people
WHO
[kær]

VALUEWORKS
INSIGHTS TO RESULTS

CASE STUDY

How ValueWorks reduced the time spent for the monthly investor reporting to 15 minutes per month

At Commerce retailer "people who kaer"

Company Name
people who kaer

Type of Company
D2C Commerce Startup

Location
Hamburg, Germany

do each day. What if you could only spend 15 minutes a month to create a best-in-class investor reporting, while also having all data in one place to steer your company? This would be awesome, right?

We at ValueWorks have gone on a mission to optimize the investor reporting process – from a content, technical and cost perspective. This case study describes how we reduced the monthly time spent to create your investor reporting to 15 minutes.

ABSTRACT

Investor reporting is often perceived as overhead distracting from building and selling the product. However, most startup founders also agree that tracking the right KPIs is core in understanding areas of traction and deficits and the foundation for making data-driven decisions. In addition, as the OKR-methodology is gaining more and more popularity, linking KPIs and OKRs is crucial to bring the plans into execution.

Thus, the real paint point lies in the time that is necessary to build investor-reporting and to calculate KPIs, as there are 100 other things to

3h — **ONE-TIME EFFORT**
Time invested by "people who kaer" to set up ValueWorks

1 day — **TIME-SAVINGS**
One day a month lost before the implementation of ValueWorks to manual calculations of operational KPIs and financials.

> 50% — **COST-SAVINGS**
TCO saved by implementing ValueWorks versus traditional BI-project costs

CASE

"people who kaer" is a Hamburg based Commerce retailer for pet food supplements. The company was founded in 2020 and focuses on natural supplementary food and snacks for every dog at any age-stage. Their products contain only high-quality ingredients that are subject to strict quality controls. The two co-founders Christina Biermann and Ellmar Jungschaffer combine industry-expertise from fashion and finance.

ValueWorks is shaping the new category for Executive Management software. We provide a fully integrated and intelligent executive management suite that optimizes the management-reporting process through industry-specific templates and standardized integrations.

Ellmar approached ValueWorks, as he wanted to set up his business- and monthly investor reporting in a time-efficient manner to save time to focus on value-adding activities for his startup. He would usually spend one full day a month to manually extract and aggregate data from various sources like Shopify, Amazon, Google, Facebook, Pinterest, TikTok and DATEV to calculate the actuals of his customer-acquisition costs (CAC), conversion rates and transaction values.

"The biggest challenge is to bring all the data-sources to one place. I have to do it manually with Excel sheets. It is a mess because it takes me much time and mistakes happen."

Ellmar Jungschaffer
Founder & CEO at people who kaer

He also requested expertise on the KPI-structure of his business and investor-reporting: we gave Ellmar an additional perspective on which KPIs can be included with no additional effort and are used by the Value-Works community in the eCommerce-industry.

ValueWorks is a business intelligence platform that provides a cloud-based, fully responsive, integrated and intelligent enterprise software. It supports the management process from planning and reporting to execution. It is the first solution aimed at management or executive users.

Book a demo on our website: www.valueworks.ai

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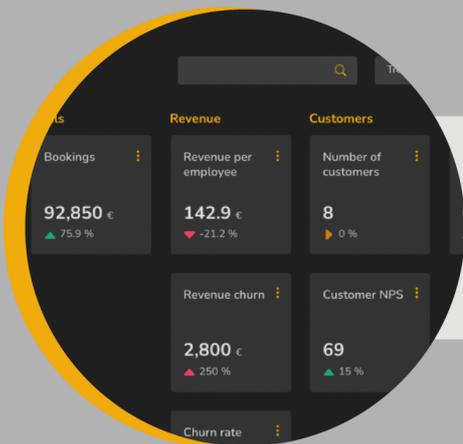# IN DETAIL VALUEWORKS IS SOLVING THE FOLLWING PAINPOINTS
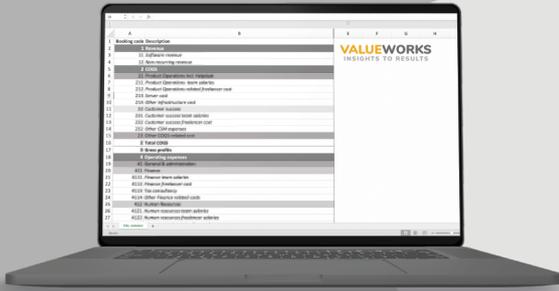
EXAMPLE eCOMMERCE P&L STATEMENT

Transforming financial data from DATEV into management-ready reporting and applying a standard e-commerce Profit & Loss statement structure (i.e. following the "cost of sale" method)

COMPARISON OF ACTUALS WITH PLANS

Comparing financial plans and actual performance without a lot of manual coping and pasting

EXAMPLE INVESTOR DASHBOARD WITH SELECTED, AUTOMATICALLY CALCULATED KPIs

Calculating KPIs automatically (e.g., Customer Acquisition Costs, product profitability)

ENABLING DEEP-DRILL ANALYSIS WITH MANAGEMENT-READY VISUALISATIONS

Performing a "cohort analysis" and visualizing the results

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WE APPLIED OUR SUCCESSFUL VALUEWORKS' TWO-STEP APPROACH

1 SETTING UP VALUEWORKS

2 GETTING THE MONTHLY REPORTING READY TO GO IN UNDER 15 MINUTES

1. Defining the target dashboards (KPIs, OKRs) and target P&L based on prioritization of the ValueWorks industry template for "e-Commerce". The target dashboards cover the strategic, operational, and financial perspective of the business. The definition process is streamlined by using the ValueWorks e-Commerce industry template with some customer-specific additions by Ellmar.

2. Bringing the financials plans for 2022 into the system.

3. Connecting data sources through OAUTH 2.0 handshake and data wizards to calculate requested KPIs (e.g., Customer Acquisition Costs with input from multiple sources). The main systems like Shopify, Amazon etc. were quickly connected for real-time data access and KPI calculation.

4. Giving detailed instructions to the tax consultant for setting up cost centers and explaining the monthly procedure required so DATEV data can be imported easily and the investor-ready P&L can be generated automatically.

5. Setting up the investor dashboard that can be accessed by investors for easy access to key KPIs.

6. Bringing the current OKRs of people who kaer into the system and linking the key results to KPIs.

1. Automatic calculations of operational KPIs with manual exceptions.

2. Out-of-the-box deep drills for spot-on analyses and answers to the most pressing questions (e.g., how likely is it that sales targets are met by the end of the quarter?)

3. Limited manual updating of OKRs necessary through linkage to KPIs

4. Preparation of DATEV data (basically tagging cost center numbers to invoices & personnel cost).

5. DATEV data received from tax consultant is uploaded to ValueWorks once a month, generating the industry P&L and allowing visibility into single bookings.

OUTCOME AND INVESTMENT FOR PEOPLEWHOKAER

- The manual effort required for all reporting was reduced by 95% for Ellmar, thus freeing up two to three working days a months. This allows him to spend more time focusing on business!

- As a result of the real-time reporting and effective support through deep-drills, better and faster insights into their business were possible.

- His investors love the easy access to KPIs and the accessibility of data

„I would recommend ValueWorks to everybody. Now I open the dashboard and I see all the information I want to see - be it operational for my Marketing-department or HR information - whatever I want to look at. I have it there and I just can drill into it. That´s super-smart and convient for me. "

Ellmar Jungschaffer
Founder & CEO at people who kaer

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