



STARTSMART for Accountancy

AI clarity for firms that want to protect margins, elevate advisory services and stay ahead of automation.



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ABOUT MAI - AI WITH COMMERCIAL IMPACT FOR ACCOUNTANCY FIRMS

Who We Are

We are a design-led AI consultancy helping firms move from AI curiosity to confident adoption without risking compliance, client trust or credibility.

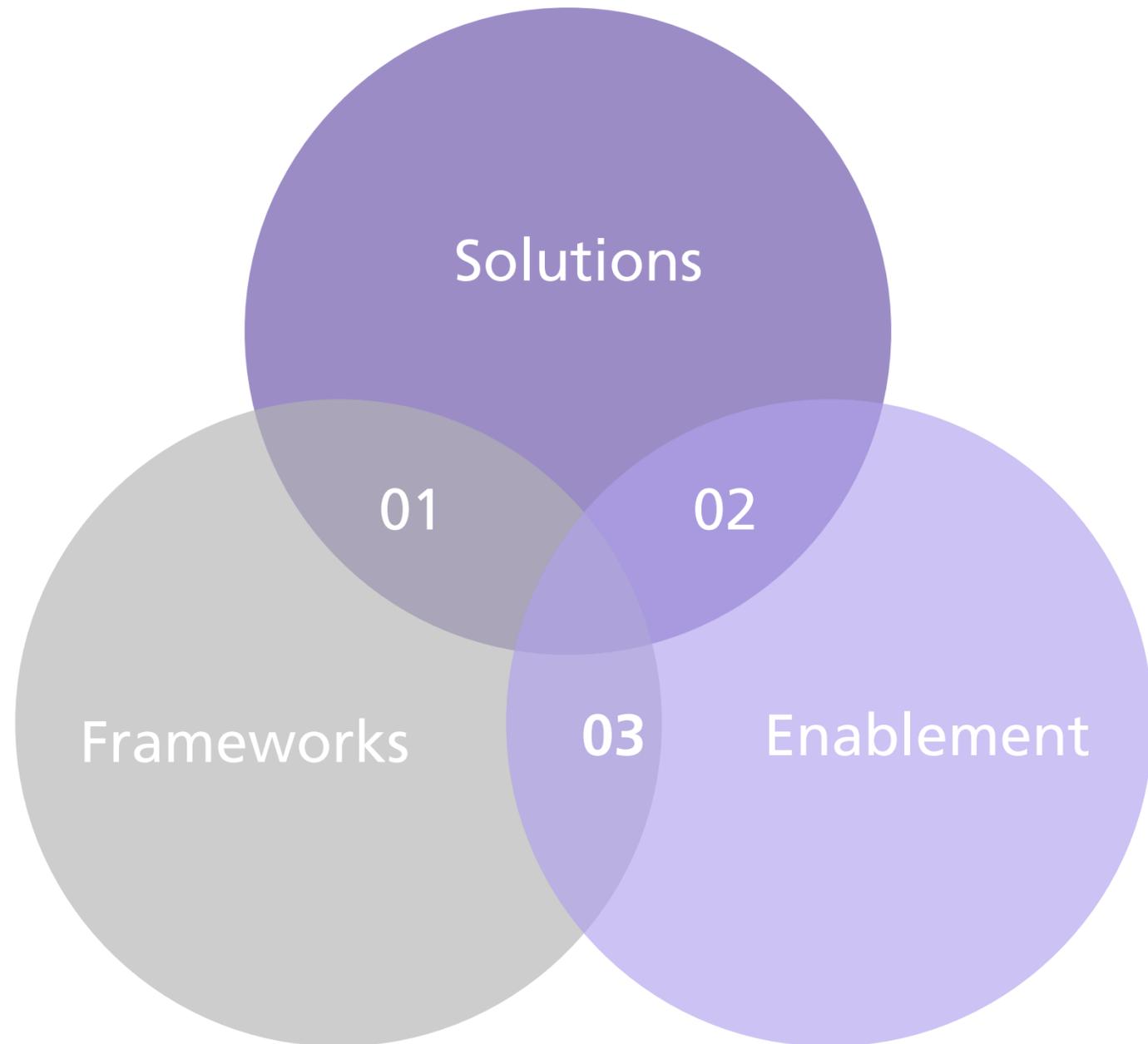
What We do for Accountancy Practices

- Reimagine workflows to reduce unbillable time and protect margins
- Automate low-value tasks so teams can focus on advisory
- Embed intelligence into audit, tax and accounting processes
- Equip Partners with a clear, evidence-based AI investment plan
- Support firms in navigating ICAEW/ACCA and ICO requirements

Our Mission:

Make AI accessible, trusted and strategically valuable for professional services firms.

OUR CAPABILITIES



01 **AI Strategy & Readiness:** Identify high-value opportunities that reduce operational costs, improve utilisation and strengthen advisory revenue.
Governance and Ethics: Ensure AI adoption is compliant with ICAEW, ACCA, GDPR and the Data Protection Act, protecting your reputation and client trust.

02 **Human-Centred Design:** Design tools and workflows your staff will actually use, improving adoption and eliminating friction
Workflow Intelligence: Free your team from manual reconciliation, document processing, quality checks and repetitive financial tasks.

03 **Project Delivery & Change Enablement:** Support your firm with implementation planning, training, communication and capability building.

STARTSMART™ - AI CLARITY FOR FIRMS READY TO MOVE BEYOND THE HYPE

AI is reshaping the accountancy industry from automated bookkeeping to AI-powered audits.

The firms that win will be those that **act early, reduce operational drag and elevate advisory services.**

StartSmart gives Partners a clear, commercially grounded plan showing:

- Where AI can increase margin
- Which processes can be automated safely
- What risks must be mitigated
- What tools or capabilities you'll need
- What budget is required to deliver real impact

No assumptions. No sales pitch. Just clarity.

THE SITUATION - EVERY FIRM KNOWS AI IS COMING. FEW HAVE A PLAN

You have budget. You want AI. Your clients expect innovation.



You don't know where AI will make the biggest commercial impact



You can't risk client data or regulatory breaches

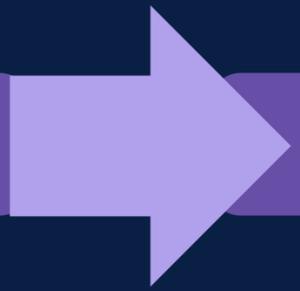


You want to strengthen advisory services, not dilute them



You don't know which AI tools are hype vs. high-value

"Remaining budget this year"



"Planning for next year"

THE ACCOUNTANCY CHALLENGE

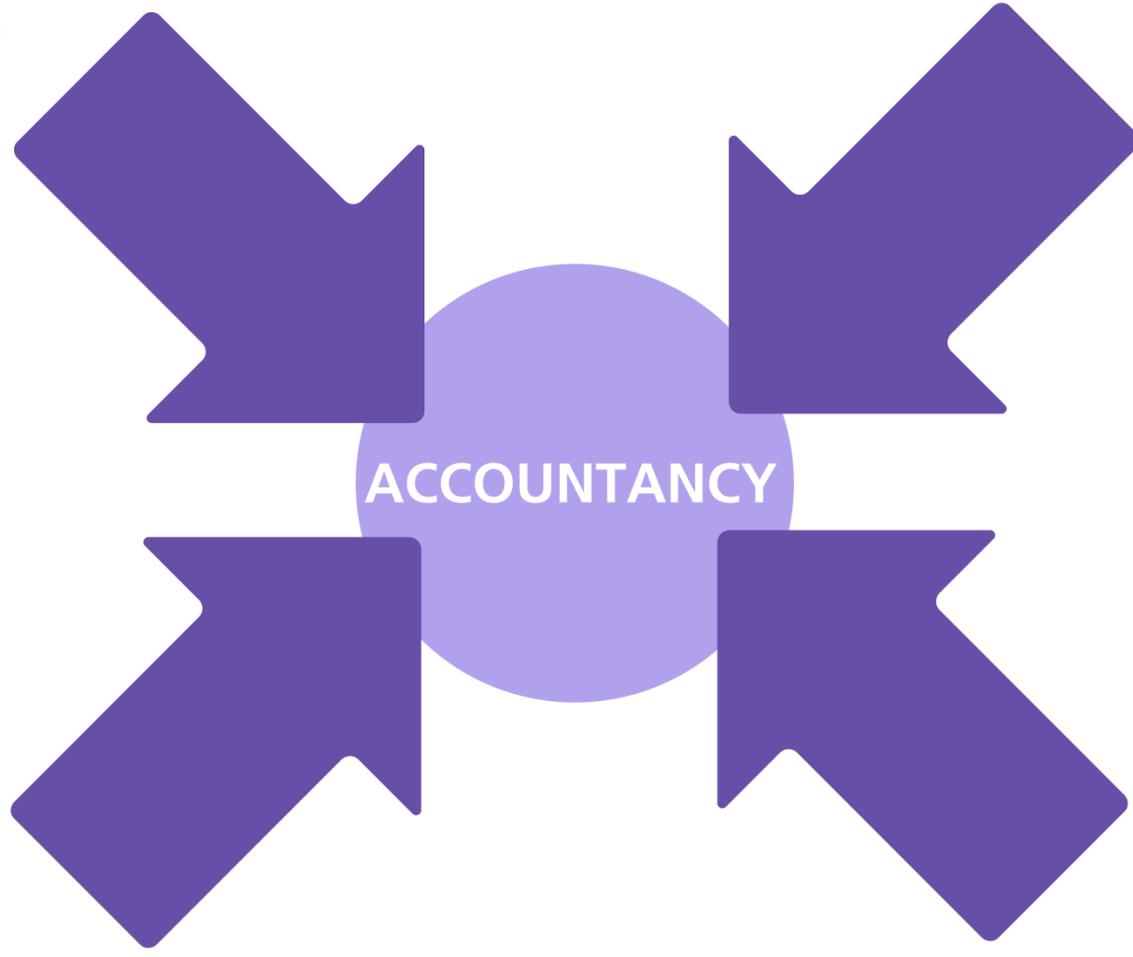
From Automated Bookkeeping to Strategic Advisory: See how modern accountancy firms are using AI to gain a competitive edge.

Margin Erosion & Compliance Commoditisation

Manual processes eat into already-tight margins while clients expect more for less.

Talent Shortages & Rising Expectations

Qualified staff want strategic work, not repetitive tasks and firms struggle to attract and retain them.



Automation & Disintermediation

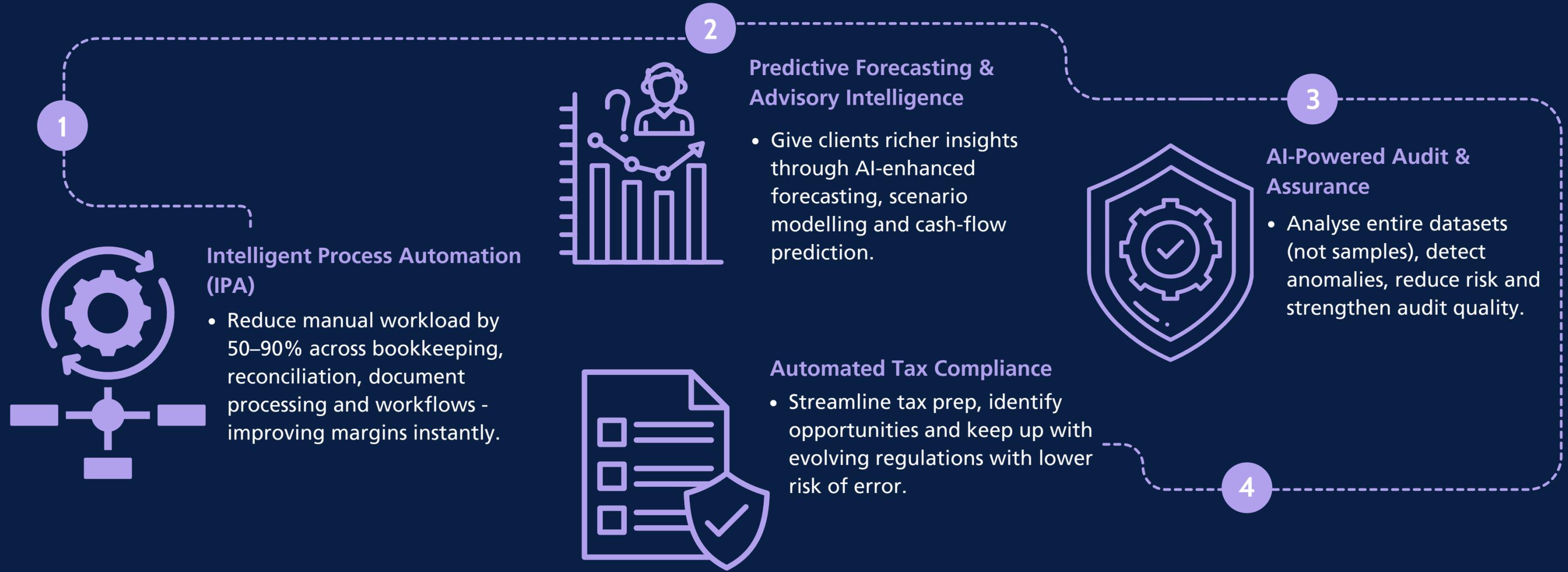
Fintech platforms are automating bookkeeping and low-value services, bypassing traditional firms.

Increasing Demand for Proactive Advisory

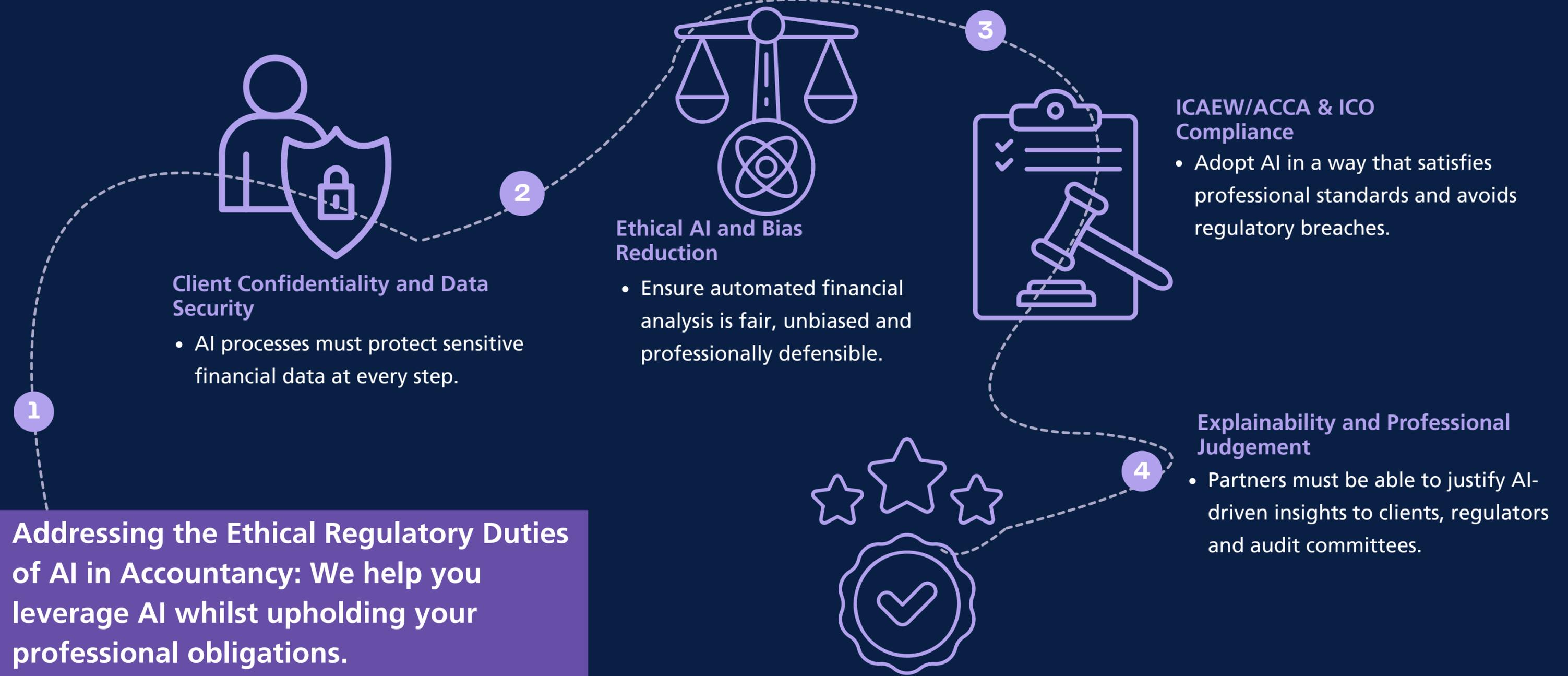
Clients expect forward-looking insight, scenario modelling and real-time financial intelligence.



WHERE AI CREATES REAL VALUE IN ACCOUNTANCY



NAVIGATING THE COMPLEXITIES OF AI IN A REGULATED PROFESSION



5 SECURITY PILLARS FOR ACCOUNTANCY AI

Protecting Confidentiality, Compliance and Client Trust.

Confidential Data Protection

Encrypted flows, secure storage, strict access control.

No AI tool should ever compromise client confidentiality.

Secure-by-Design Architecture

Enterprise-grade models, no data retention, private environments.

Security must be engineered in, not added on.

Regulatory & Ethical Compliance

Aligned to GDPR, DPA, ICAEW, ACCA.

Compliance is non-negotiable in financial services.

Auditability & Human Oversight

Full traceability and Partner-led validation.

AI assists, humans decide, guided responsibly.

Risk & Misuse Mitigation

Guardrails preventing errors, hallucinations, data leakage or unauthorised use.

Reducing operational, reputational and financial risk.

REAL FIRM EXAMPLE — TURNING MANUAL DATA PAIN INTO PROFIT

The Challenge

A mid-tier firm spent 40% of junior time on manual data entry and reconciliation - driving high costs, staff frustration and limited advisory capacity.

The Solution

We identified, validated and integrated an AI-powered extraction and reconciliation tool into their existing practice management software.

How StartSmart™ Can Help

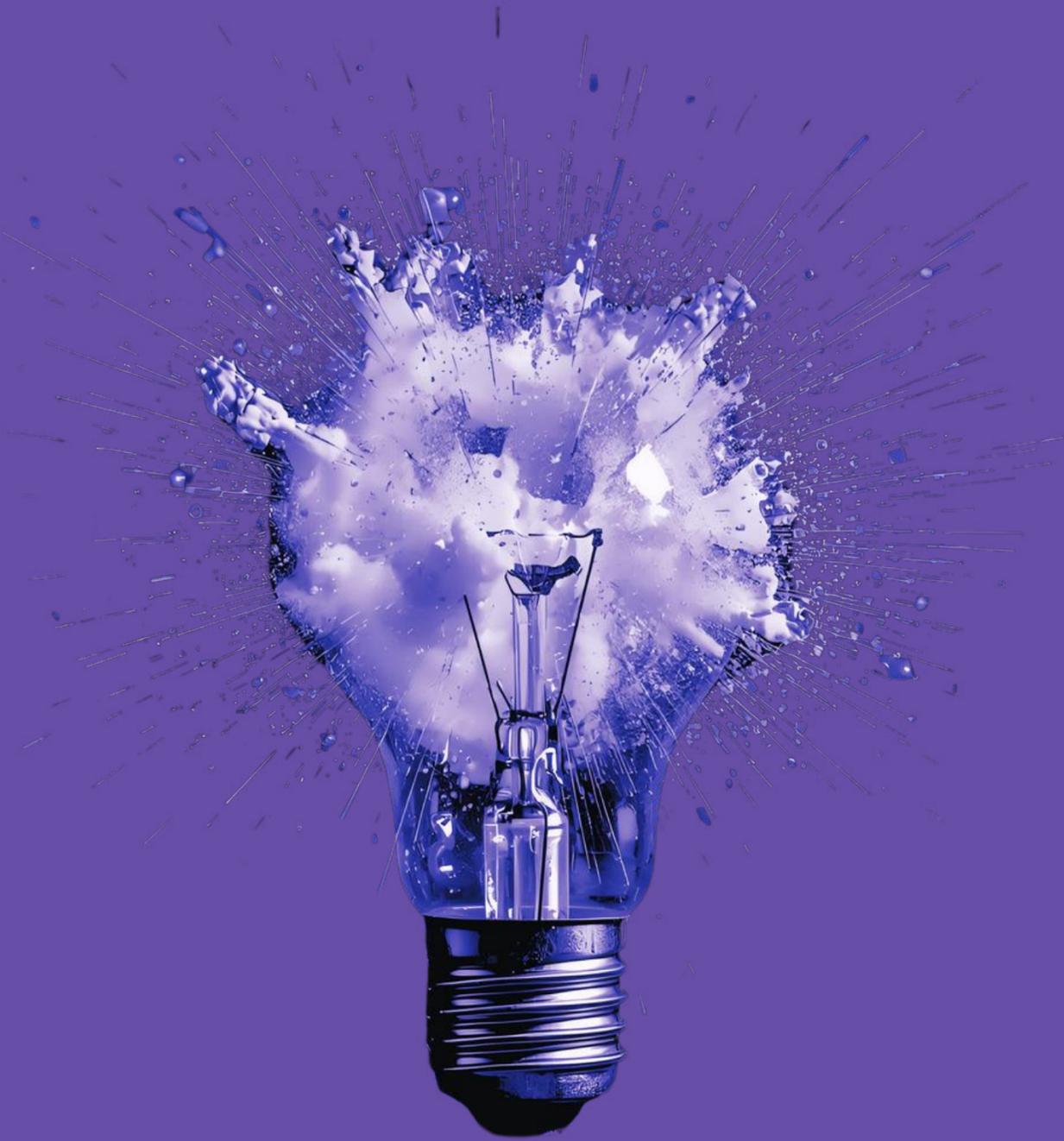
Working with you to identify the core problem: a repetitive, low-value task that was a perfect candidate for automation, freeing up your most valuable asset - your people.

The Outcome

- 90% reduction in manual data entry time
- 500+ hours freed annually for higher-value work
- Payback in 3 months
- Team satisfaction increased while advisory revenue rose

AI didn't replace people it unlocked their capacity.





STARTSMART - A COMMERCIAL AI STRATEGY SPRINT FOR ACCOUNTANCY FIRMS

INTRODUCING MAI STARTSMART

In just a few sessions, you'll gain:

- A tailored view of how AI will impact your practice
- Identification of your top 3–5 AI opportunities
- A costed roadmap with investment ranges
- A clear understanding of risk, compliance and governance needs
- A board-ready pack to make confident decisions



OUTCOMES

From Confusion to Clarity.

After the StartSmart workshop, you'll walk away with:



A clear view of where AI can add value in your organisation



Confidence in what you need to budget

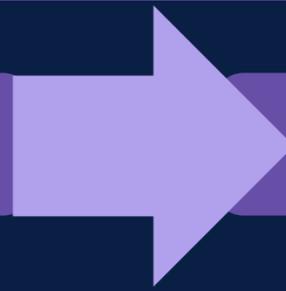


Awareness of the data, skill and governance you will need



A strategic next step into *Tomorrow Works*

Directionless



Informed

WHY FIRMS CHOOSE MAI

Purposeful AI, Built Around People

We understand the unique pressures of the accountancy sector and we blend strategy, design, and regulation-aware AI expertise to deliver:

- **Commercial value**, not tech for tech's sake
- **Ethical, explainable, compliant AI adoption**
- **Human-centred automation** that elevates your team
- **Strategic clarity** that leaders can act on immediately

AI should strengthen your firm not compromise it.

STARTSMART. START NOW

AI is already reshaping accountancy.
The firms that act now will lead.
The firms that wait will chase.

BOOK YOUR 15-
MINUTE PARTNER
BRIEFING



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TOMORROW
STARTS HERE