



Aiwyn's benefits i.e. "With Aiwyn, firms can..."

1. Speed up cash flow: Reduce lockup and DSO, cut merchant costs, smooth out revenues
2. Increase capacity: Free up Partner time by automating billing/collections; more time to work at "highest and best use"
3. Deliver best-in-class client experience: Make easy 1-click payments in personalized portals.
4. Clean data and integrate siloed systems: Bridge gaps in the firm IT stack (think "Zapier, for law firms").
5. Innovate securely: Protect data in our SOC2-audited and PCI-compliant platform.
6. Outsmart eBilling systems: Reduce invoice challenges; protect revenues, realization; save Partner time/headaches (new Legal-specific solution concept we're incubating).

Who in the firm we help:

- MPs, C-level leaders: stronger, more predictable cash flow; relief for partners/staff from manual tasks; platform for innovation (i.e. clean data to support generative AI tools).
- Finance leaders: superior (real-time) reporting; less manual collection work; reduced DSO/"lockup"; merchant processing cost savings
- IT leaders: clean and synchronized data across the entire firm tech stack; new apps that integrate with old (extend life of sunk costs, and/or reduce duplicative systems)
- Partners: No more collections calls, manual billing, collections headaches (great client experience)... Aiwyn frees up professionals to operate at their highest and best use.

Why Aiwyn is expanding to legal:

- Clear Need, ROI: Issues in cash flow, data, and productivity are growing among top-ranked law firms, and Aiwyn has proven solutions to these problems.
- Firm Feedback and First-Hand Experience:
 - Requests are currently coming into Aiwyn (email, website) from AmLaw 200 firms that are clients of the CPA firms using Aiwyn's platform; these AmLaw firms see Aiwyn's value first-hand when working with their CPAs.
 - Aiwyn worked with an AmLaw Top 10 firm to optimize billing and collections; gaining first-hand experience of the pains we can solve.
- Technical Compatibility: Aiwyn integrates with practice management systems in both the CPA profession (Thomson Reuters, Wolters Kluwer, STAR) and the Legal profession (ELITE, Clio, SAP),

Recap of Aiwyn Ask to the market:

For Law Firms --> I'd appreciate the chance to interview experts in the legal sector (ex: firm leaders, legal consultants) to affirm Aiwyn's market fit; if suitable for firms interested in Aiwyn's offering, I can propose a pilot or discounted engagement for firms to maximize the value of their feedback and time.

For CPA Firms --> If they want to speed up cash flow, free up Partner time, and/or deliver a best-in-class Client experience by automating engagement letters, billing, collections, and/or client payments, they should drop me a line asap -- we have solutions they can use right now!