

FINANCE APP — CASE STUDY

Replacing spreadsheets + off-the-shelf bookkeeping with a purpose-built finance operating system



Codebuddy:
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A custom finance tool built to help a growing SaaS company reduce bookkeeping waste, improve cash visibility, and make financial decisions with real numbers.



~25% TIME

BOOKKEEPING REDUCED

Finances now take ~25% of the time compared to before.



\$15K/MONTH

WASTE REDUCED

Waste reduced or avoided by \$15,000 per month.



\$1.2K/YEAR

TOOLING SAVINGS

Subscription savings reached \$1,200 annually.

Company Overview

The customer is a VC-funded software company that makes money on SaaS subscriptions and enterprise offerings. The company did not have a dedicated CFO or bookkeeper. As the company grew, financial operations were generating a lot of waste — wasted time, money, and resources — and started to demand more structure.

At a glance



High-Growth SaaS Company

High-growth SaaS company in the AI software space, early to mid-stage scaling.



High Customer Activity

Supporting thousands of customer interactions per month across multiple teams.



Preparing for Scale

Preparing for continued scale with increasing reporting, forecasting, and potential funding requirements.

The Challenge

Bookkeeping wasn't getting done consistently — not because it wasn't important, but because it was time-consuming and stressful.

What was happening:

- No time to do bookkeeping (and it wasn't enjoyable)
- Couldn't afford a full-time bookkeeping role
- Needed to switch to **accrual accounting** to support future VC-funding
- Cash decisions were being made without clarity (spending money that should've been saved)
- Missed financial opportunities due to lack of visibility and structure
- Constant stress about cash flow and upcoming obligations
- Data lived across **Xero + spreadsheets**, with manual reconciliation
- Taxes were filed right at the deadline due to last-minute cleanup

Goals & Requirements

01

MAKE BOOKKEEPING FASTER

Make bookkeeping fast enough to do consistently without hiring.

02

PRODUCE RELIABLE REPORTS

Produce reliable, repeatable financial reports for decision-making and funding readiness.

03

KEEP THE SYSTEM SIMPLE

Keep the system simple — designed for the company's process, not generic accounting software.

04

SUPPORT ACCRUAL ACCOUNTING

Support accrual accounting, not just basic cash tracking.

05

REDUCE WASTE EARLY

Reduce waste by making cash constraints and tradeoffs obvious early.

06

AVOID MORE TOOLS

Avoid stacking more subscriptions and tools.

The Solution

In ~5 hours, CodeBuddy built a custom financial tool tailored to how the company actually operates.

What changed immediately:

- ✓ Finances now take ~25% of the time compared to before
- ✓ The system handles accrual accounting and month-to-month reporting
- ✓ It functions like an “always-on bookkeeper” for our day-to-day workflow
- ✓ Training is fast because it's focused, simple, and not bloated



System Features & Functionality

Financial Overview + Monthly Workflow

- A single place to see what matters, categorize quickly, and close the month with confidence.

The screenshot shows a web browser window at `http://localhost:5173/overview` displaying the 'Financial Overview' page. The page includes a sidebar with navigation options like 'Financial Overview', 'Transactions', 'Flagged', 'Accounts', 'Chart of Accounts', 'Accruals', 'Expense Reports', 'Journal Entries', 'Reports / Exports', 'Monthly Close', and 'Finance Tasks /...'. The main content area shows a table with columns for months (Jan to Jun) and sub-columns for Budget, Cash, and Accrual. The table lists various income and expense items with their respective values.

| Line Item | Jan | | | Feb | | | Mar | | | Apr | | | May | | | Jun |
|--------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------|-----------------|--------------------|---------------|---------------|--------------------|
| | Budget | Cash | Accrual | Budget | Cash | Accrual | Budget | Cash | Accrual | Budget | Cash | Accrual | Budget | Cash | Accrual | |
| Income | | | | | | | | | | | | | | | | |
| Hire a CodeBuddy Revenue | 20000 | \$15,070.24 | \$15,070.24 | 24000 | \$16,184.51 | \$16,184.51 | 28800 | \$21,832.48 | \$21,832.48 | 26200 | \$0.00 | \$0.00 | 30000 | \$0.00 | \$0.00 | 36000 |
| Other Income | 4643.8 | \$911.32 | \$911.32 | 5572.56 | \$716.30 | \$716.30 | 6687.08 | \$534.22 | \$534.22 | 400 | \$469.69 | \$469.69 | 300 | \$0.00 | \$0.00 | 250 |
| Recurring Services & Resources | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 100 | \$0.00 | \$0.00 | 200 |
| Token Revenue | 0 | \$2,318.03 | \$2,318.03 | 0 | \$2,300.13 | \$2,300.13 | 0 | \$1,664.83 | \$1,664.83 | 2000 | \$0.00 | \$0.00 | 2400 | \$0.00 | \$0.00 | 2800 |
| Total Income | \$24,643.80 | \$18,299.59 | \$18,299.59 | \$29,572.56 | \$19,200.94 | \$19,200.94 | \$35,487.08 | \$24,031.53 | \$24,031.53 | \$28,600.00 | \$469.69 | \$469.69 | \$32,800.00 | \$0.00 | \$0.00 | \$39,350.00 |
| Cost of Goods | | | | | | | | | | | | | | | | |
| CodeBuddy Contractor Payouts | 8000 | \$7,339.24 | \$7,339.24 | 8600 | \$99.00 | \$99.00 | 11520 | \$10,525.00 | \$10,525.00 | 8000 | \$0.00 | \$0.00 | 8000 | \$0.00 | \$0.00 | 8000 |
| Total Cost of Goods | \$8,000.00 | \$7,339.24 | \$7,339.24 | \$9,600.00 | \$99.00 | \$99.00 | \$11,520.00 | \$10,525.00 | \$10,525.00 | \$5,000.00 | \$0.00 | \$0.00 | \$5,000.00 | \$0.00 | \$0.00 | \$6,000.00 |
| Gross Profit | \$16,643.80 | \$10,960.35 | \$10,960.35 | \$19,972.56 | \$19,101.94 | \$19,101.94 | \$23,967.08 | \$13,506.53 | \$13,506.53 | \$23,600.00 | \$469.69 | \$469.69 | \$27,800.00 | \$0.00 | \$0.00 | \$33,350.00 |
| Expenses | | | | | | | | | | | | | | | | |
| Automotive & Travel Expense | 0 | \$9.59 | \$9.59 | 0 | \$0.00 | \$0.00 | 0 | \$53.59 | \$53.59 | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 |
| Bank Service Charges | 6.95 | \$6.95 | \$6.95 | 6.95 | \$6.95 | \$6.95 | 6.95 | \$6.95 | \$6.95 | 6.95 | \$0.00 | \$0.00 | 6.95 | \$0.00 | \$0.00 | 6.95 |
| Cloud Computing & Technology | 4000 | \$4,283.12 | \$4,283.12 | 4000 | \$3,155.09 | \$3,155.09 | 4000 | \$3,102.77 | \$2,734.46 | 4000 | \$30.67 | \$61.36 | 4000 | \$0.00 | \$30.69 | 4000 |
| Computer & Office Equipment | 500 | \$121.03 | \$121.03 | 500 | \$66.15 | \$66.15 | 500 | \$33.54 | \$33.54 | 500 | \$0.00 | \$0.00 | 500 | \$0.00 | \$0.00 | 500 |
| Consulting & Accounting | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 | \$0.00 | \$0.00 | 0 |
| Dues & Subscriptions | 2500 | \$7,170.56 | \$4,135.56 | 2500 | \$3,826.41 | \$4,151.41 | 2500 | \$2,801.76 | \$3,326.76 | 2500 | \$73.31 | \$398.31 | 2500 | \$0.00 | \$325.00 | 2500 |
| Errors/Other | 1000 | \$0.00 | \$0.00 | 1000 | \$0.00 | \$0.00 | 1000 | \$0.00 | \$0.00 | 1000 | \$0.00 | \$0.00 | 1000 | \$0.00 | \$0.00 | 1000 |
| Insurance | 0 | \$628.00 | \$628.00 | 0 | \$631.00 | \$105.17 | 0 | \$0.00 | \$105.17 | 0 | \$0.00 | \$105.17 | 0 | \$0.00 | \$105.17 | 0 |
| Legal & Professional Fees | 1500 | \$0.00 | \$0.00 | 1500 | \$1,695.05 | \$1,695.05 | 1500 | \$270.00 | \$270.00 | 1500 | \$0.00 | \$0.00 | 1500 | \$0.00 | \$0.00 | 1500 |

Accrual Accounting (Funding-Ready Financials)

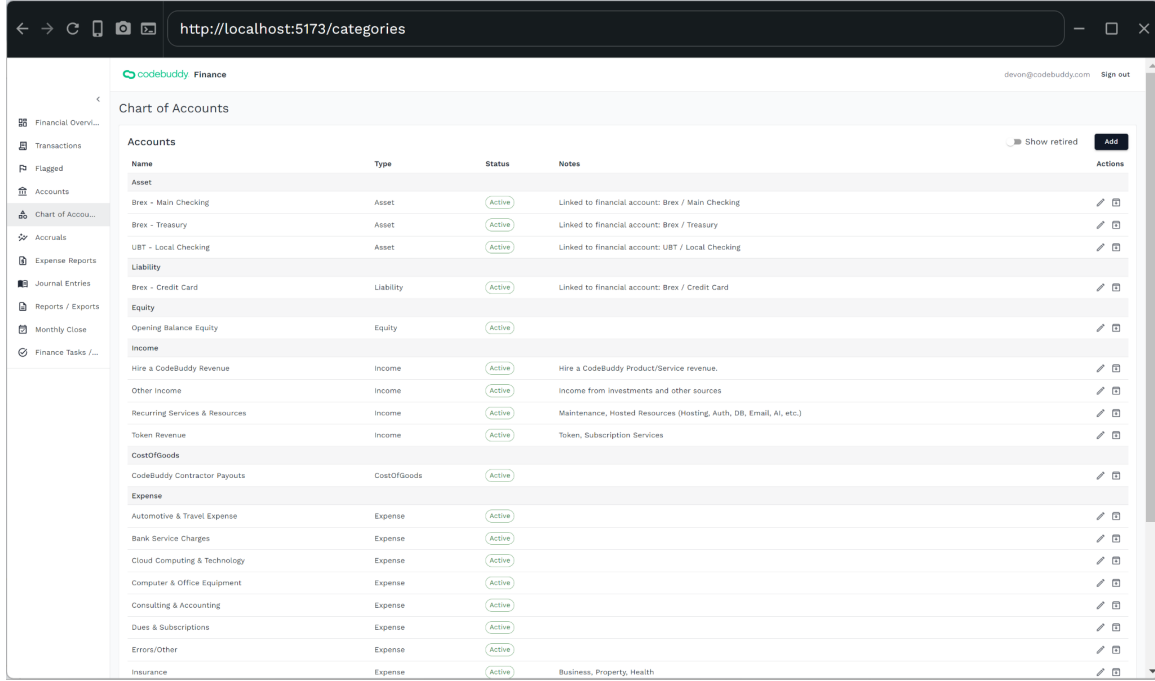
- Accrual support built into the normal workflow—so reports match how the business performs.

The screenshot shows a web browser window at `http://localhost:5173/accruals` displaying the 'Accruals' page. The page includes a sidebar with navigation options like 'Financial Overview', 'Transactions', 'Flagged', 'Accounts', 'Chart of Accounts', 'Accruals', 'Expense Reports', 'Journal Entries', 'Reports / Exports', 'Monthly Close', and 'Finance Tasks /...'. The main content area shows a table with columns for Title, Type, Category, Start, End, Amount, and Actions.

| Title | Type | Category | Start | End | Amount | Actions |
|------------------------------|----------------|------------------------------|----------|----------|------------|---------|
| Sectigo | PrepaidExpense | Cloud Computing & Technology | Mar 2026 | Mar 2027 | \$390.00 | Edit |
| Travelers Business Insurance | PrepaidExpense | Insurance | Feb 2026 | Jul 2026 | \$631.00 | Edit |
| Webflow | PrepaidExpense | Marketing & Advertising | Feb 2026 | Feb 2027 | \$1,844.00 | Edit |
| Webflow | PrepaidExpense | Marketing & Advertising | Feb 2026 | Feb 2027 | \$696.00 | Edit |
| CARTA (SHARES) | PrepaidExpense | Dues & Subscriptions | Jan 2026 | Dec 2026 | \$3,900.00 | Edit |

Chart of Account

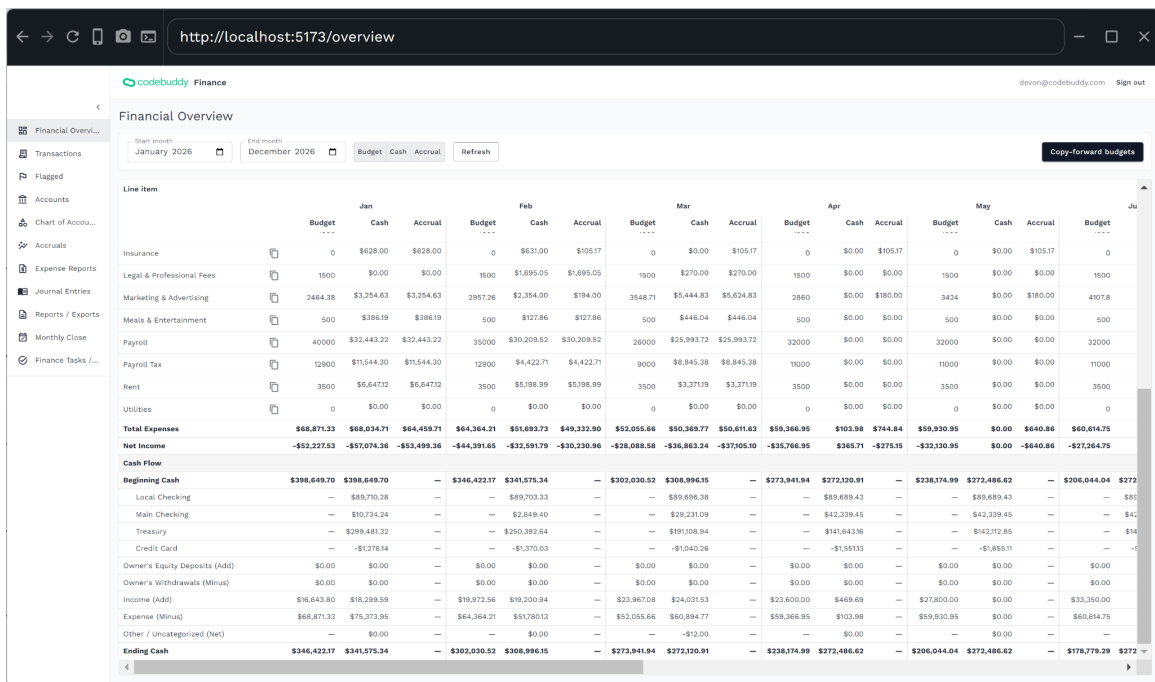
- Easily list all your accounts, import data, smart match transactions, sync to balance sheet.



Projected Cash Flow

(What Xero/QuickBooks didn't give us)

- Forward-looking cash flow visibility to prevent overspending and reveal tradeoffs early.



Reporting (Prepared for Decisions + Stakeholders)

- Generate clean reports without exporting spreadsheets and rebuilding them every month.

The screenshot shows a web browser window at `http://localhost:5173/reports` displaying the 'codebuddy Finance' interface. The main content is a 'Profit & Loss' report for the period 'P&L: 2026-04-01 to 2026-04-30 • Balance Sheet: As of 2026-04-30' with a 'Net Income: \$265.71'. The report is organized into sections: Income, COGS, and Expense. A 'Balance Sheet' section is also visible at the bottom.

| Category | Amount |
|--------------------------------|---------------------------|
| Income | |
| Hire a CodeBuddy Revenue | \$0.00 |
| Other Income | \$489.69 |
| Recurring Services & Resources | \$0.00 |
| Token Revenue | \$0.00 |
| COGS | |
| CodeBuddy Contractor Payouts | \$0.00 |
| Expense | |
| Automotive & Travel Expense | \$0.00 |
| Bank Service Charges | \$0.00 |
| Cloud Computing & Technology | \$30.67 |
| Computer & Office Equipment | \$0.00 |
| Consulting & Accounting | \$0.00 |
| Dues & Subscriptions | \$73.31 |
| Errors/Other | \$0.00 |
| Insurance | \$0.00 |
| Legal & Professional Fees | \$0.00 |
| Marketing & Advertising | \$0.00 |
| Meals & Entertainment | \$0.00 |
| Payroll | \$0.00 |
| Payroll Tax | \$0.00 |
| Rent | \$0.00 |
| Utilities | \$0.00 |
| Net Income | \$265.71 |

| Line | Amount |
|----------------------|---------------|
| Brex - Main Checking | -\$179,319.71 |

Monthly Close

- Close out accounts on a monthly basis and audit any adjustments.

The screenshot shows a web browser window at `http://localhost:5173/monthly-close` displaying the 'codebuddy Finance' interface. The main content is the 'Monthly Close' screen for 'April 2026'. It includes a 'Checklist' and an 'Audit history' table.

Monthly Close
April 2026
Close a month to prevent allent changes; reopen with a reason if corrections are needed. Month: April 2026 Close month

Checklist

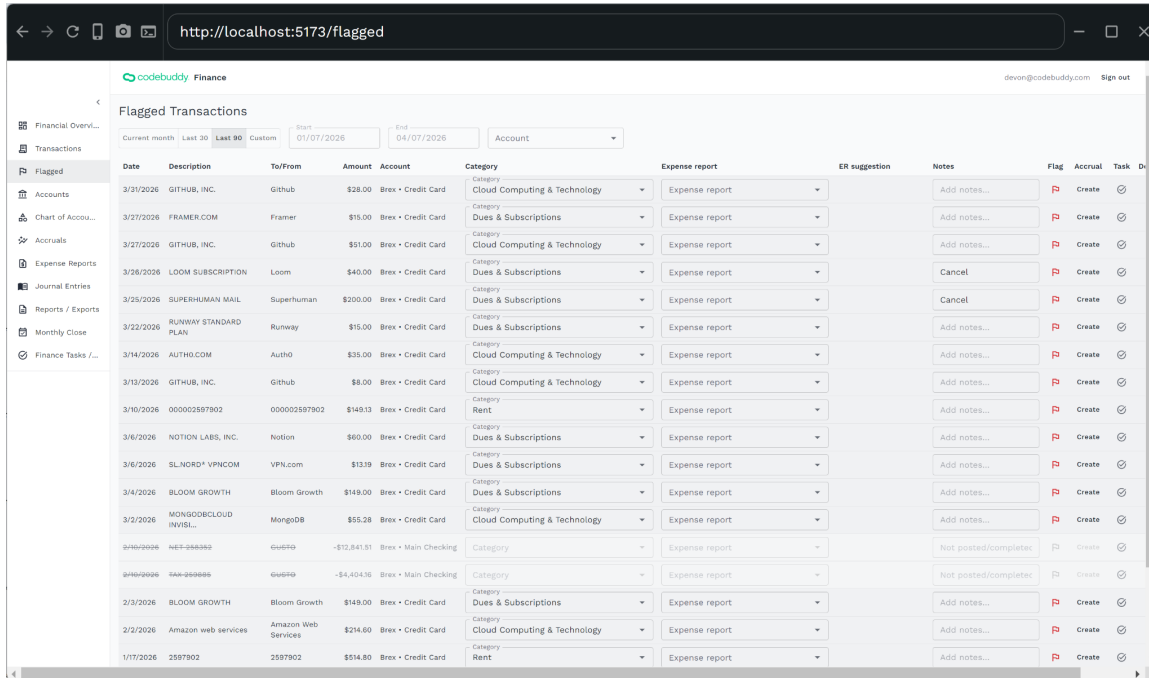
| | |
|------------------------------------|---|
| Uncategorized transactions | 0 |
| Flagged transactions | 0 |
| Accrual items affecting this month | 5 |
| Journal entries in this month | 0 |

Audit history

| When | Action | User | Details |
|-----------------------|--------|------|---------|
| No audit entries yet. | | | |

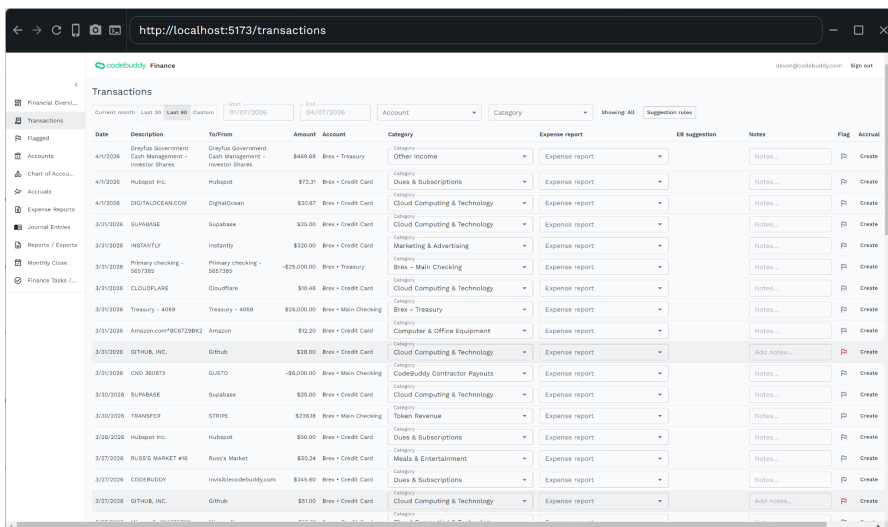
Flagged Transactions

- Easily flag transitions for fraud or subscriptions that need to be cancelled.



Match Transactions

- Import and match transactions to their appropriate Chart of Account category and Expense report.



Metrics

- Time saved per month: 20/m
- Subscription savings: \$1,200/annual
- Waste reduced / avoided: \$15,000 per month

Results & Impact

Save Time (and actually keep the books current)

- Bookkeeping time reduced to ****~1/4**** of what it was
- Less procrastination, fewer end-of-month surprises

Reduce Financial Waste

- Better visibility into what should be saved vs spent
- **“A dollar saved is four dollars earned”** became operational—not just a slogan

Make Better Decisions with Financials

- Decisions are now made with real numbers, not guesses
- Clearer tradeoffs on hiring, tooling, and timing

Lower Tooling Cost + Complexity

- Fewer subscriptions and fewer disconnected workflows
- Fast onboarding because the product matches our internal process

Before vs After

| Area | Before (Xero + Spreadsheets) | After (Custom Finance Tool) |
|----------------------|------------------------------------------------------------|-------------------------------------------------------------|
| Company overview | AI dev platform growing quickly but ops loosely structured | Structured financial system aligned with product-led growth |
| Revenue stage | Early-stage SaaS with growing subscription base | Scaling SaaS with clearer revenue tracking and forecasting |
| Financial operations | Ad hoc processes, reliant on manual spreadsheets | Streamlined workflows with automation and consistency |
| Transaction volume | Increasing usage across teams, harder to track manually | Centralized tracking of high-volume usage and transactions |
| Reporting needs | Time-consuming, reactive reporting | Real-time reporting to support decisions and stakeholders |
| Cash flow visibility | Limited clarity on runway and obligations | Clear forward-looking view of burn, runway, and commitments |
| Scalability | Processes don't scale with product growth | Built to scale without adding finance headcount |
| Strategic readiness | Not fully prepared for funding or audits | Better positioned for fundraising and financial diligence |



Quote

“We just saved our organization \$100,000 in personnel costs by building this tool. Not only that but we are reducing financial waste and are making much more intelligent decisions using raw data. This was a win-win!”

Key Takeaways

01

Purpose-built internal tools can outperform “one-size-fits-all” finance software when the goal is speed, clarity, and consistency

02

Accrual readiness isn't just accounting—it's operational discipline powered by the right workflow

03

Projected cash flow changes behavior: fewer mistakes, fewer surprises, better decisions

04

Simplicity drives adoption: when the system matches the process, training becomes trivial

Contact Us

If you're running finances across spreadsheets and generic tools—and it's slowing down decisions—we can help you design a lean finance workflow that fits your business.



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Schedule a Meeting



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