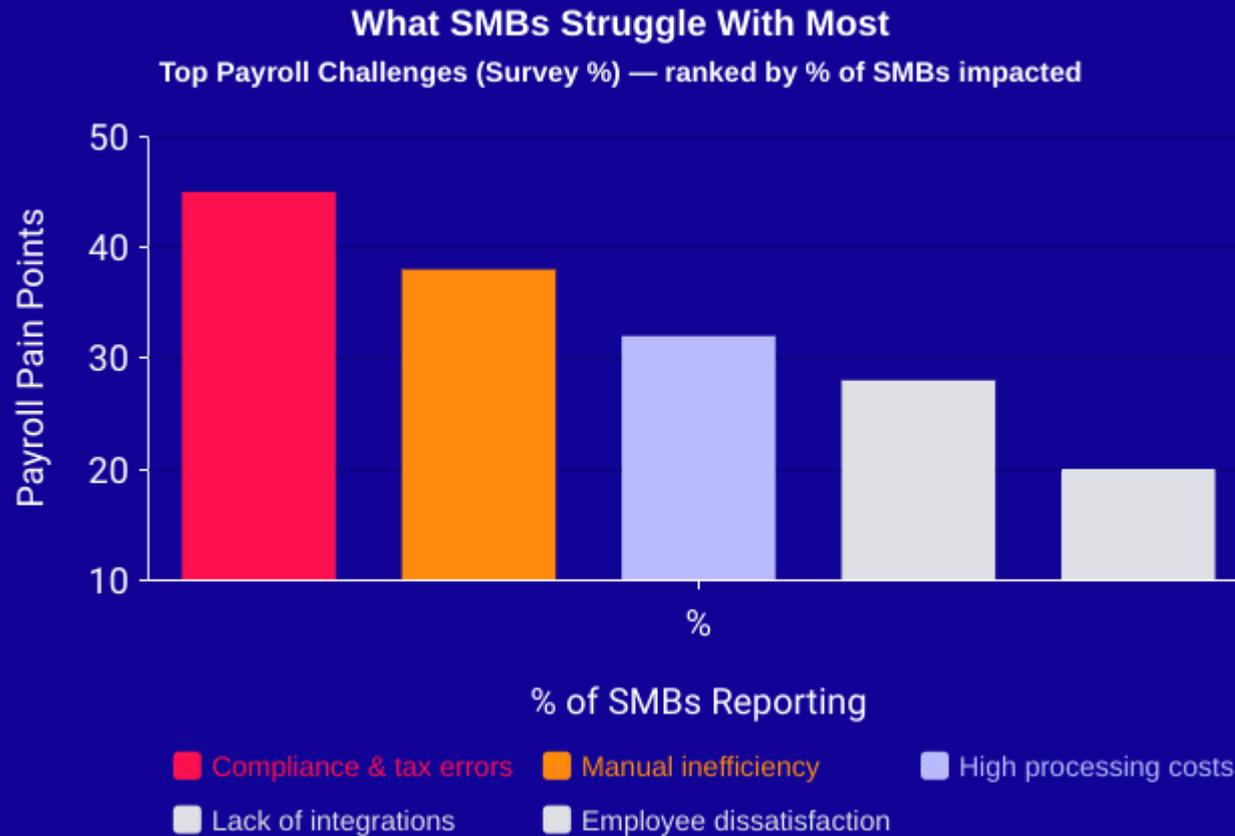
TAM = Total Addressable Market, SAM = Serviceable Available Market, SOM = Serviceable Obtainable Market

From \$15B global market to a \$2B near-term target



Top payroll challenges impacting small and mid-sized businesses

What SMBs Struggle With Most



"Compliance & tax errors = #1 SMB payroll challenge → SaaS adoption driver"



Who We Serve – SMB Payroll Decision Makers



Who: SMB Owners, HR Managers, Finance Leads



Company Size: 10–250 employees

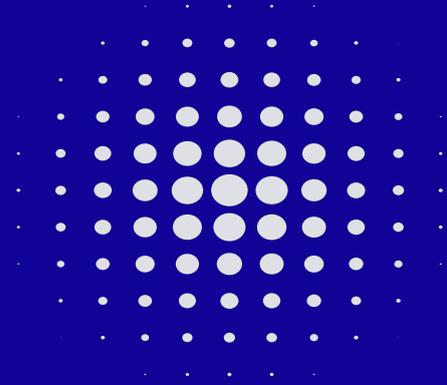


Industries: Services, retail, healthcare, tech startups,
light manufacturing



Needs: Accurate, automated, compliant, affordable
payroll

“We need payroll that scales without compliance headaches.” — Healthcare startup, 50 employees



Core product features that drive SMB adoption

Automating Payroll for the Modern SMB



Built-in compliance **automation**



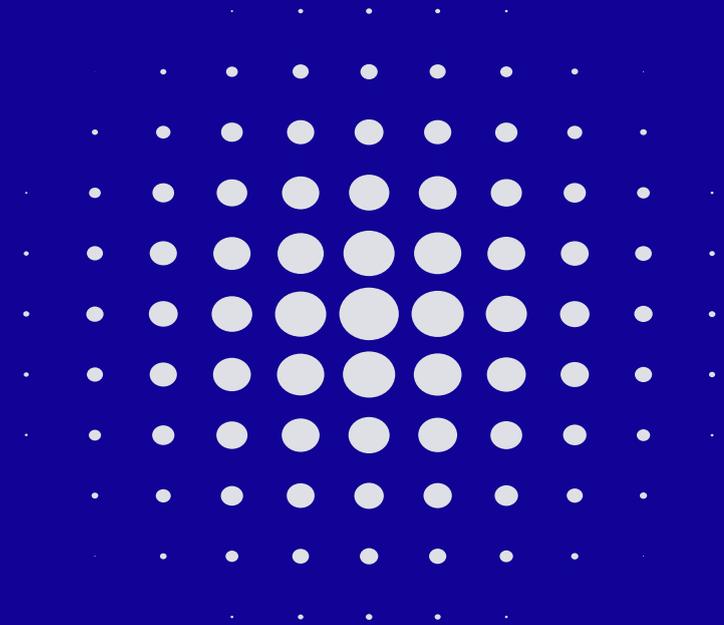
Real-time **reporting** & employee self-service portals



Seamless HR, accounting & time system **integrations**



Scalable pricing for SMB growth



*“Solving SMB payroll challenges with automation, accuracy,
and scale.”*



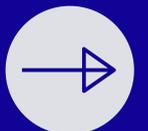
Traction – Strong Early Growth

Proven Growth: \$2.8M ARR with 95% Retention



- \$2.8M ARR → 120% YoY growth
- 95% client retention → sticky revenue
- 12 enterprise clients (NA & EU)
- Recognized as Top 50 SaaS Innovator 2025

“On track to 10x ARR growth with steady enterprise adoption.”

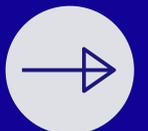


Competitive Landscape

Why Our SaaS Payroll Beats Legacy Players

Feature / Differentiator	ADP	Gusto	QuickBooks Payroll	✓ Our SaaS Platform
Automated Compliance	-	✓	-	✓
Real-Time Reporting	-	✓	-	✓
SMB-Focused Pricing	-	-	✓	✓
Seamless Integrations (HR, Accounting, Time)	-	✓	-	✓
Scalable Self-Service Portals	-	-	-	✓

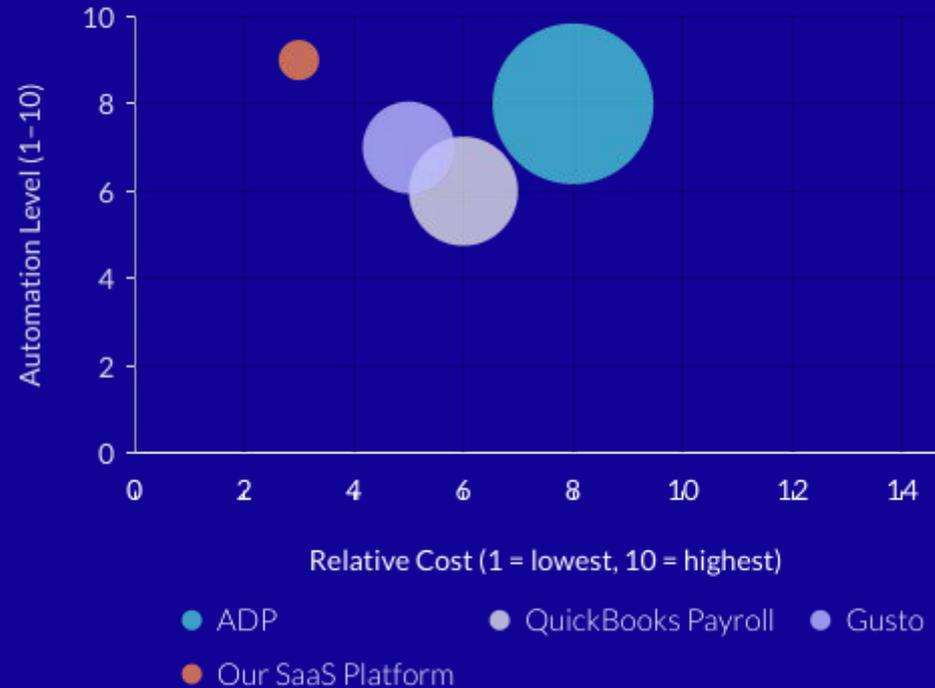
"Built for SMBs: More automation, lower cost, and faster compliance than legacy players."



Competitive Landscape: Automation vs Cost

Competitive Advantage: Higher Automation at Lower Cost

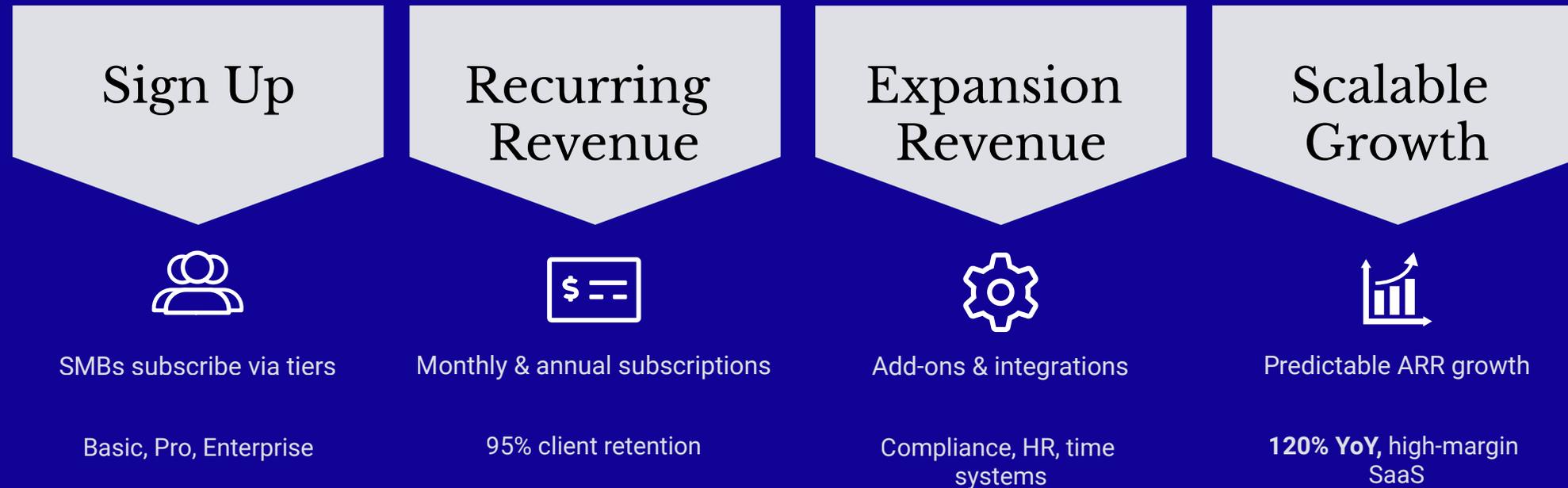
Relative cost vs. automation: Our SaaS delivers the optimal balance for SMBs.



"Our SaaS platform delivers higher automation at lower cost compared to legacy players."



Business Model: SaaS Revenue Engine



“Scalable revenue model with built-in expansion potential.”



Go-to-Market Strategy



Target SMB Segments

Retail, healthcare, startups, light manufacturing



Acquisition Channels

Content marketing, partnerships, direct sales



Conversion Strategy

Free trials, tiered pricing, demos



Expansion Levers

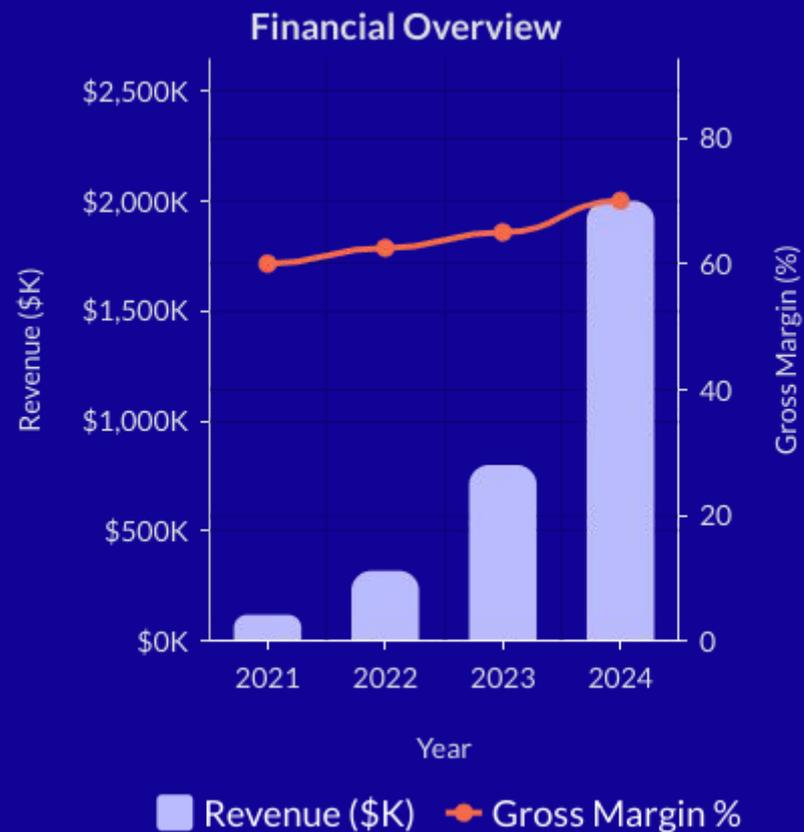
Upsell HR, compliance, time integrations

“Scalable, cost-efficient GTM strategy designed for SMB adoption.”



Financial Overview

Rapid Growth with Expanding Margins

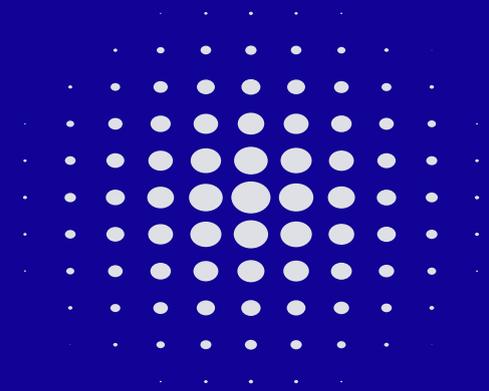


- Revenue CAGR 120% YoY (2021–2024)
- Gross margin expansion 60% → 70%
- Breakeven expected 2023
- 95%+ retention ensures predictable recurring revenue

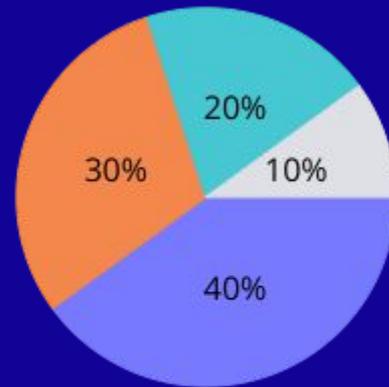
“SaaS model delivers scalable, high-margin growth with strong visibility.”



Seed Round: \$2M to Drive Growth & Market Leadership



Funding Ask: \$2.0M Seed Round



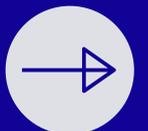
- Product Development & Compliance Automation
- Sales & Marketing (SMB acquisition)
- Strategic Partnerships & Integrations
- Operations & Talent

Funding Ask: \$2.0M Seed Round
Use of Funds:

- 40% Product Development & Compliance Automation
- 30% Sales & Marketing (SMB acquisition)
- 20% Strategic Partnerships & Integrations
- 10% Operations & Talent

Runway: 18–24 months
ARR Growth: \$10M+
Expansion: NA & EU SMBs
Next Round: Series A, 2026

“This seed round accelerates our SaaS growth engine and positions us for scalable, global expansion.”



THANK YOU!

Let's Build the Future of SMB Payroll Together



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"We welcome strategic investors to join us on our journey to \$10M+ ARR."