

SURE:BOX
powered by SureBooks™

THINK INSIDE THE BOX.

SURE:BOX™

- Current Landscape

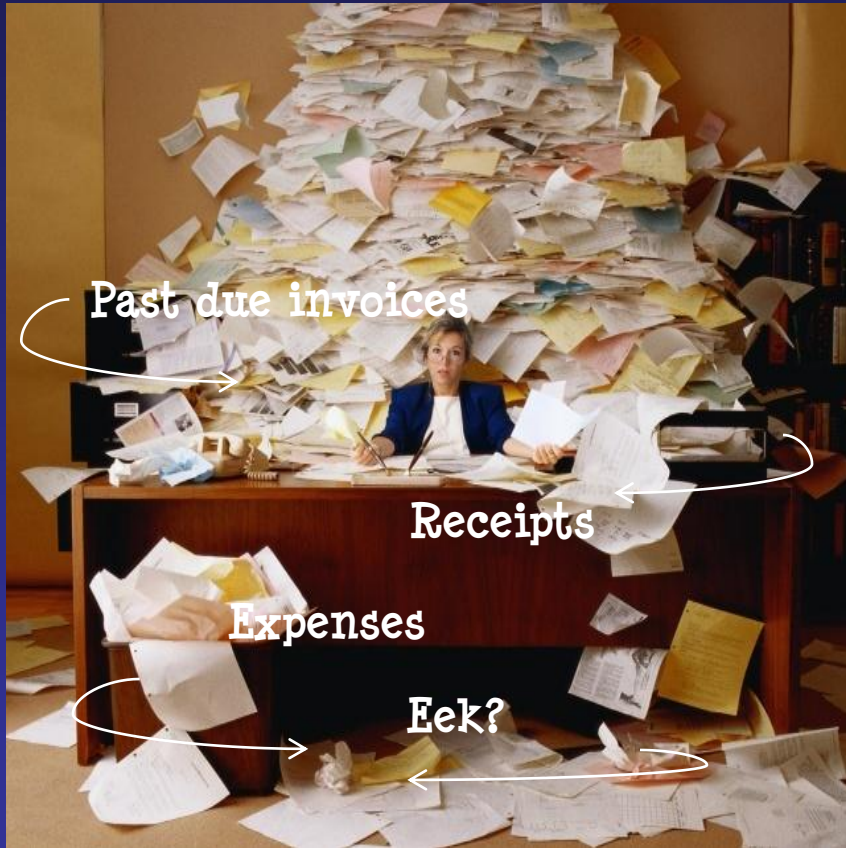
- Economic downturn has resulted in heightened compliance standards, banking regulations
- Many small business owners need to transition beyond their checkbooks
 - Do-It-Yourself accounting tools can be difficult, may compile issues/errors, and are often abandoned by users out of frustration
 - Accountants/Bookkeepers may be out of financial reach



SURE:BOX™ Solution

SURE:BOX™

The initial mess...



SURE:BOX can help small business owners get organized and compliant.

SURE:BOX™

...the Solution

Simple, self-contained
financial processing

- Provides process for forwarding disorganized paperwork
- Offers basic bookkeeping and reporting support
- Delivers data in format required by IRS, banks



SURE:BOX™

- Bookkeeping & Reporting Services

SURE:BOX Pro

- ✔ Standard Chart of Accounts
- ✔ Monthly Bookkeeping*
 - Balance Sheet
 - Profit & Loss Statement
 - Bank Reconciliation Summaries
- ✔ Monthly/Annual Reports*
- ✔ Year-End Journal Entries (Adjustments)**

SURE:BOX Pro+

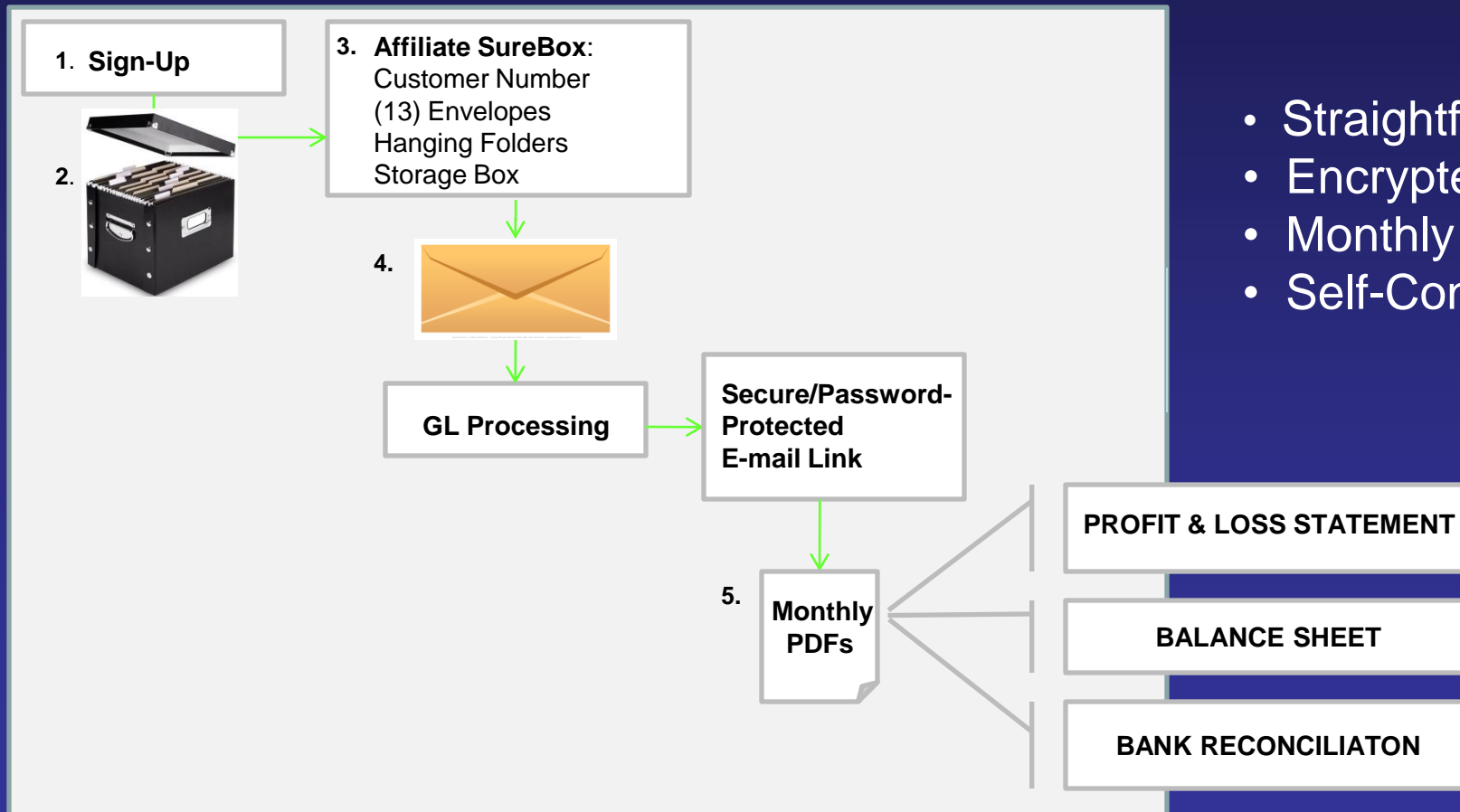
- ✔ Custom Chart of Accounts
- ✔ Expanded Bookkeeping Capacity (based on increased transaction levels)
- ✔ Due Date Alerts
- ✔ Monthly/Annual Reports*
- ✔ Year-End Journal Entries (Adjustments)**

* Financial statements for internal use only. Statements do not include asset depreciation.

** Entries made as provided by CPA at year-end

Sure:Box™

• Small Business Process - Sign-Up & Compilation



- Straightforward
- Encrypted/Secure
- Monthly Snapshot
- Self-Contained

SURE:BOX™ Reseller Opportunity

SURE:BOX™

- Offering – Benefits to Affiliate Reseller
 - New customer segment that is too small given lack of recurring revenue potential
 - Prospects to groom for ongoing client relationship (given growth)
 - Unique annuity stream – no work for Reseller to do
 - 40% mark-up on purchase price - \$99
 - 18% monthly royalty on client subscription (determined by level of transactions; starts at \$89/month)

SURE:BOX™

- Offering – Benefits to Affiliate Reseller
 - Everything needed to sell service is provided
 - Collateral, Product Packaging, Shipping Materials
 - Marketing support
 - Press Release
 - E-Mail Marketing Campaign*
 - Advertising
 - Social Media (Video)
 - Collateral
 - Promotions



**e-mail marketing is offered as part of the ClientFinder program*

SURE:BOX™

- Market Opportunity - Affiliate Reseller
 - 15MM U.S. small businesses not using QuickBooks
 - QuickBooks users who need help or want to discontinue use (% of 12.5MM)
 - Small business segment that is normally off your radar screen

SURE:BOX™

You sell SURE:BOX. We do the work.

You make money.

End of story.





THINK INSIDE THE BOX.

Contact us today at 972.632.1850
or sales1@sureboxbookkeeping.com for details.