Asseta

The Intelligent Family Office Suite™

Mission.

We are on a mission to radically modernize and digitize family offices.

The Intelligent Family Office Suite™

We are a team of experts building the first AI-enabled finance suite for family offices.

Our platform breaks down silos to standardize, centralize and secure company data for visibility, automation and control.

With Asseta, family offices can finally modernize their financial foundation to preserve and growth wealth.

What we do

Integrated tools to manage your family office

Banking
Complete cash visibility.

→

Bill Pay
Streamline vendor payments.

→

General Ledger
Built for Family Offices.

→

Investments
Unify your portfolio.

→

Reporting
Unlock clarity.

→

Document Vault
Secure & centralized file storage.

→

Intercompany Activity
Automate transactions and activity between entities.

→

Planning & Budgeting
Forecast and plan with accuracy.

→

Allocations
Allocate journal entries with precision.

→

Multi-currency
Operate globally.

→

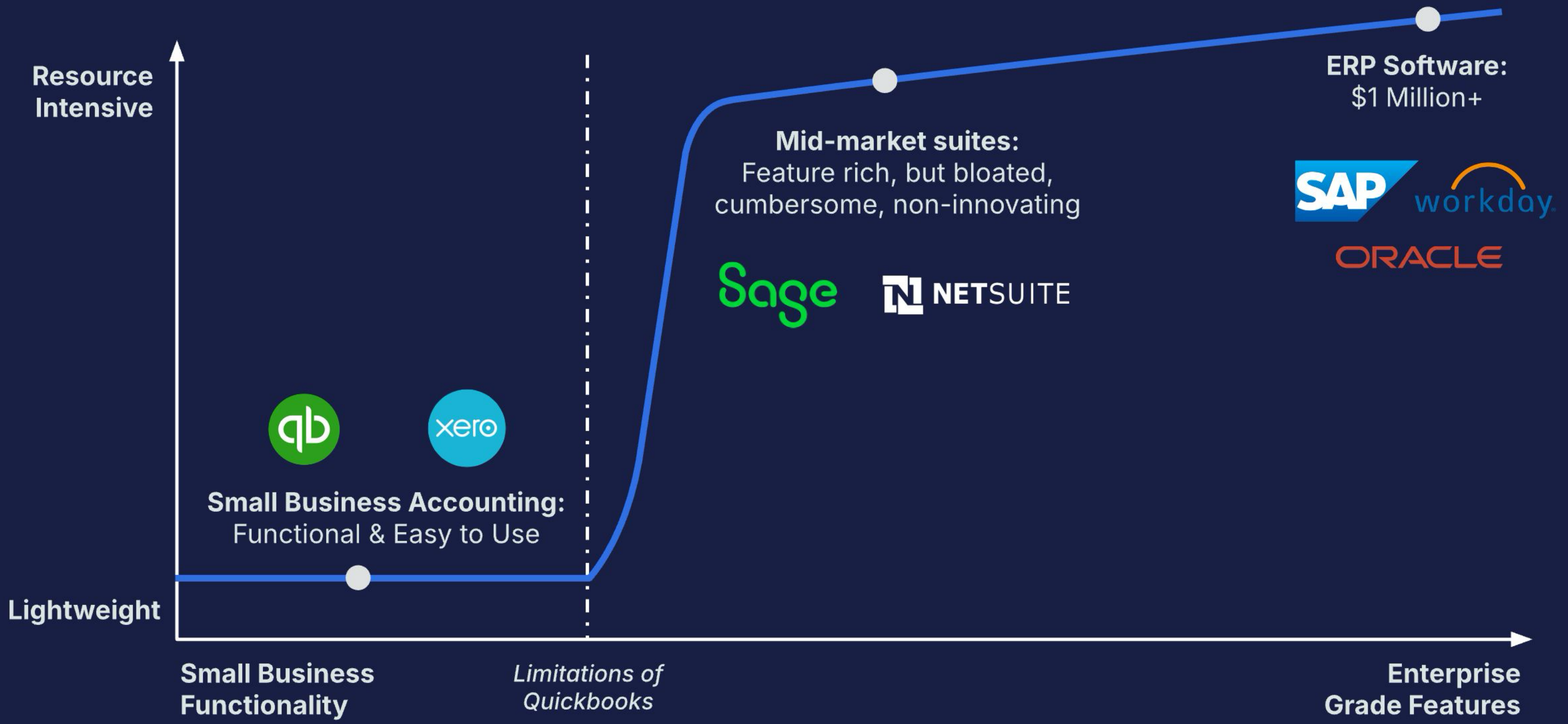
Our AI will Radically Transform How Family Offices Operate

- Implementation – AI agents can implement customers in hours, not months.
- Data cleansing – AI agents can clean and organize data in minutes, not weeks.
- Invoice processing – we can scan and process documents of all types in seconds.
- Integration – we can maintain integrations without the need for middleware.
- Transaction categorization – we can automate categorization of transactions.

- AI accounting agents*
- Flux analysis*
- Journal entry anomaly detection*
- Month end close automation*
- Command based reports and searches*
- Executive summaries*

*expected in 2025

Family offices are forced to invest significant resources in full-suite generalized enterprise systems to professionalize



QuickBooks doesn’t consolidate

Built for individual small businesses, QuickBooks doesn’t work well for family offices with multiple legal entities.

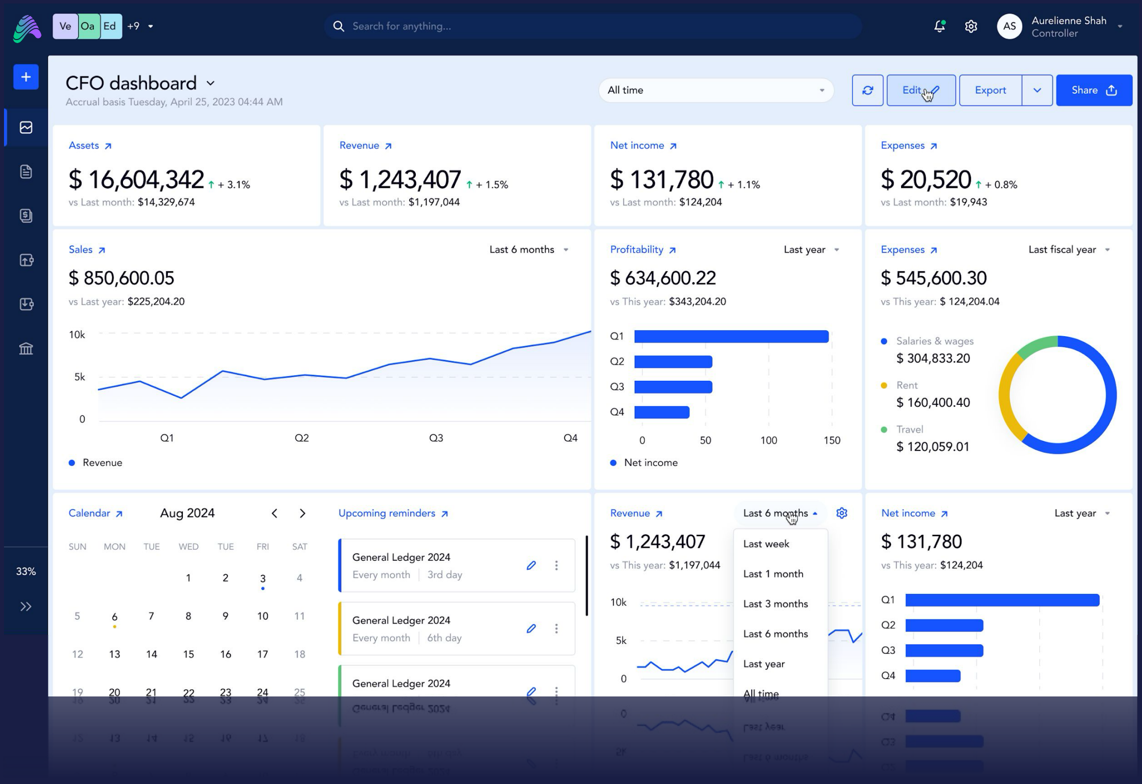
NetSuite and Sage ERPs are not great options

Built for enterprise, these ERP platforms are clunky, outdated and extremely taxing on growth organizations. No specialization and not a strong fit for family offices.

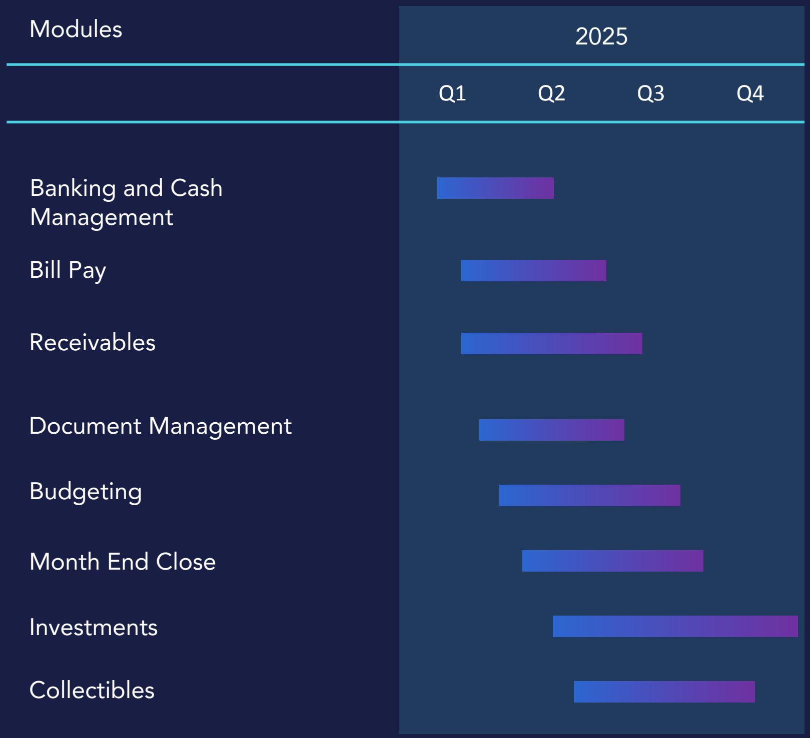
McKinsey: 70% of ERP implementations fail

Family office accounting teams are lean but managing many entities. Despite significant investments, finance teams end up spending more than half their time in spreadsheets.

Everything a family office needs to preserve wealth.



We are delivering enterprise-grade software with high product velocity



Acropolis
Capital Partners

$1B Multi-family Office

Before

- Unable to scale operations
- Excel & Quickbooks
- Lacked financial foundation
- No financial visibility
- No audit trails
- No lookthrough capability

After

- Raised their second and largest fund
- Used Asseta to acquire more customers
- Centralized, Standardized, Secure, Scalable foundation
- 360-degree financial visibility
- Audit trails
- Complete lookthrough capability

Why family offices would choose Asseta

- We bring expertise in family offices that can’t be beat.
- We build to solve the challenges for a very specific customer problem set.
- Our customer base and community more closely resembles them.
- SOC 2 Type II compliant.
- AI purpose built for accountants.
- All inclusive pricing. No hidden costs. No penalties for growth.
- Implement in minutes and get instant value.

Asseta team

Dean Palmiter

CEO & Founder

- 10+ years in cloud ERP
- 100+ business transformations
- Built family office practice at Sage and Netsuite

sage Intacct ORACLE NETSUITE

Daniel Kennedy

CTO and Co-Founder

- 14 years in B2B platform engineering
- Architected large-scale platforms for companies including BCG, AdCloud, and MBX

BCG

Josh Summerford, CPA

Financial Controller

- Director of Finance for a prominent $300M+ Single Family Office
- Certified Public Accountant
- Intimate knowledge of the CFO, Controller and accounting function

Thompson Holdings, LLC

AICPA

Stan Perry

COO

- 10+ years leading SaaS GTM Teams
- Built foundational sales and marketing teams at large and small organizations across FinTech, Risk, ESG and family offices.

Broadridge vise SAI360 Risk | Learning | EHS | Sustainability

Customer Journey

Discovery

1. Discovery Call
2. MNDA
3. Personalized Demo
4. Tailored proposal
5. Customer references
6. Executed service contract
7. OnBoarding begins

OnBoarding

1. Kickoff calls
2. Dedicated Dock MAP
3. Dedicated slack channel
4. Dedicated CSM
5. Historicals data import
6. Sandbox testing
7. Go-live

Service

1. Training
2. First journal entries
3. Bank reconciliations
4. Consolidated reporting
5. Entity management
6. First month-end close
7. Executive report package
8. Financial clarity & control

Features

Modules

1. General Ledger
2. Dashboards & Reporting
3. Banking & Cash Flow
4. Bill Pay
5. Vendor Management
6. Expense Allocations
7. Net worth tracker
8. Investment tracker
9. Budgeting

Capabilities

1. AI-powered automated eliminations & allocations
2. Data aggregation
3. Multi-entity
4. Multi-dimensional
5. Drag and drop reporting
6. Drag and drop dashboards
7. No-code integrations
8. Multi-currency

Differentiators

1. All-in pricing model
2. Average implementation time = 3 weeks
3. Save 500+ hours a year
4. Instant consolidations
5. 10+ decimal places
6. Simplified ease of use
7. No consultants needed
8. 24/7/365 support