

PopCompta® promotes a low-cost accountancy offer

With its technological and human assets, PopCompta® has convinced a community of partner Chartered Accountants to serve a mixed service offer for common customers. The offer consists of offering PopCompta technology and smart tools associated with the expertise of accountants, recognized by the Order of Chartered Accountants. The offer thus guarantees customers not only the sustainability of the management of their electronic invoices but also the optimized management of their online accounting, in an official and legal way, from €59/month, all inclusive.



The tax and social complexity in France mean that all professionals have to spend time and money to carry out their accounting on the Internet or in the traditional way and to comply with their management and legal reporting obligations, generally without any advantage in terms of visibility and management of their business.

The Order of Chartered Accountants has a monopoly on a significant part of these activities. As a result, the profession is finding it difficult to be a driving force in the transformation of its working methods and to accept passing on the productivity gains of Internet accounting to its customers.

PopCompta offers client companies both innovative tools and a "fair" accounting offer (online accounting that is cheaper because it is less time-consuming) by relying on a community of partner Chartered Accountants. Thus PopCompta:

- frees entrepreneurs from the burden of paper tax;
- allows independent accounting firms to compete with large accounting firms;
- gives the hand back to the entrepreneurs by offering them control over their accounting documents and the choice of their chartered accountant who is put in competition.

The detailed description of the cheap online accounting offer is available on the PopCompta website: www.popcompta.com/solution-comptable-online .

The announced success of PopCompta is now driven not only by the quality of the company's founders and teams but also by the sense of history which aims to gradually bring down monopolistic bastions by deregulating them. Moreover, this success will not only serve PopCompta's future profits but also the entire French entrepreneurial fabric which will be able to process its accounting more efficiently and cheaply and will thus free up resources to focus on the growth of the core business.

PopCompta's vision of the business was built as follows:

1. **We must kill the "paper tax"**. PopCompta is based on the observation that VSEs experience their accounting as well as the associated legal and declarative tasks as a constraint, that they feel that they spend too much time and too much money on it and, finally, that they do not gain any visibility on the state of their business.
2. **If some build self-guided cars, we must be able to do automatic accounting**. Our medium-term objective is to automate all the tasks related to the accounting processing of invoices, with the corollary of a drastic reduction in our customers' internal and external accounting costs. In the short term, we aim to offer satisfactory and sustainable solutions to optimize accounting time and cost, while making all the information immediately available to our customers to better manage their business.
3. **Low prices for a real service and not a discounted service**. Our DNA is to pool and industrialize technologies and processes that are generally expensive and therefore usually accessible only to large companies in order to provide VSEs with complete and uncompromising services at affordable prices for them.

The founders of PopCompta® are two engineers with complementary profiles:

- **Vladimir Popesco**, X-Mines Engineer, CEO and co-founder, brings his skills in business development and operations organization.
- **Jean-François Malle**, ESIEE Engineer, CTO and co-founder, brings more than 25 years of expertise in the world of infrastructure and professional software.

They share the same vision:

"We want to free companies from accounting that is experienced as a costly obligation that brings little value. We offer them technological efficiency based on OCR and AI, to manage cheap online accounting and offer them a real-time business vision. At the same time, we are happy to collaborate with independent accountants or at the head of small firms who were tired of seeing large accounting groups address the online accounting market on their own. The offer of cheap online accounting that these small accountants can offer thanks to PopCompta is an opportunity not only for them but also for the French entrepreneurial fabric."

"We assume and claim our position as agitators of competition and troublemakers in the monopoly protected by the Order of Chartered Accountants by posing as the partners of independent chartered accountants wishing to share the cake of online accounting which is monopolized by their colleagues in the large firms who have forgotten to pass on to companies the savings generated by cheaper web accounting"