Isosceles Finance launch icount, a cloud accounting service for tech startups

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Isosceles Finance announces the launch of icount, their smart, cloud accounting service.

icount provides entrepreneurs of seed-funded and early-stage technology companies with essential accounting, light touch finance director services and basic HR.

While most tech startups do not yet need the richness of Isosceles' full outsourced accounting service portfolio, they do need a strong and agile accounting foundation that releases the management team to focus on innovation (not day-to-day accounting) and reassures investors that the business is operationally well run and the funds are in safe hands.

"We repeatedly hear tech startup founders saying "I wish I had more time to concentrate on running the business so I don't have to spend evenings and weekends doing the accounts"……"Between statutory accounts, tax, R&D tax relief, payroll returns and company secretarial there is just so much to keep track of; I need a one-stop-shop for everything". icount was designed in response to this feedback." Mike O'Connell, CEO, Isosceles Finance

icount is a fixed-fee service, and in summary, provides:

- A cloud-based accounting system integrating best of breed applications with secure file exchange and workflow
- Support from experienced finance professionals
- Full compliance with Companies House and HMRC (including R&D Tax Relief)
- A dashboard to monitor business performance against KPIs
- A nominated Startup FD to provide guidance and oversight
- Payroll
- HR basics

According to Government Research total investment in UK tech topped the £6bn mark in 2018 and produced 13 'unicorns' taking its overall total to 72.

The UK is globally renowned for nurturing and growing innovative tech companies; with easy access to investors, incubators and accelerators, high tech talent and experienced service providers like Isosceles.

Isosceles is proud to be part of this ecosystem.

"There is a real cost to having senior management deliver back-office processes badly. Too many times we see early-stage companies producing accounts for prospective investors which are poor and do not reflect a world-class company or scaling companies having to interrupt their growth while they backfill their back-office processes because they aren't fit for purpose." Mike O'Connell, CEO, Isosceles Finance

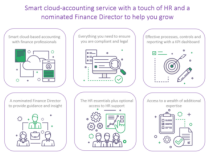
More about Isosceles Finance

Isosceles was founded in 2001 to support fast-growing technology companies with finance and accounting solutions. During this time, they have helped entrepreneurs and founders of hundreds of businesses achieve growth and for a significant number a valuable exit.

From their offices in Egham (near Heathrow), Sheffield and Cambridge Isosceles provide a comprehensive range of finance and accounting, M&A advisory and HR services to their technology client base who vary in size from pre-revenue to £50m revenues.

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