



Pagos' SpreadsheetWEB Powers Coffee Break Financials™ to Help Entrepreneurs Tackle Financial Feasibility Analysis and Prepare for Investor Review

Entrepreneurs are typically a visionary bunch. As big-picture thinkers, they strive to solve problems with avant-garde solutions to vexing challenges they hope will translate into winning business models. While well-versed in their industry and keenly aware of the need for their product or service, and even the market potential, many entrepreneurs woefully lack the critical financial expertise that can make or break a business.

"It's a classic entrepreneurial dichotomy," said Tom Gorman, president and principal of Entrepreneurial Design, Inc. "The entrepreneur is all about the idea, the concept and the potential while everyone else—their spouse, friends, relatives, bankers, financiers—wants to know one thing: will it be profitable?"

To help answer that question, Gorman developed Coffee Break Financials™, a unique web-based system that makes it fast and easy for non-financially-minded individuals to create GAAP-compliant financial projections, feasibility analysis and investor presentation slides—all in the time it takes to sip a cup of coffee.

Financial analysis made easy? But how?

Built upon Pagos' SpreadsheetWEB online spreadsheet platform for converting Microsoft Excel spreadsheets into web applications, Coffee Break Financials leverages SpreadsheetWEB's interactive web-based spreadsheet application service to allow

entrepreneurs to conduct financial analysis from anywhere with an internet connection.

With nothing to download, the system is compatible with any web browser and works for virtually any kind of business startup idea. Entrepreneurs simply input basic business data and Coffee Break Financials does the rest, quickly generating detailed analysis and investor-presentation-quality slides that can be adjusted and updated on the fly.

"Without SpreadsheetWEB, I would have spent tens of thousands of dollars on development to build the Coffee Break Financials system from scratch," Gorman said. "It fits very well into the continuum of web-based application services that allow our users to work from anywhere—the office, at home or on the road."

Familiar Interface and Features

SpreadsheetWEB is as simple to use as Microsoft Excel and supports some 325+ Excel functions, and it includes the ability to create charts and images from data. Changes to the spreadsheet are instantly published to the secured SpreadsheetWEB servers with integrated password protection and Excel form controls to safeguard data against unauthorized changes, deletions or scrutiny.

In building Coffee Break Financials, it took Gorman just weeks to master the SpreadsheetWEB platform and deliver the app in beta form. User feedback was instantly incorporated, giving him immediate and total control to quickly integrate changes, upgrades



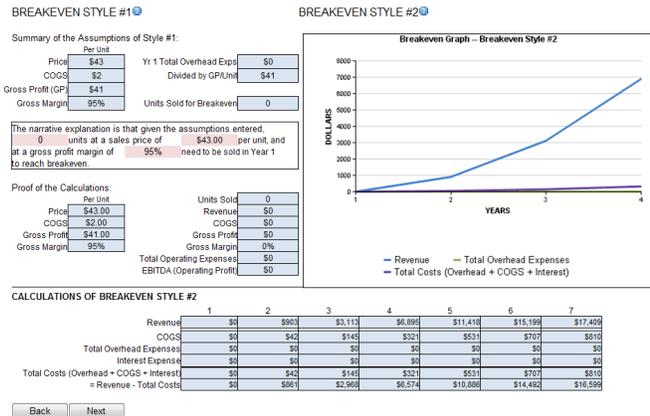
Case Study

and options to meet users' requests. In a normal development cycle, custom programming to accommodate feedback and requests would have taken days or even weeks, Gorman said.

"SpreadsheetWEB was like a gift from God in creating this system," Gorman said. "I began building Coffee Break Financials in Visual Studio and Silverlight and I have experience with Great Plains software and Ruby open source. To develop this system on Ruby would have been at least \$80,000 to \$100,000, but with SpreadsheetWEB, I could convert from Excel to a web app literally in minutes."

order to make changes to the models or investor slides. Because of its exceptional ease of use, the learning curve is very short, making it fast and easy to get up and running.

"As a lifelong entrepreneur, I understand the value of using financial analysis to guide your business, and I've created these tools to provide ease and flexibility that enables them to be customized for each customer's need," Gorman said. "Pagos' system brings together the best of web based apps with the requisite spreadsheet data and calculations that drive financial analysis in a way that makes business financials less daunting and more accessible."



Exceptional Access and Control

For end users, the SpreadsheetWEB platform provides entrepreneurs who use Coffee Break Financials much more control over the financial models for the business, eliminating the need to go through project teams, developers and designers in

"SpreadsheetWEB is the best kept secret for working with spreadsheets of any kind," Gorman said. "And, the company is great to work with. They've been wonderfully responsive with follow up and helping me to develop the Coffee Break Financials system."

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