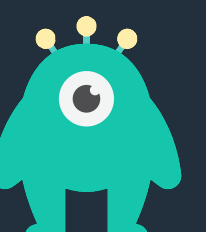




AND CO

www.and.co



Martin Strutz

Co-Founder of AND CO

Background

German

Studied Software Engineering &
Graphic Design

Worked in Advertising for 15 years

Scholarship: Executive MBA Program
(Berlin School of Creative Leadership)

Freelancer

Three Problems:

NO Standard for running a freelance business.
There's no place to go to sign up to be freelance. It just doesn't exist.

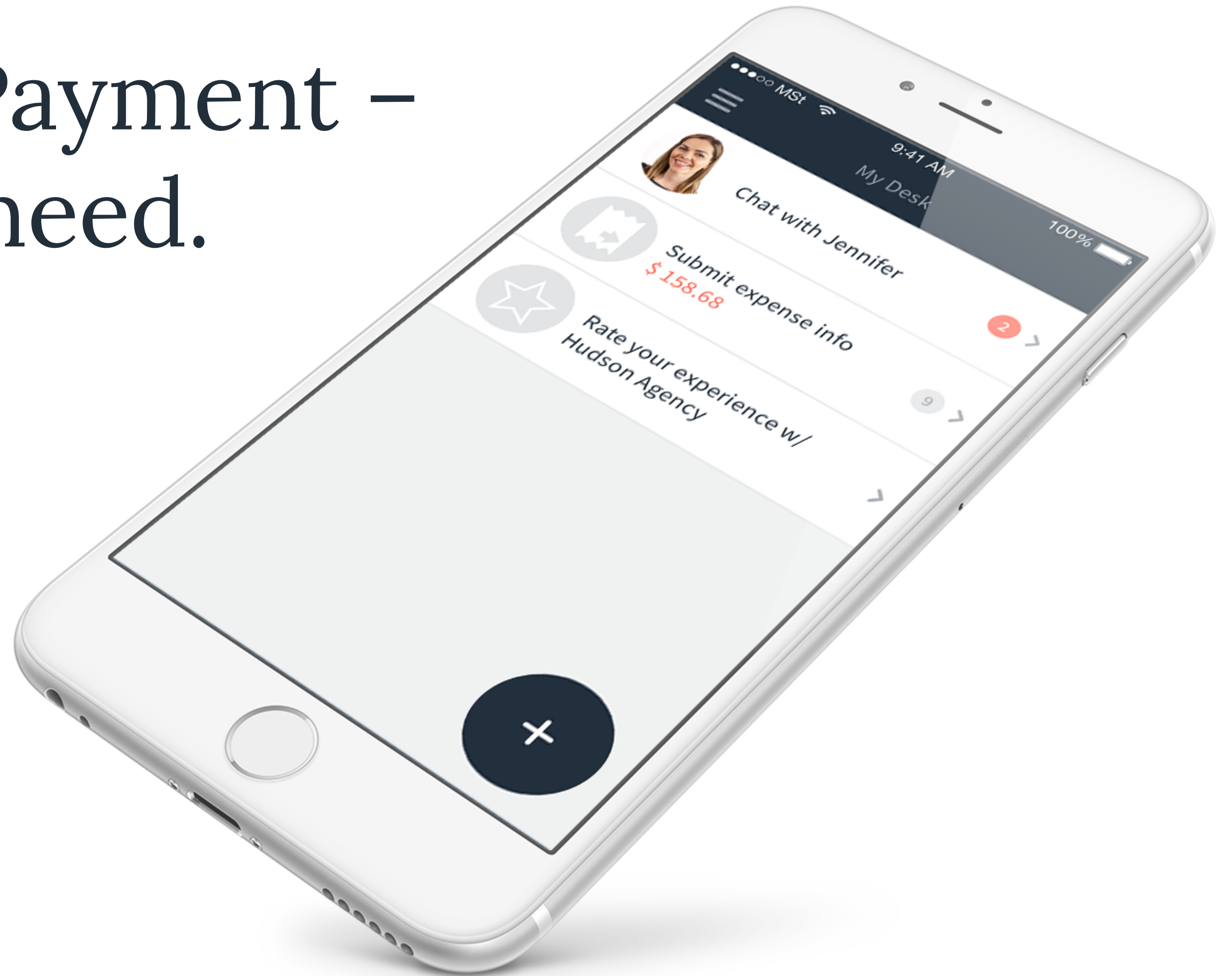
NO Corporate support structure to help freelancers run their business.
Most software tools for freelancers are actually designed for small businesses, not workers.

NO Centralization of intelligence from freelancers.
A freelancer does not know a client until he works with them.



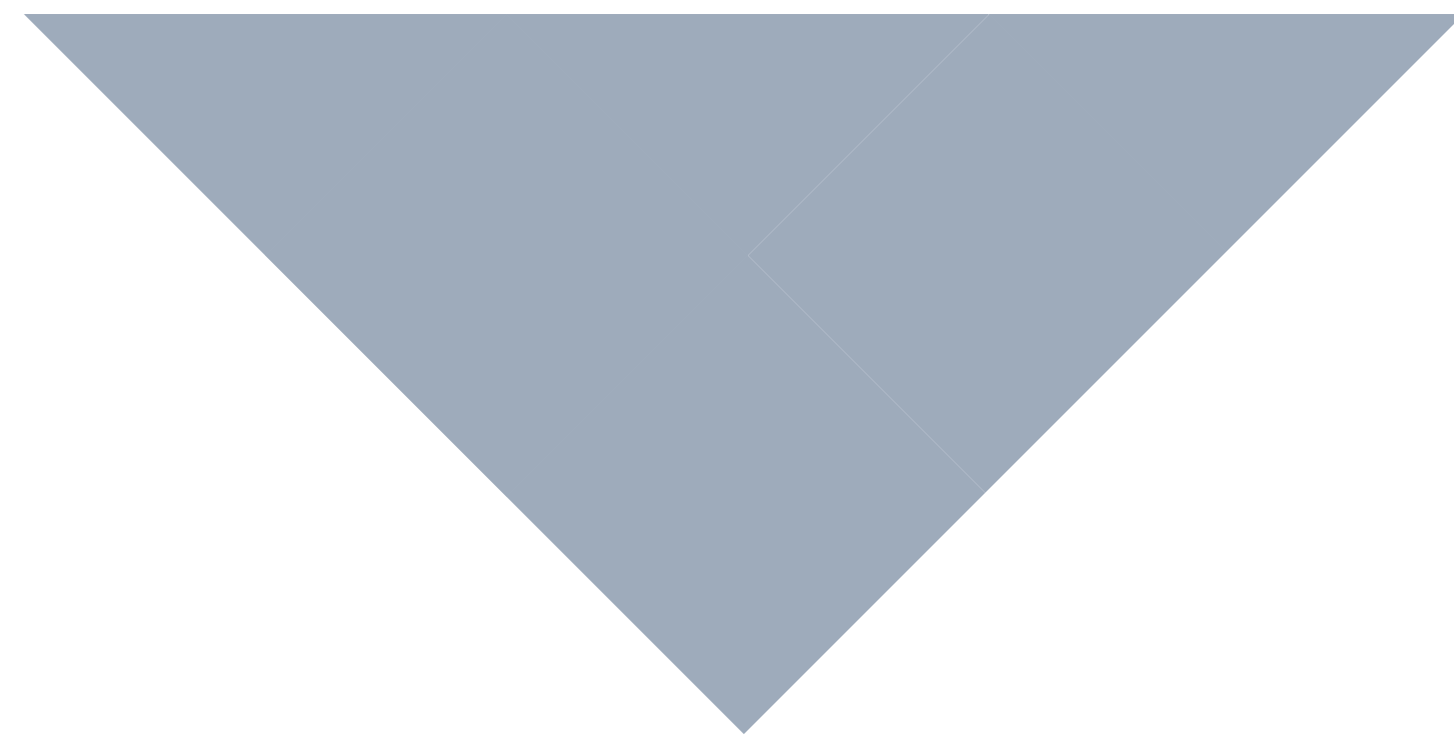


Freelance smarter
From Proposal to Payment –
AND CO is all you need.



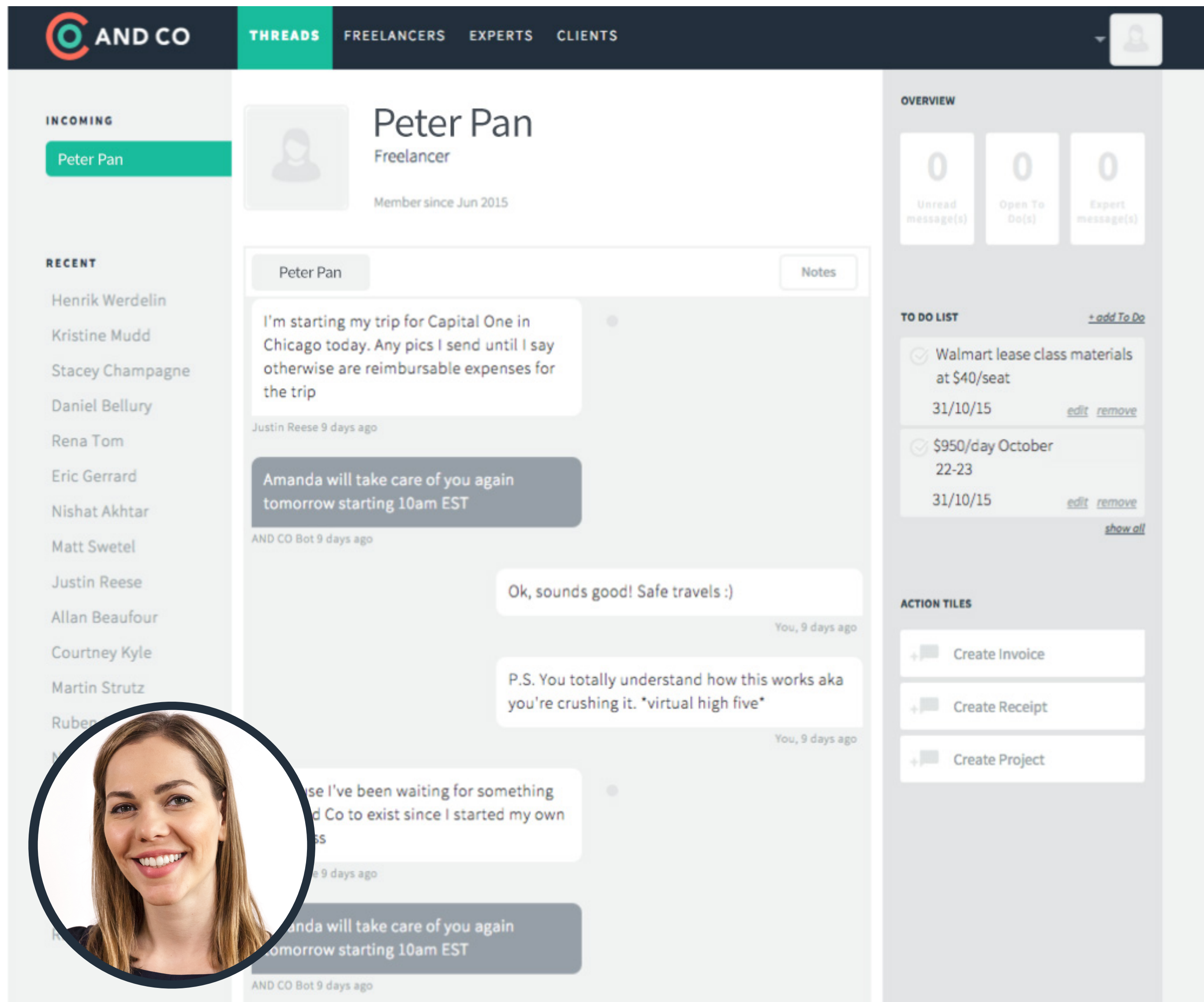
We started with the best
experience we could imagine:

Have someone else do it for you.

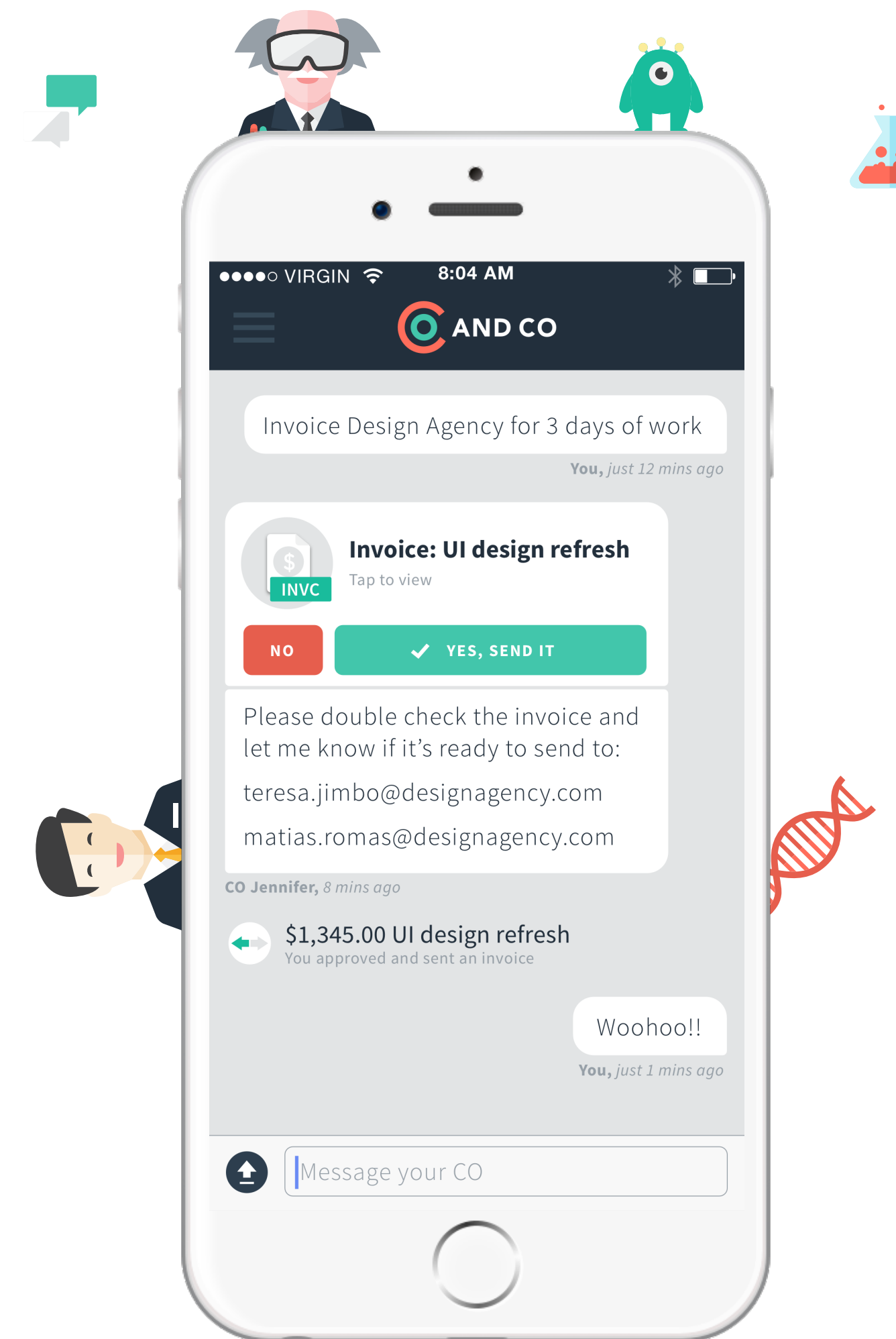


SaaS

www.and.co / martin@andco.nyc



Powerful Dashboard
Smart tools to supercharge our COs



User-friendly Clients
Smart messenger app

1.

Can we
automate it?

2.

Can we create
an even better
experience?

3.

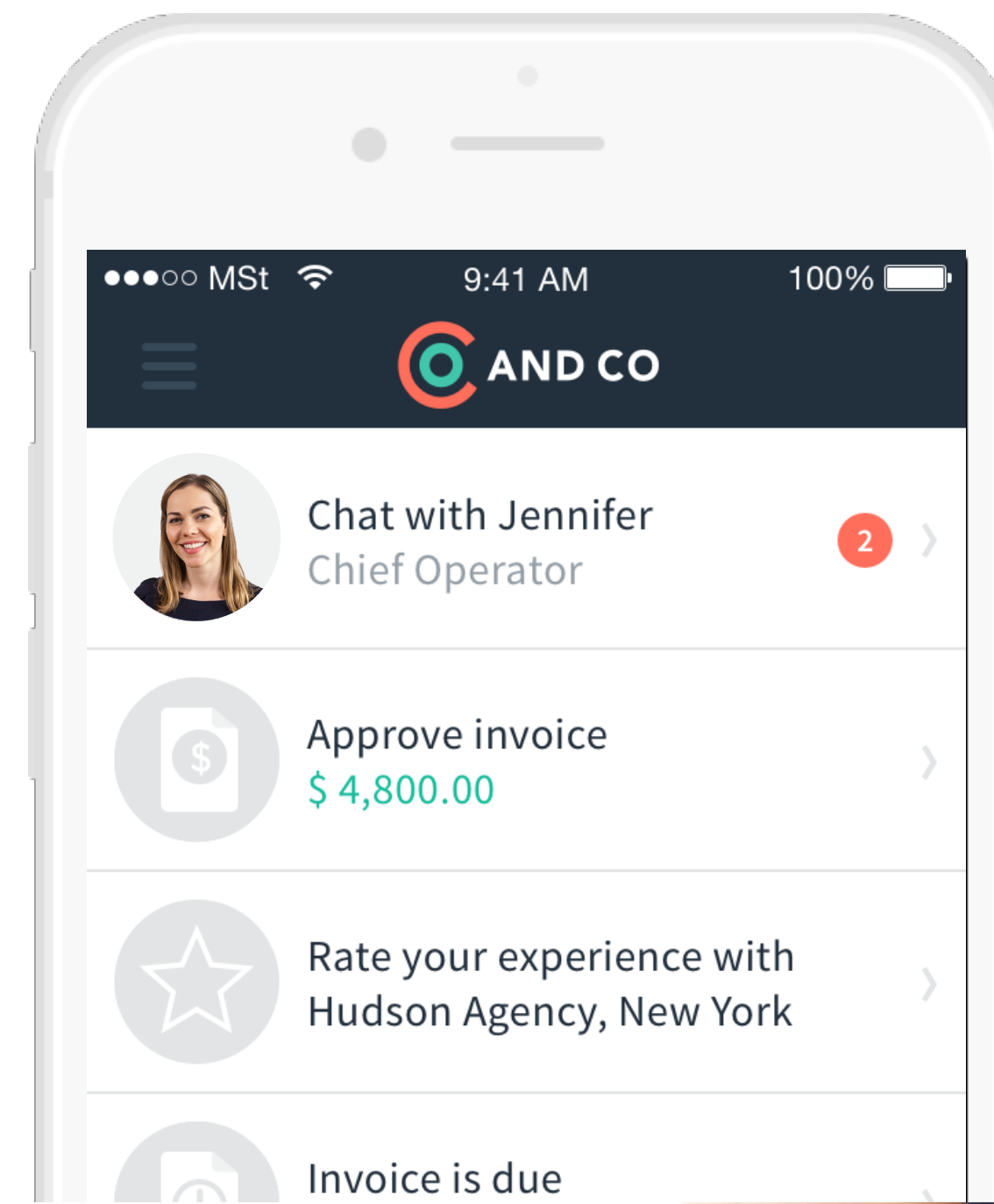
Can we mimic
the human
experience?

We made customer service part of the product.

It strengthens retention by building an emotional connection with the software, solving any edge case and giving freelancers peace of mind in their day-to-day.

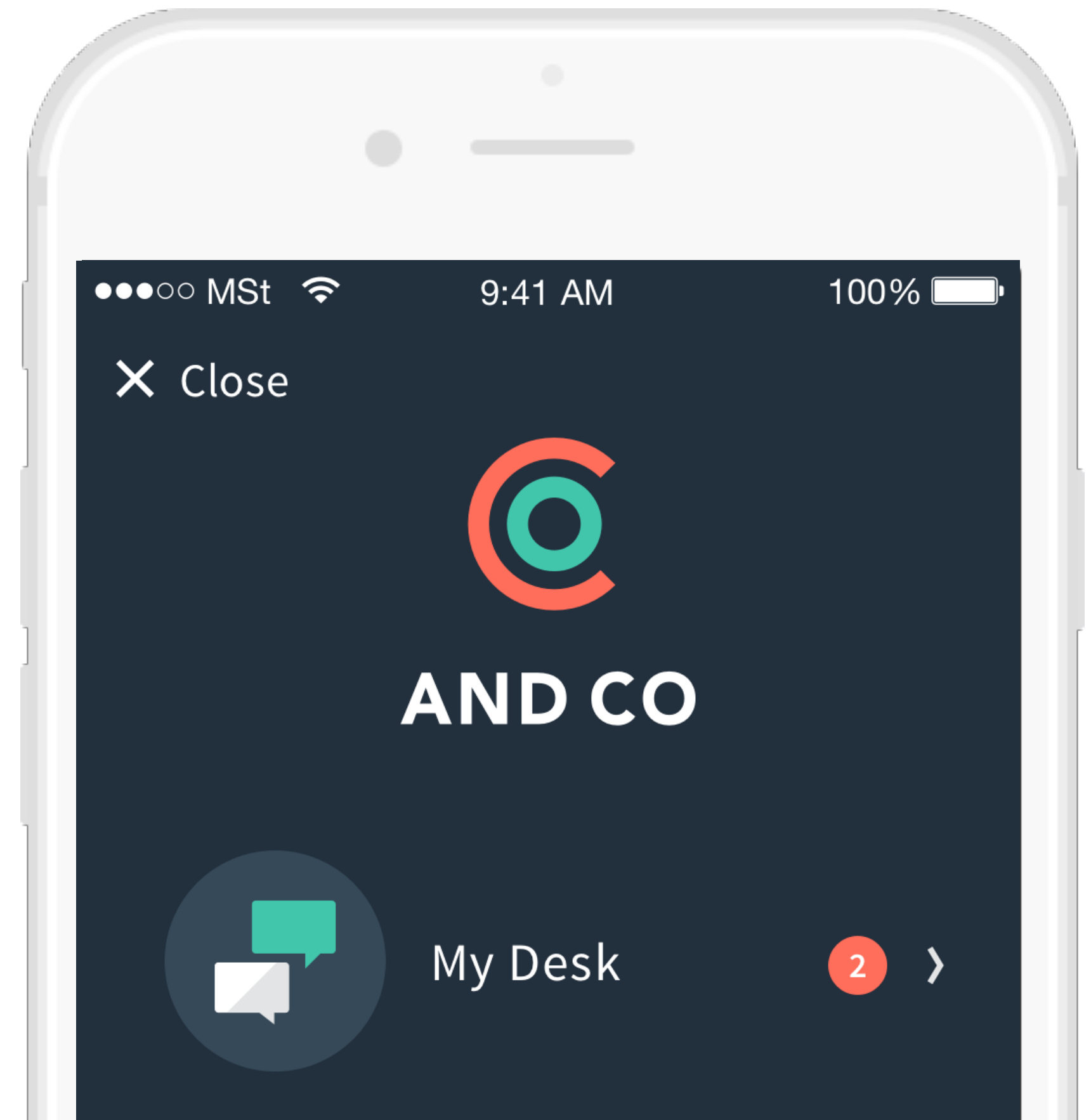
With AND CO, every freelancer has access to a personal Chief Operator who helps run your business and advise you on all things freelance.

COs have full access to their business information and therefore can give tailored advice.



People often don't have an hour – but always a lot of minutes.

We bitesize all tasks that require the attention of the user.
A good assistant puts that stuff on your desk for you to review it.
So we literally added a section called... My Desk.



We use conversational UI to take the pain out of admin work

- It eliminates the learning curve
- Creates an universal interface
- Makes something people are afraid of friendly and fun
- Enables AND CO to run on other platforms in the future

Enter your payment information



1234 5678 9012 3456



You're simply the best. Better than all
the rest. Better than anyone ...

TINA TURNER? REALLY?

AND CO is a system that takes care of you. **Not the other way around.**

With any other software, you have to keep track and take care of the work.

Through the combination of front-loading the data entry of a project, a smart bot and having a personal Chief Operator, AND CO tells you when you got something to do - so you can focus on your work.

Hey Sam, your project ended today. Should I invoice the client?

Yes!



Approve invoice
\$ 4,800.00

Coolio!

Thank you sooooo much!

This service is great!

Lindsay Lamb 08/29/16 11:12

1. most useful app

★★★★★ choginaa - May 8, 2016

I absolutely love this app. it is definitely the most useful app. i just text my CO if I have any questions in regards to my freelance business. she is extremely helpful and is always happy to answer. thank you AND CO. You have a life long customer

This is so dope. Thank you

Michael Shane Stephens 08/12/16 16:16

Loving and co. Making my consulting life way easier with invoicing and taxes.

Zachariah Reitano 08/08/16 11:42

Ok great! Wow this app is awesome!

Adam Stavely 05/13/16 16:23

Thanks. Love this

Sean Ross 05/03/16 16:54

Awesome!!!! Yes! I love this hahaha

Charissa Moore 04/07/16 14:59

Awesome, thanks! I'm really digging this service, already spreading the word!

Christopher Carpenter 05/27/16 18:40

Can I just say, I'm really loving this service.

Sean Ross 04/26/16 19:42

I like the interface on iphone Nicly done

William Lewis 08/09/16 12:30

Nice. This is great. Im sure i will be signing up for the paid and.co package soon!

liza robbins 06/22/16 16:31

Great so far I am loving this. Thanks!

Jesse Belvin 04/02/16 14:10

Ah wow it looks awesome

I'm trying out the And Co desktop app. This is great! Makes everything a lot more convenient.

Tim Lampe 06/29/16 14:44

Of course! I'm actually planning on writing a blog about business apps for entrepreneurs and I'm putting and.co as #1. I spoke at a workshop a couple weeks ago and raved about you guys so id love to help!

Derika Featherston 06/26/16 16:15

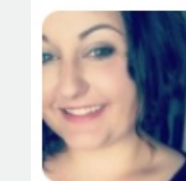


DeeDee
@pettydd



Follow

I wonder if my @andco Chief Operator Amanda knows how much I love her!?! ❤️
[#businessstoolsiCantLiveWithout](#)



Charissa Moore
@mscharissamoore



When your COO is awesome, mornings look like this. C/O @andco

I hope you have a great start to your morning! *sun emoji

CO Peggy, just now

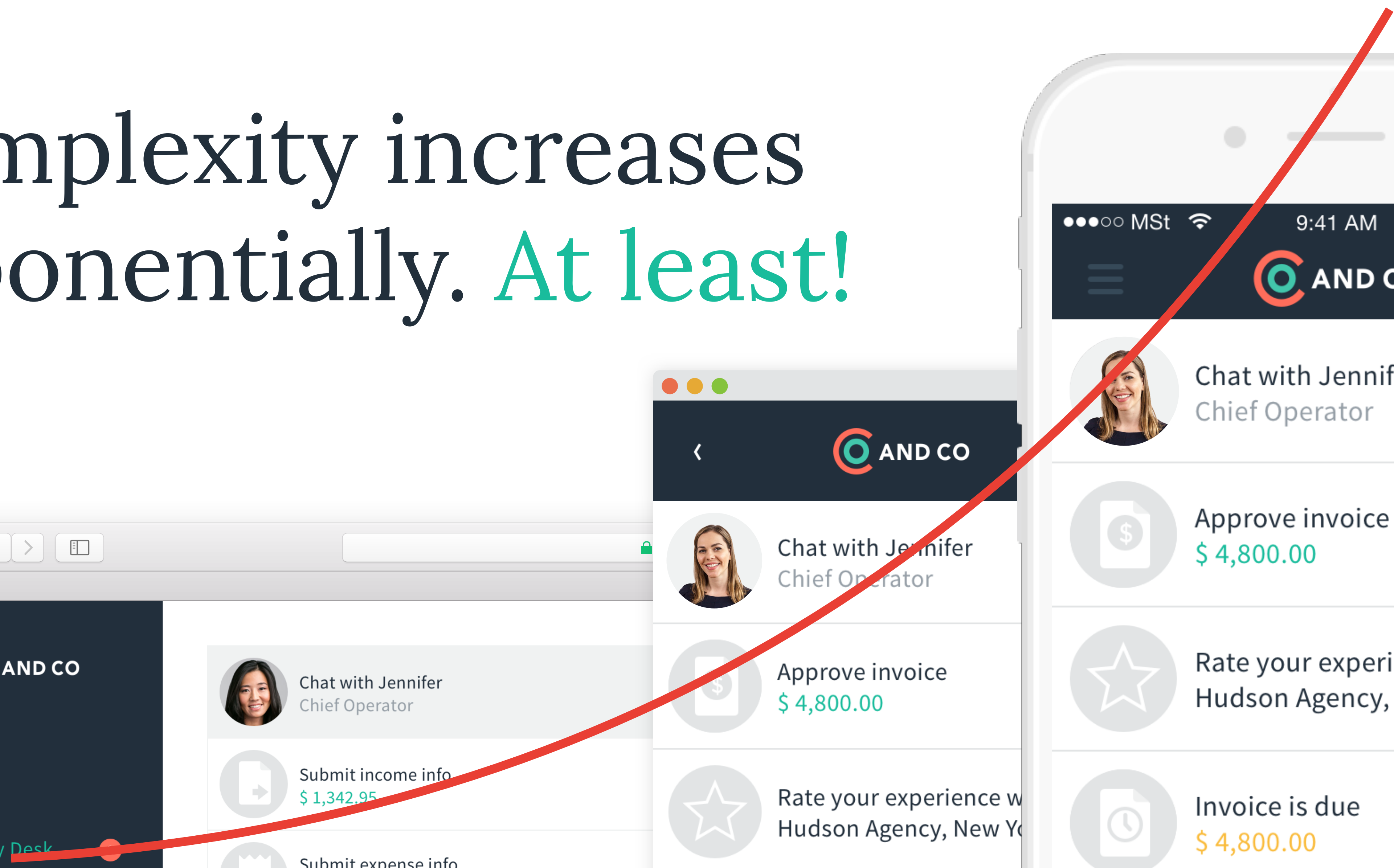
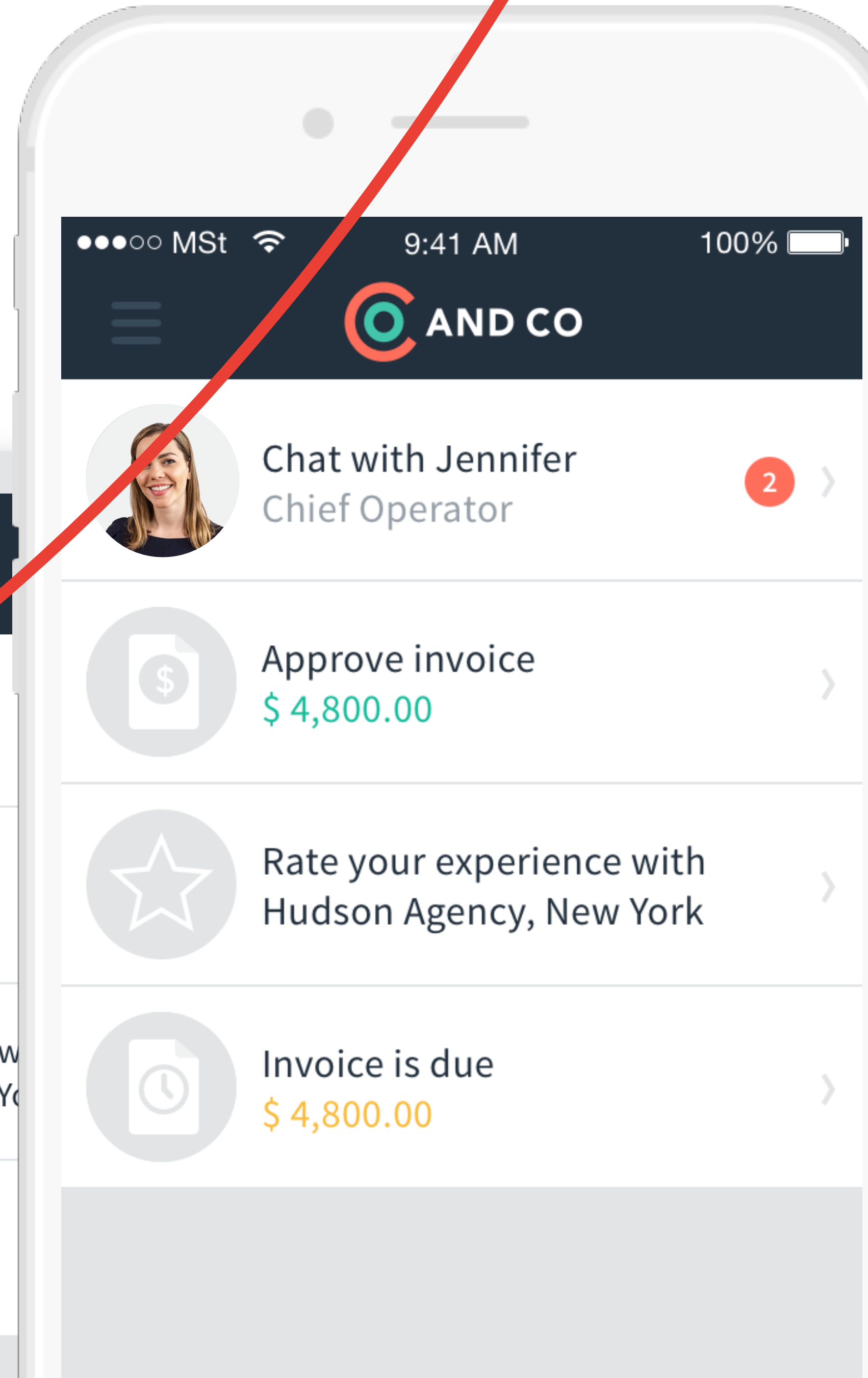
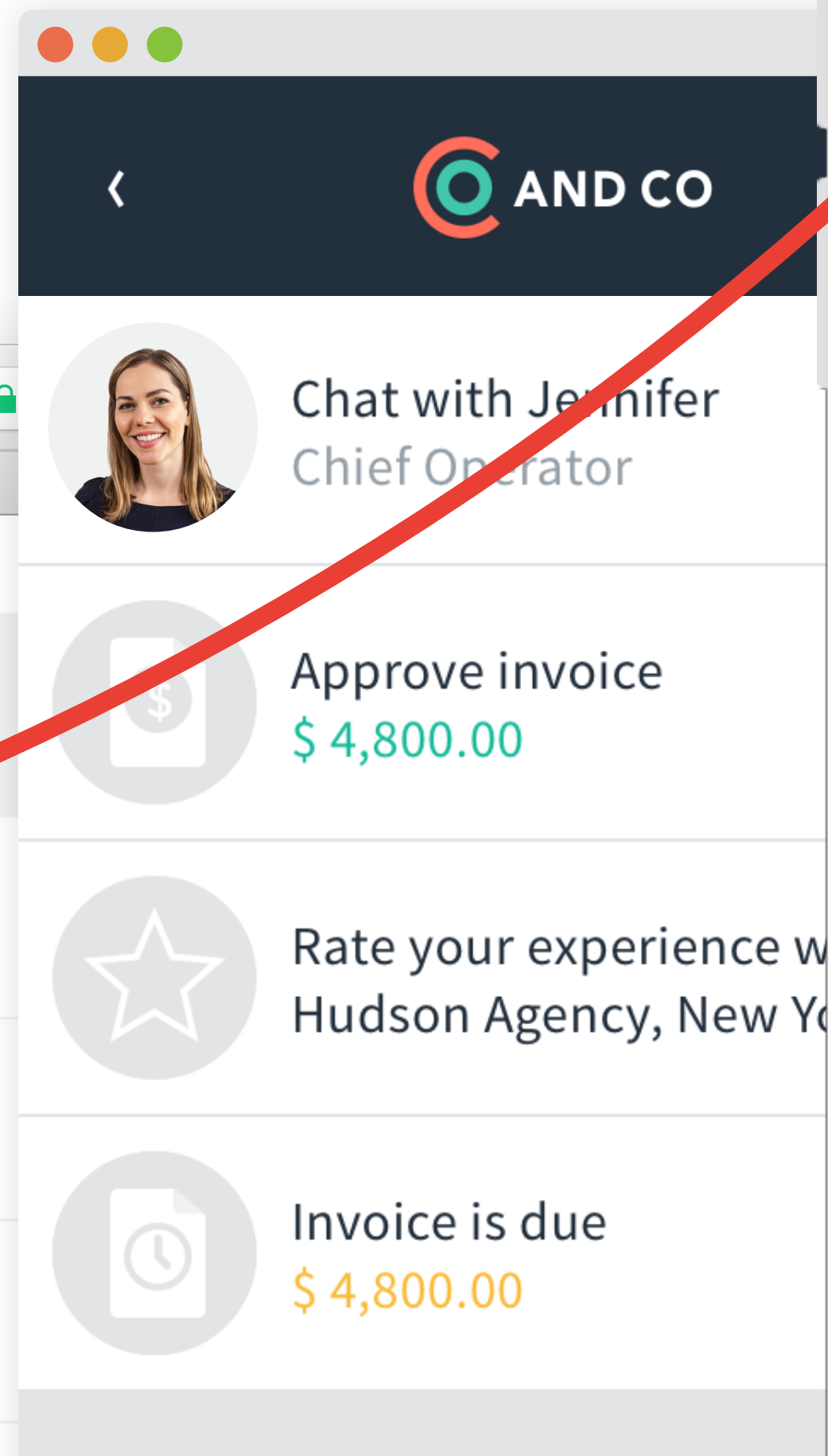
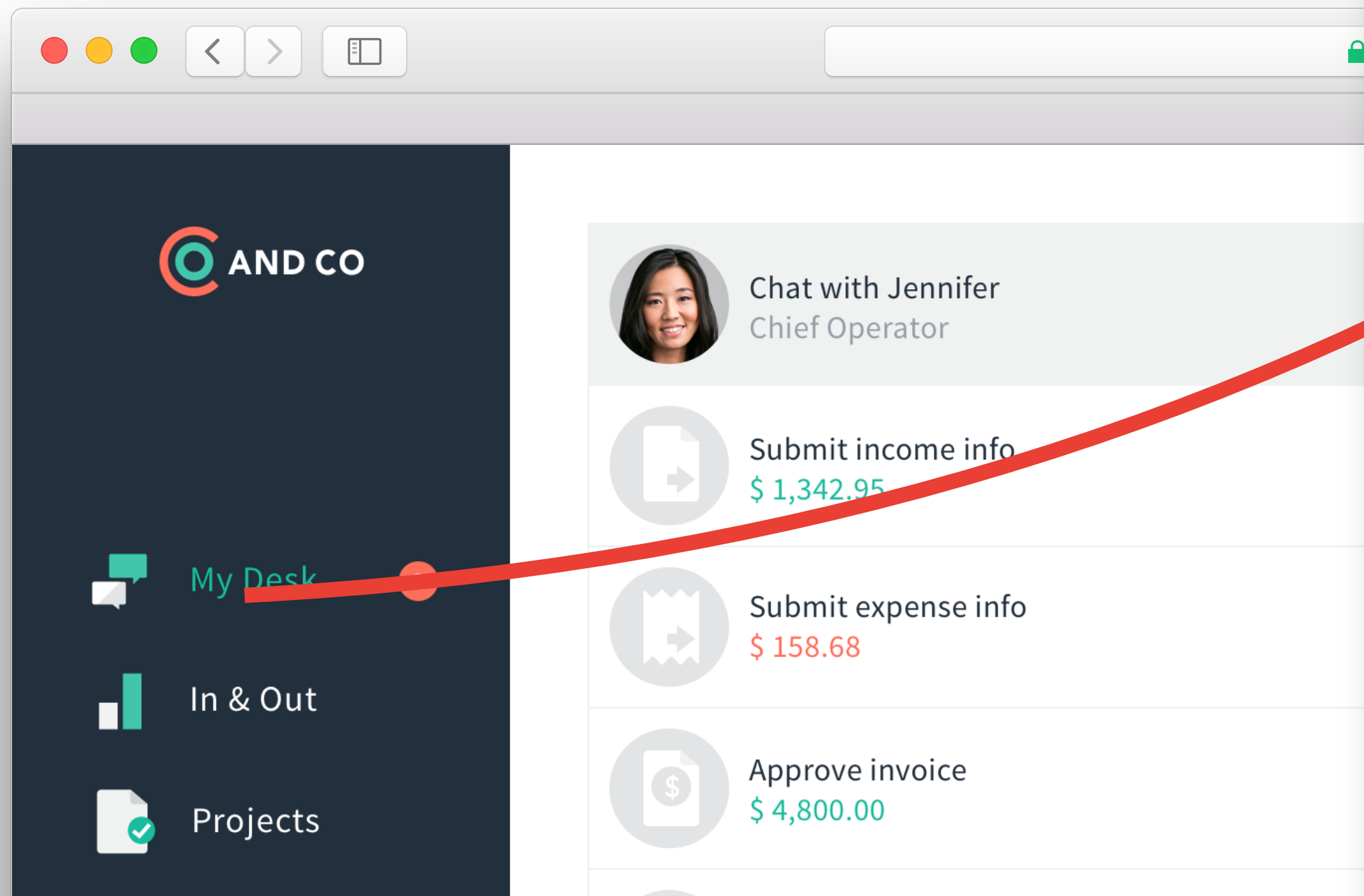
Thanks!!

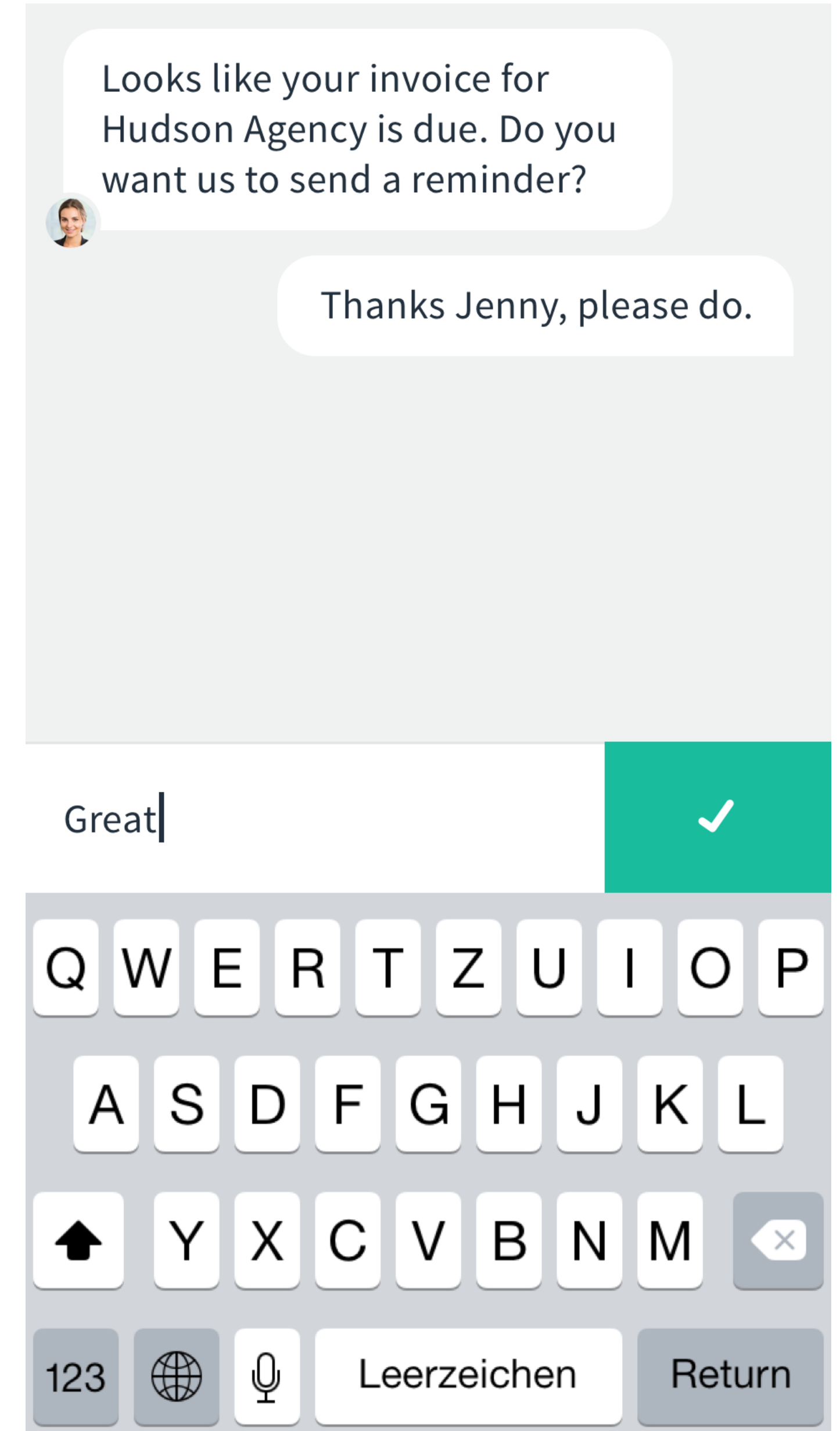
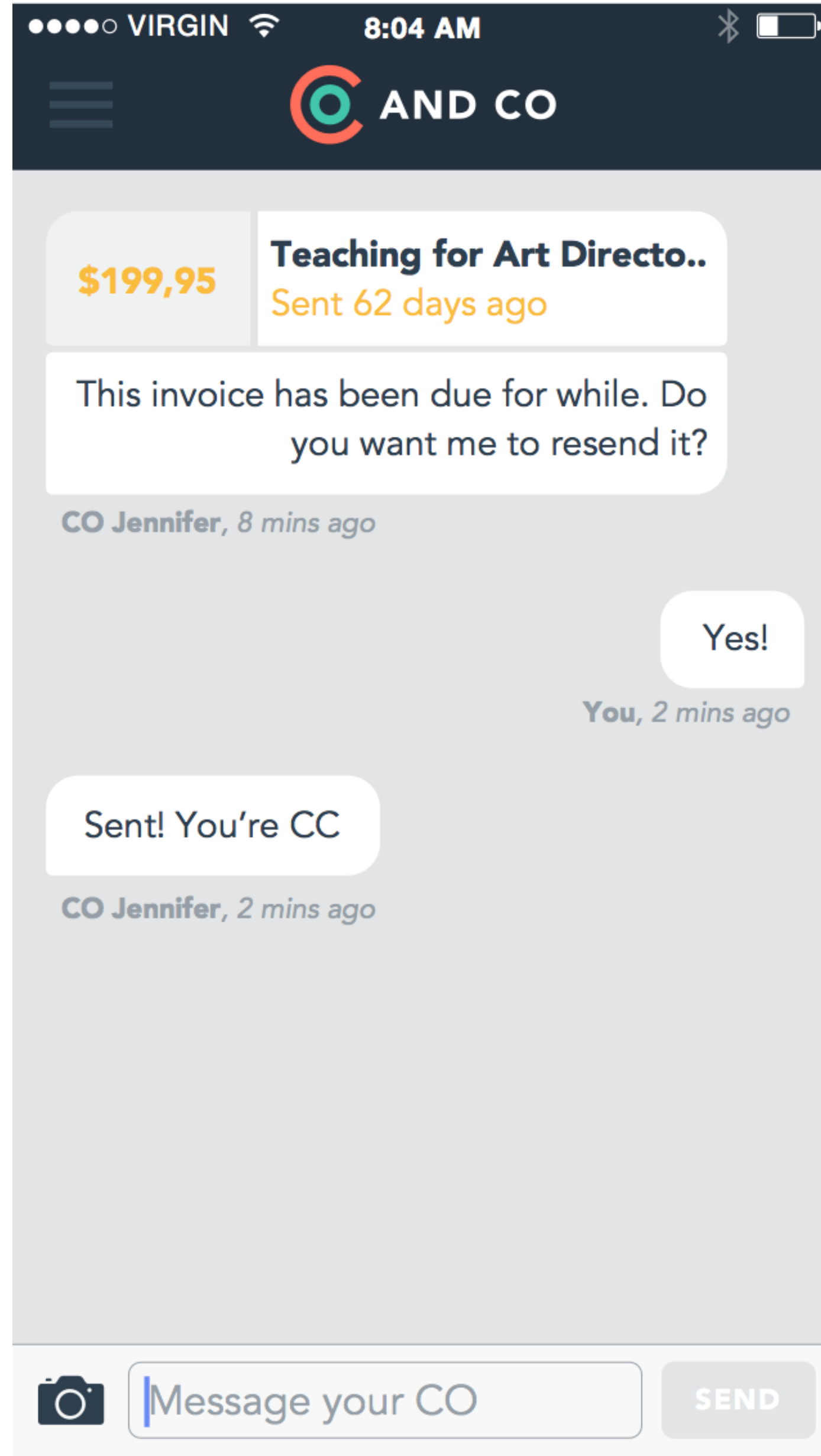
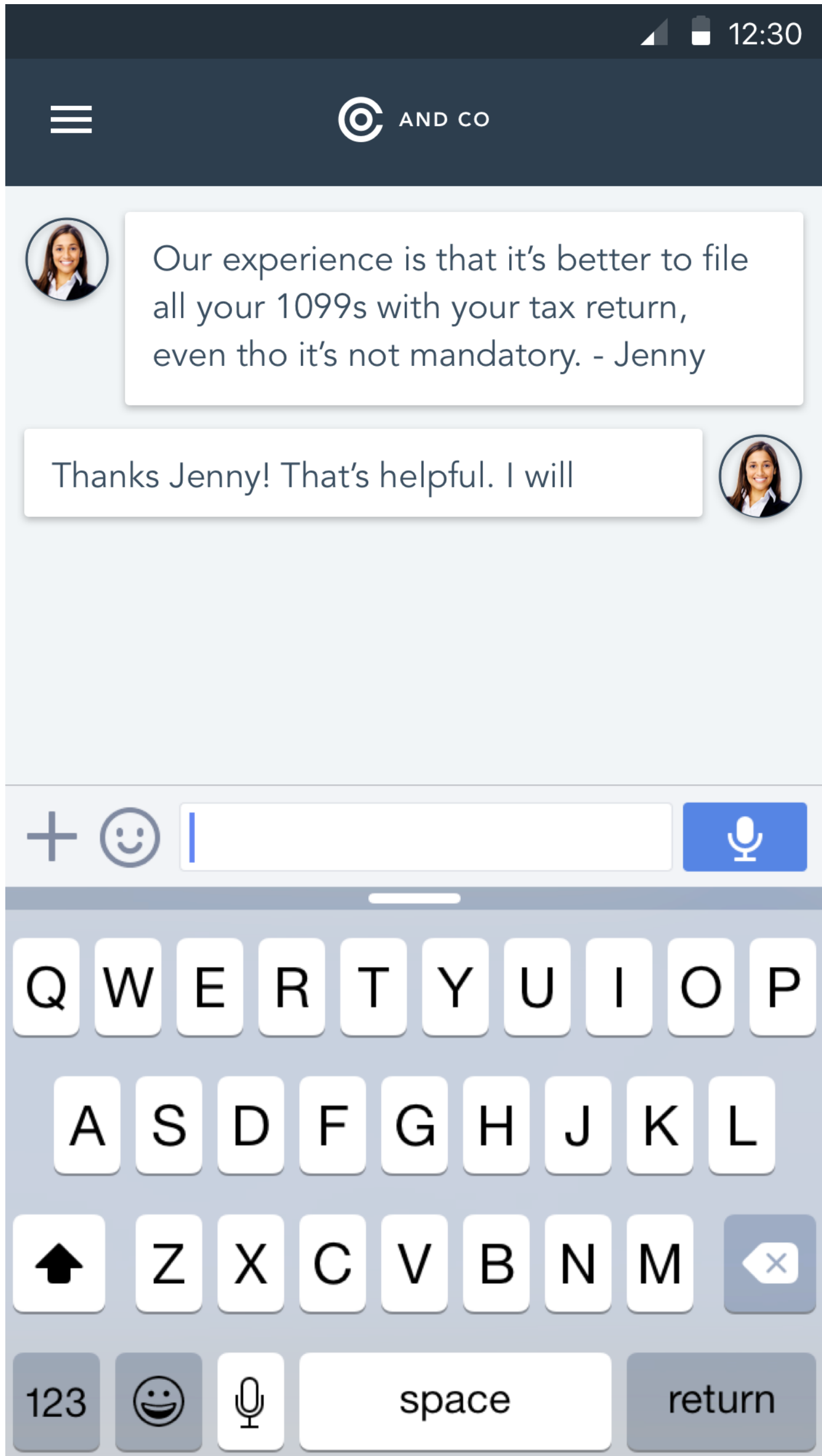
Aw! Thank you! I hope you do too!

Best design advice?
Simplify the *@%#@ out of it!



Complexity increases exponentially. *At least!*





Submit income info
\$ 1,342.95
WARNER MUSIC G080315ROUP GERMANY

Submit expense info
\$ 158.68
KHE-YO NEWYORK NY 15206

Approve & Send invoice
\$ 4,800.00
INVC Design AGNCY - Redesign Website

Rate your experience
★★★★★
Design AGNCY - Redesign Website

Submit payment info
Membership expires 8/21/15



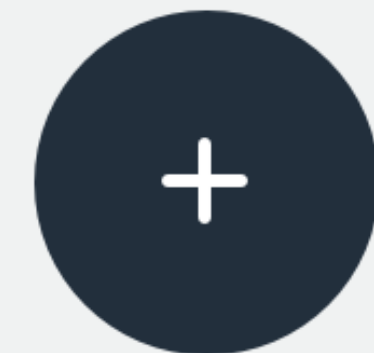
Chat with Jennifer **2**

Invoice is due
\$ 4,800.00

Renew your health insurance

Time to pay quarterly taxes

Rate your experience with Hudson Agency



VIRGIN 8:04 AM

C AND CO

BBDO New York - Mercedes Benz Pitch
Starting in two weeks (21 days, \$32,140.00)

BBDO Berlin - SAP "Simple Truths"
Starting in 3 days (11 days, \$9,740.00)

AKQA Francisco - Verizon Banner Ad
Starting tomorrow (4 days, \$5,600.00)

INFO CONTACT DOCS OUT IN

Mo - Th Dayrate
Mar 11 - Mar 14 \$400.00 x 14
0% Invoiced

\$5,600.00
Total

RUNNING

BBDO New York - Mercedes Benz Pitch
13 days left (\$32,140.00)



MSt 9:41 AM 100%

Projects

RUNNING

Website UX Concept
Hudson Agency
Ends this week

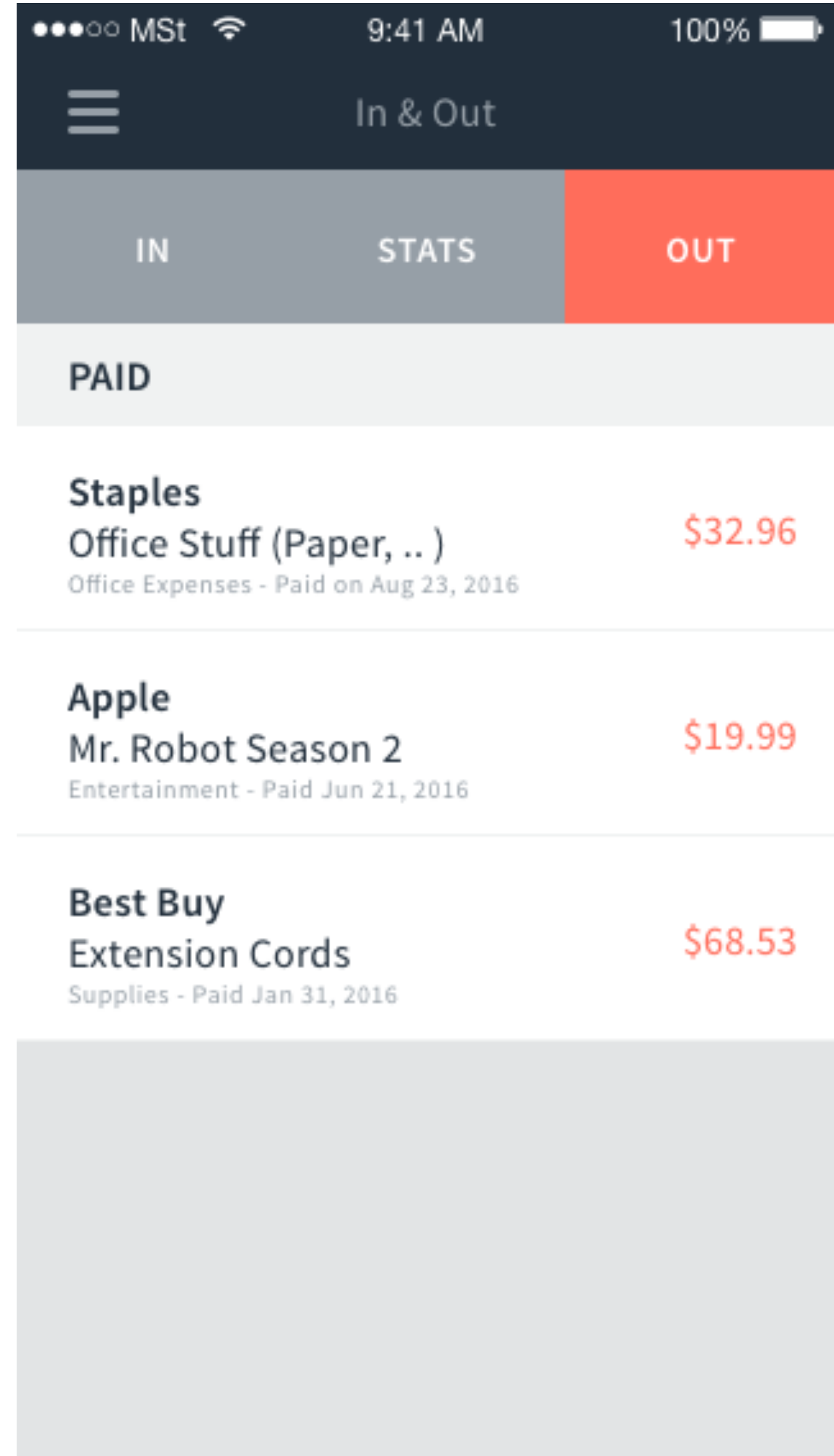
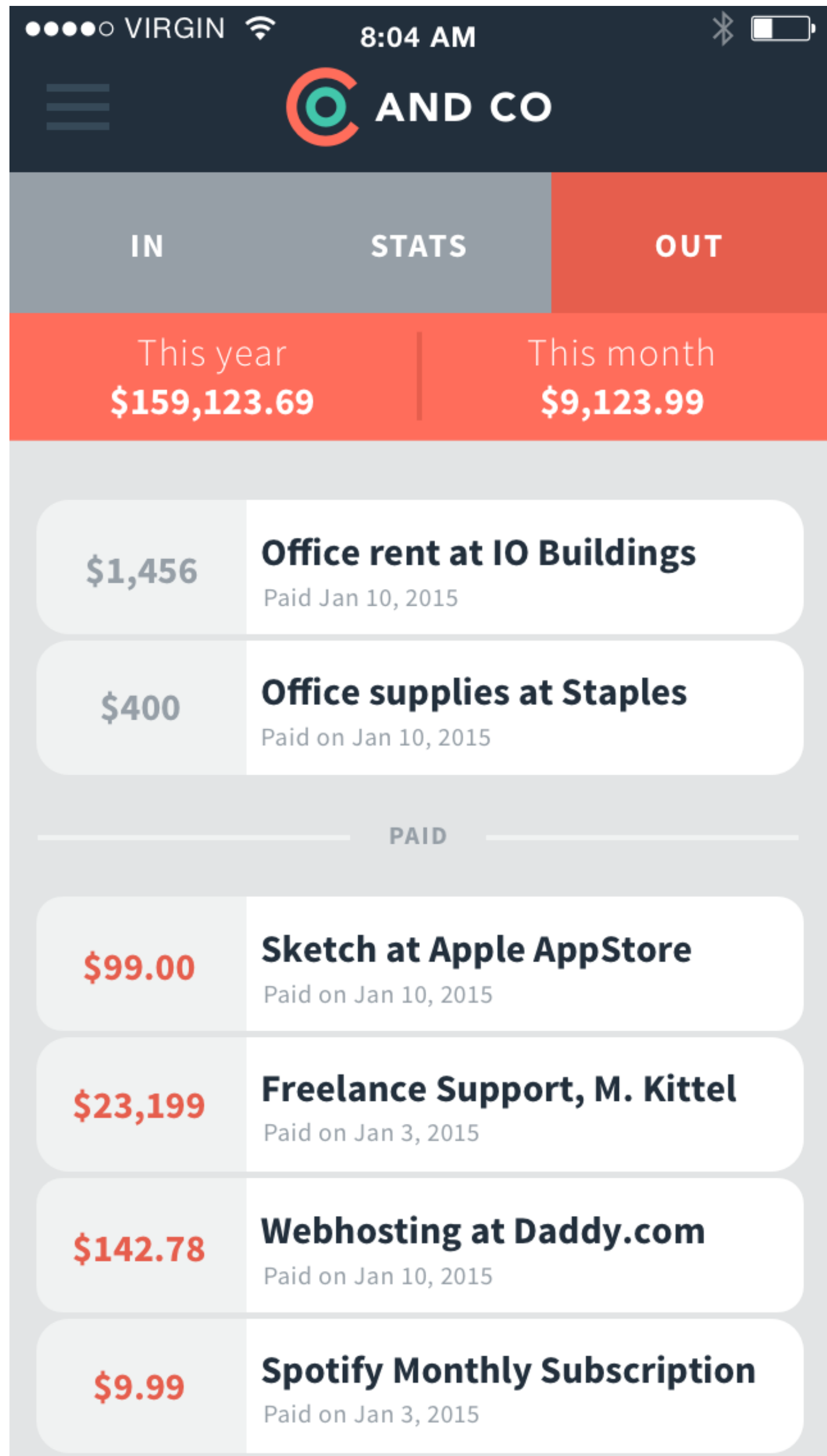
UPCOMING

Matters Design Support
Brokelynn Studios
Starts in 4 days

Website UI Design
Hudson Agency
Starts in 11 days

ARCHIVED

12 Projects archived



Thanks!

martin@andco.nyc
www.andco.co

