

Media Release - Immediate Distribution - 31 October
Contact: Amanda Lacey, amanda@popcom.com.au, 0418 448 570

Title: My Accounts to bolster small business community at WeWork

Australian bookkeeping firm My Accounts has teamed up with WeWork, one of the leading global flexible space providers, to provide its members an exclusive offer to assist with financial recording and reporting.

My Accounts has established itself as a supportive advisor to small and medium-sized enterprises (SMEs) with offices at WeWork in Sydney, Melbourne, and Brisbane, working primarily with founders, startups, and scaleups directly to provide essential accounting support.

A WeWork member since 2017, My Accounts has been proactive in engaging with the WeWork community through programming and events, with the objective of supporting businesses, especially SMEs, that can benefit from improving their financial processes.

According to [ASIC](#), 51% of business failures are the result of inadequate cash flow management. Ensuring that any business's cash flow is in order, especially ones that are in their early phases, can make a considerable difference to not only survival, but also prosperity.

Through an exclusive member offer, WeWork members will be able to access workshops on budget and cashflow at reduced rates.

My Accounts' managing partner Noel Tiufino said that providing first-time founders and entrepreneurs the right financial tools and processes was "critical" to business success.

"As a small business founder, working alongside passionate, enthusiastic business owners that may not have the financial literacy to support their great ideas is really important to us," Tiufino said.

"Being part of the WeWork community for over five years has provided My Accounts with an incredible opportunity to support growing businesses with practical financial assistance to improve their entire organisational ecosystem and shape their future."

My Accounts undertakes a range of bookkeeping tasks relating to sales, expenses, payroll, management and compliance, and acting as a "Virtual CFO" for small

businesses. Currently, WeWork members can access exclusive offers from My Accounts by accessing <https://www2.myaccounts.com.au/wework>.

For more information, contact:

- Amanda Lacey at amanda@popcom.com.au or 0418 448 570
- Noel Tiufino at noel@myaccounts.com.au or 0415 555 016

Exclusive offer for WeWork members

Xero Setup

Activate Appropriate Xero Subscription for your Business

Customise Chart of Accounts

Setup Bank Feeds

Setup Employee Portal (if applicable) – Import active employees and entitlements balance

Customise Xero Dashboard and Accounts Watchlist

Customise Invoice/Statement/Payslip template

RRP \$720 + GST Special offer – \$360 (Partnership Discount = 50% Off)

Budget and Cashflow

2-hour pre-planning workshop – We'll discuss your 2023 revenue targets and expense budgets – Prior to the meeting, we'll analyse FY22 data as a starting point for our discussions

Creation of draft FY23 Budget and Cashflow based on the discussions in the pre-planning workshop

1-hour meeting to go through the draft

Post adjustments if any required

Send through finalised FY23 Budget and Cashflow

Upload into Xero for Budget vs. Actual variance reporting

RRP \$2,320

Special offer – \$1,440 (Partnership Discount = 38% Off)

All prices exclusive of GST