



[cubesoftware.com](https://cubesoftware.com)





## OUR FOUNDING STORY

# Built by Finance, for Finance



As a former CFO & Finance leader, I spent way too many late nights in the office, frustrated by the manual nature of FP&A.

I tried other leading solutions, but found implementations dragging on, systems that required consultants, and internal adoption that was slow to impossible, sending us right back to our spreadsheets.

We built Cube to empower finance teams to spend more time telling the story behind the numbers.

*Christina* **Christina Ross, CEO & Co-Founder**

*At a glance...*

**Founded in 2018**

**\$15M raised through Series A**

**Headquartered in NYC**

**70+ employees**

**Female-founded**

Backed by top investors



# The Office of the CFO has evolved, but its tools no longer keep up



## SHIFTING ROLES

Finance teams evolving into strategic business partners & away from cost center / back offices



## INCREASING COMPLEXITY

More data to manage, more siloed than ever

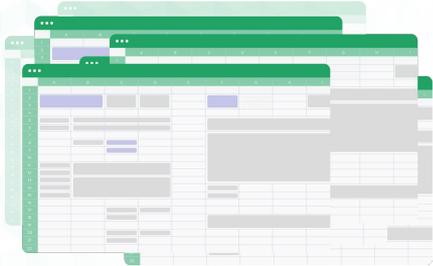


## MINIMAL SCALABILITY

Most teams working off highly-manual processes, delaying insights needed to stay ahead of changes

# Finance teams are forced to choose between **two insufficient options**

**1 MAKE DO WITH  
MANUAL SPREADSHEETS**



*Too manual*

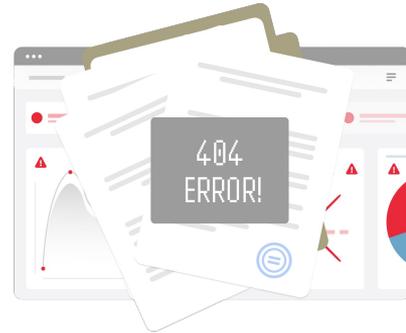
Lacking automation or integrations

Limited workflow or collaboration

No controls / stale data

*or*

**2 RIP & REPLACE  
THEIR SPREADSHEETS**



*Too disruptive*

Long, chaotic implementations

Dedicated admins & heavy training required

Retrofit models into pre-configured systems



FP&A teams who **make do**  
with just spreadsheets say they  
**need more to survive.**



And yet, when FP&A teams  
**rip and replace** their spreadsheets,  
new problems emerge, and  
**>80% revert back.**

## IMPACT

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The existing options **hinder** the ability to move at the pace of **changing market conditions.**

*FP&A software ranks the lowest of financial software categories*

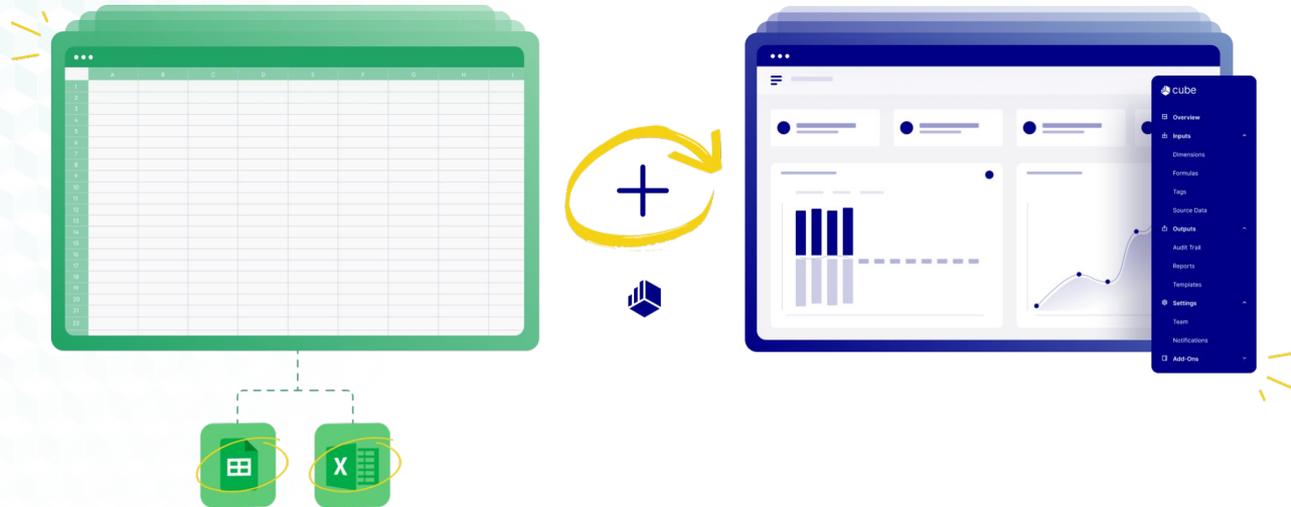
Even when markets are performing at an all-time high, these options are inadequate.

**Cube** offers a novel, yet common-sense approach...



# Spreadsheet meets SaaS

Introducing Cube, the first spreadsheet-native FP&A platform



The flexibility of the world's most universal UI (Excel & Google Sheets) meets the performance of an enterprise-grade engine, empowering teams to quickly and confidently plan, analyze, and perform at their best.

# Scalable FP&A to guide the business forward

## How Cube works...

### CONNECT & MAP

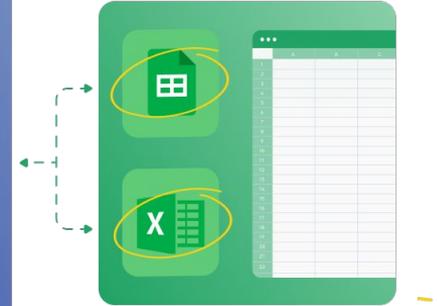
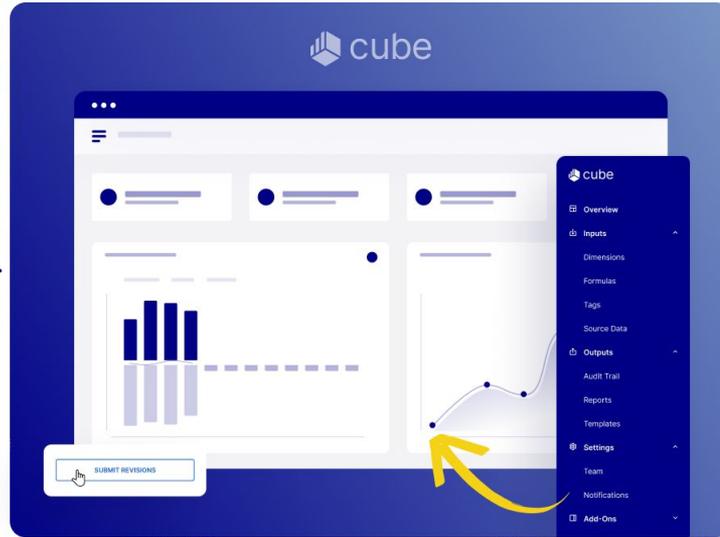
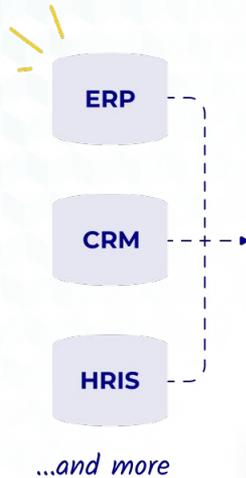
Any of your financial or operational source data

### NATIVELY INTEGRATE

Where you like to work via Excel & Google Sheets

### PIVOT ENDLESSLY

Answers at your fingertips with a central source of truth



Cube tops the charts for ease of use. Minimal training and no consultants required. Go live in as little as two weeks.



By **meeting finance users where they live every day**—the spreadsheet—Cube helps them move faster and spend more time on the work that matters.

# Cube delivers immediate value with **none of the friction**



**I can focus more time on analysis instead of creation. I'm getting out of data collection and into the strategy game.**

**SmugMug** 

**Stephanie McVey**  
CFO

**NOVO**

Banking

Since starting with Cube, we've been able to save hours each month and no longer require additional headcount just to keep up. Most importantly, Cube has greatly reduced the potential for errors in our calculations since everything is pulled from a single source of truth.



**Florian Gendeau**  
Head of Finance

**MASTERWORKS**

FinTech

Spreadsheets are a universal and agile business tool. We have a ton of experience in making spreadsheets do what we want. We had to have an FP&A tool that could leverage that skillset.



**Nigel Glenday**  
CFO

Trusted by the leading companies



(h[s]) HYPERSCIENCE®

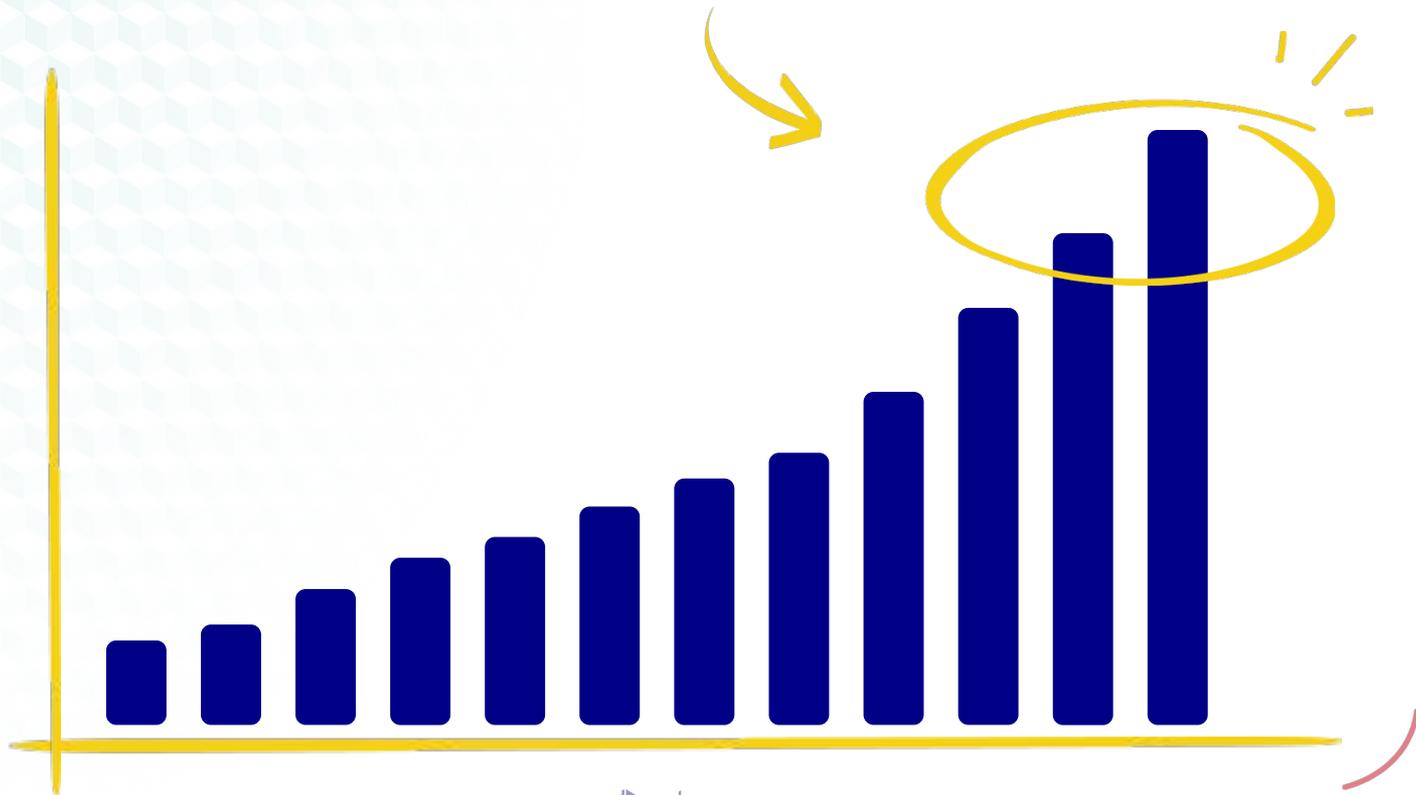
crunchbase

unqork

THIRTY MADISON



Enabling us to **grow ARR 5x YOY**



**Cube** is the breakout leader  
best positioned to unlock  
this **untapped \$100B market**

# The movement is here.

Join us as we lead  
**the clear approach**  
to FP&A

