

**An Online Tax Planning Solution for Individual American Taxpayers,
GoodApril Automates Tax Planning to Help Consumers Take
Advantage of Tax Saving Opportunities as They Arise**

**Business Services
Tax Prep**

**GoodApril
25 Division Street, Suite 205
San Francisco, CA 94103
415-755-8820
www.goodapril.com**



**Benny Joseph
CEO and Co-Founder**

BIO: Benny Joseph has over 7 years of financial technology engineering and product experience, notably as the lead engineer of the real-time math engine that powers E*TRADE's multiple award-winning trading platform. He was also the Product Manager behind Zecco Mobile, the highest rated online brokerage mobile app on both iOS and Android. He holds an MBA (with honors) from the University of Chicago's Booth School of Business and a BS in Computer Engineering (magna cum laude) from the University of Michigan.

About GoodApril:

GoodApril is an online tax planning solution for individual American tax-

payers. Dealing with income taxes is painful, and as a result, most Americans put them off to the last minute. The thing is, by ignoring them you often end paying more taxes.

Millions of Americans overpay on their taxes. In 2012, Americans overpaid the IRS by more than \$370B, and that is just the amount taxpayers knew enough to request a refund for. Billions more are overpaid without anyone ever knowing.

GoodApril helps everyday consumers be confident they are only paying their fair share.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Joseph, would you tell us the concept at GoodApril?

Mr. Joseph: When it comes to filing your income taxes, it is really hard to have a good April. Today, income taxes are reactive; you are not in control. Think about it, most of us have no idea whether we will owe money or get a refund from the IRS, nor are we sure what we should be doing right now to make sure that we are minimizing our taxes. The only way to solve this problem is to engage in tax planning the entire year, but few of us have the knowledge or patience to do this. GoodApril solves this problem by automating tax planning, so that you know well in advance of April what your tax outcome will be and can take advantage of tax savings opportunities as they arise. So it really doesn't matter whether you file your taxes with an accountant or with

TurboTax, we will make sure that you have a good April.

CEOCFO: Many people obviously use an accountant. Are you talking about people who typically would not or would not have access? Where does what you do come in to the realm of where an accountant might fit?

Mr. Joseph: While our solution certainly resonates for those that do not have accountants, we have found that many of those that use accountants for filing today do not get any meaningful amount of tax planning. Typically, they engage with their accountant once a year, and that is to file their income taxes in April. We see GoodApril as complimentary product to accountants. Our focus is to help people the rest of the year by getting their tax-related finances in order so that they are not surprised in April when they file.

CEOCFO: What does someone find on your site and how do they work with it?

Mr. Joseph: GoodApril is a simple online website that takes just minutes to set up. After you sign up for an account, we ask you a few questions such as "Are you married?", "How many children do you have?", and "Do you own a home?" to create a basic tax profile. With your permission, we connect to your financial accounts. Using this data, we build a real-time tax forecast for you, so that you can be prepared for April. We also identify tax savings opportunities specific to you that you can take advantage of to lower your tax bill.

CEOCFO: Some people have privacy and security concerns. Do you or are you finding still some resistance for people putting their personal information into your site as much as they might want the help?

Mr. Joseph: There are several personal finance websites out there that millions of Americans trust and use every day; Mint.com pioneered the way that people can take advantage of financial data aggregation technology to get a complete view into their financial lives. We are using the same security and technology that Mint.com uses, but applying it to a different part of your financial life: your income taxes. GoodApril uses bank-level security and only uses your data in a read-only manner; you cannot move or withdraw money. While there is always going to be a segment of the population that is not going to trust online tools, that population is shrinking over time because the added value of these tools far outweigh the small risks associated with using them.

CEOCFO: How long has GoodApril been available?

Mr. Joseph: GoodApril started in January 2013. We launched our first product, the GoodApril Tax Checkup, two months later. 2013 is a very interesting year because there are several new tax law changes going into effect as part of the Fiscal Cliff and Affordable Care Act. The GoodApril Tax Checkup is a simple way to determine how you will be affected by these new tax rule changes. Simply upload your 2012 tax return to GoodApril and we will run an analysis and tell you which new tax rules affect you and by how much. We also make sure that you are taking advantage of all of the deductions that you qualify for; if there are some that you qualify for, but did not take advantage of, we will let you know. The GoodApril Tax Checkup works off the data on your 2012 tax return, and we are now working on a new real-time product that uses your current financial data, which we will launch next month.

CEOCFO: How are you going to make money with the venture?

Mr. Joseph: We are starting by focusing on the self-employed market as they feel an even bigger pain than the rest of us when it comes to income taxes. The self-employed have to plan for and pay quarterly estimated taxes. If they do not, they are subject to IRS penalties. There are many more tax savings opportunities that we can identify for this segment so we can provide these customers with significant value. We have spoken to many customers in this segment and a monthly subscription model of around \$20 a month is something that they are used to and expecting to pay.

CEOCFO: How do you reach potential customers? What is your rollout plan?

Mr. Joseph: As I mentioned earlier, we are going to start by focusing on the self-employed segment. There are already a host of other solutions that target this customer segment to help them with other aspects of their business. For example, many

“There are many big tax changes going into effect this year that you should prepare for. Take control of your income taxes by getting your free GoodApril Tax Checkup today.”

- Benny Joseph

freelance software developers use sites like Elance to find jobs and use tools such as FreshBooks for invoicing. We will partner with these solution providers and give them access to GoodApril's value added service. We have also had success engaging this customer segment in direct B2C marketing as well, primarily through our educational tax content, published both in our blog and through partners.

CEOCFO: Do you find that many people do not really take advantage and do not keep the records that they should?

Mr. Joseph: Certainly. Their sophistication varies, but many people we talk to use a spreadsheet to keep track of tax-related finances. The problem with these solutions is that most people fail to regularly update their records and often find themselves at the end of the year

searching for receipts or trying to remember what transpired earlier in the year. As a result, many items are lost or forgotten about, leading to higher tax bills. What we want to do is make it really easy to track your income and deductible expenses. For most items, we can pull and categorize transactions automatically through data aggregation technology. But for some items, like tracking mileage, we will make it easy to track through your smartphone. By automating much of the record keeping process, we can save many of our customers a significant amount on their taxes.

CEOCFO: What are some of the simple things that people really do not pay attention to that can make a difference and that GoodApril will help recognize?

Mr. Joseph: The most common mistake that we see for the self-employed is properly tracking and deducting their business expenses such as mileage, internet and phone usage, equipment such as computers, and their home office. Our software can show them how they compare with others in a similar industry so that they can be sure that they are not missing any deductions.

Another common mistake that people make is to sell all their stock/fund investments that they have made a profit on, but forget to sell those that they lost money on. GoodApril not only brings these tax savings opportunities to their attention, but also shows them how much they can save by taking action.

CEOCFO: Is GoodApril funded through the next steps of development?

Mr. Joseph: GoodApril was selected to be part of 2013 TechStars Boulder class. TechStars is one of the most prestigious startup accelerators in the world. They accelerate our company's progress by matching us with amazing mentors who complement our skill set and help us avoid common mistakes that new companies often make. As part of being selected to the program, TechStars provided GoodApril with

some seed funding. We are growing fast, and will be raising more capital in the coming months.

CEOCFO: Why should investors and people in the business community be looking at GoodApril, both as something to use and as a potential investment vehicle as well?

Mr. Joseph: There has not been much innovation in the income tax

space in at least ten years but the pain is clearly there. Nearly 50% of the people we have talked to have experienced a bad April tax surprise.

Many of you reading this can relate to this and often put off your income taxes until the last minute because they are so painful. It is time to take control of your income taxes. The technology and the market are there to build a compelling solution to solve

the tax needs of Americans. GoodApril is well positioned to be the winner in this new revolution.

CEOCFO: Final thoughts?

Mr. Joseph: There are many big tax changes going into effect this year that you should prepare for. Take control of your income taxes by getting your free GoodApril Tax Checkup today.



GoodApril

25 Division Street, Suite 205

San Francisco, CA 94103

415-755-8820

www.goodapril.com