

• ACT I • THE WEIGHT

Meet Sofia.

“*I design buildings for a living. Somewhere along the way, the business behind the studio needed an architect too.*”

This is the story of how she got one clear picture, and went back to designing.

① Sofia is an AI-generated avatar, created to illustrate how Billingz works.



• WHO SHE IS

She turns sketches into buildings people live in.

Sofia founded a **small architecture studio**, houses, renovations and commercial spaces, from first sketch to final site visit. Clients pay in stages, consultants and engineers work alongside her, and every project runs for months. **She loves the work:** ideas becoming buildings, on paper and on site.

15+

YEARS DESIGNING

9

PROJECTS LIVE

30+

BUILDINGS BUILT

① Sofia is an AI-generated avatar, shown for illustration.



• THE CATCH

The projects grew. So did everything between the stages.

Every project pays in stages, and every stage carries its own consultants, deadlines and costs. The studio was growing. So was everything Sofia had to keep track of.

01 Concept & design fees

02 Stage payments

03 Site supervision

04 Renovation projects

OUT Consultants & engineers

OUT Studio, software & VAT

• ACT I • THE OVERWHELM

**The projects were clear.
The money between them
was not.**

| "Which stage payment has actually landed?"

| "Can I pay the engineer before the next stage is signed off?"

| "Is this project still on budget, or just busy?"

| "How much of the account already belongs to VAT?"

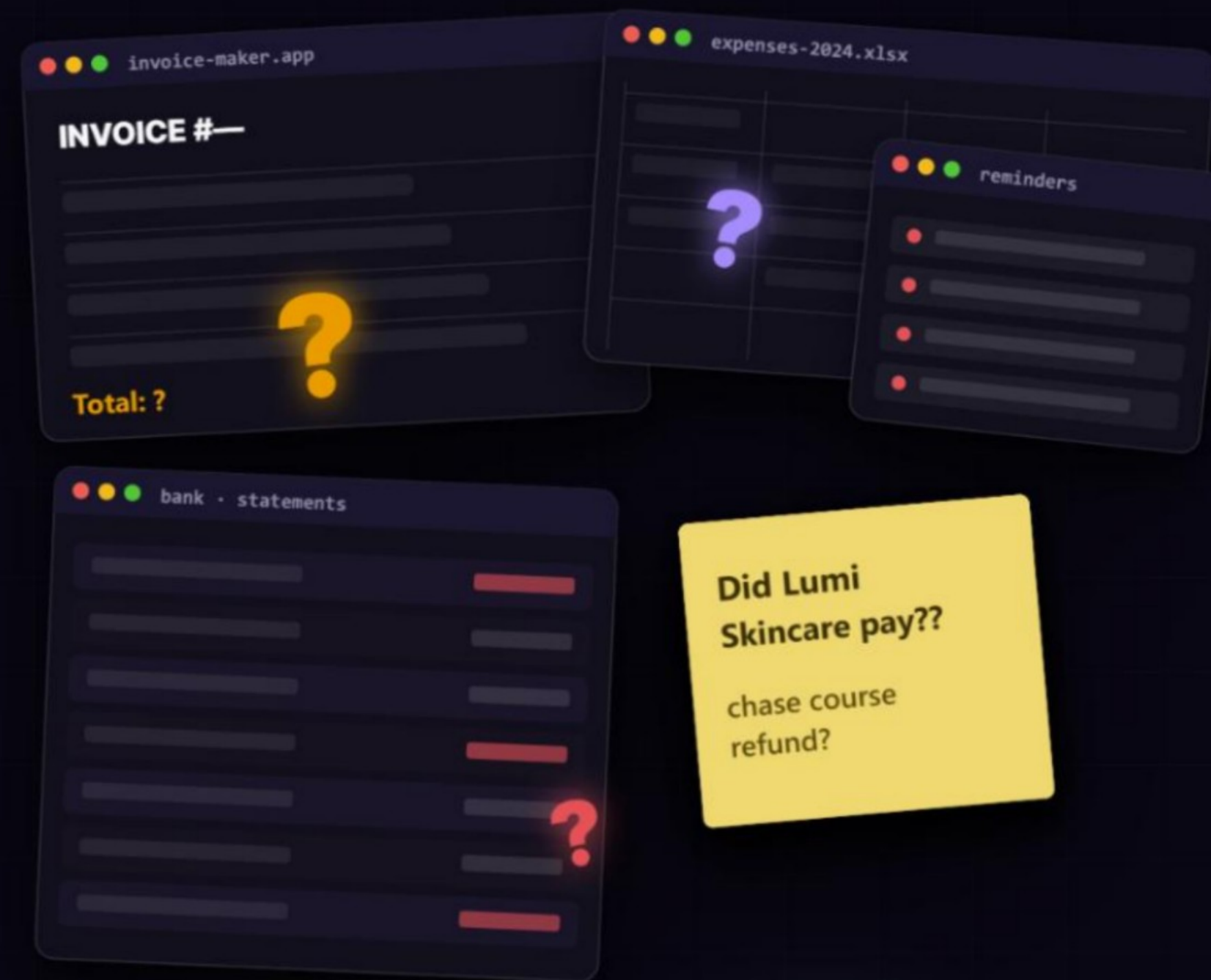
“ *The design is the easy part. It is the stage payments, consultant fees and quotations that follow me home in the evening.*

• THE HEADACHE

Every drawing in order. The numbers, scattered across ten places.

Project files, drawings, banking, accounting, consultant invoices, timesheets, email, spreadsheets, each in its own place, and Sofia still had to connect it all in her head.

She wanted one place that simply showed her where the studio stood.



• THE REALIZATION

She didn't need
~~more admin.~~

She needed one clear picture.

• ACT II • HERE COMES BILLINGZ

One financial control system. Built for studios like Sofia's.

Not project software. Not accounting software. **One clear picture of where the studio stands, and what to do next.**

POSITION

Real cash, staged income, and what is genuinely the studio's.

PRESSURE

Consultant invoices, VAT and stage payments that slip.

ACTION

One clear next step, before it reaches the project.

• THE TURN

Then Sofia opened Billingz.

“Stage payments, consultants, VAT, for the first time I could see the whole studio in one place, between two client meetings.”

Clarity → Control



• THE DIFFERENCE

From anxious questions, to clear answers.

"Can I pay the engineer this month?"



Covered. 162 days of runway.

"Which stage payment is still open?"



Two invoices overdue. Reminders ready.

"How much is actually the studio's?"



Free: €50,000 · VAT set aside: €3,400

AND THE PROBLEMS BEHIND THEM, RESOLVED

Stage payments visible

Consultant fees accounted for

Overdue invoices flagged

Cash position known

VAT already set aside

Every project's money in one view

Upcoming pressure visible

• ACT III • THE NEW NORMAL

The whole studio, in one screen.

01 **Open the app**

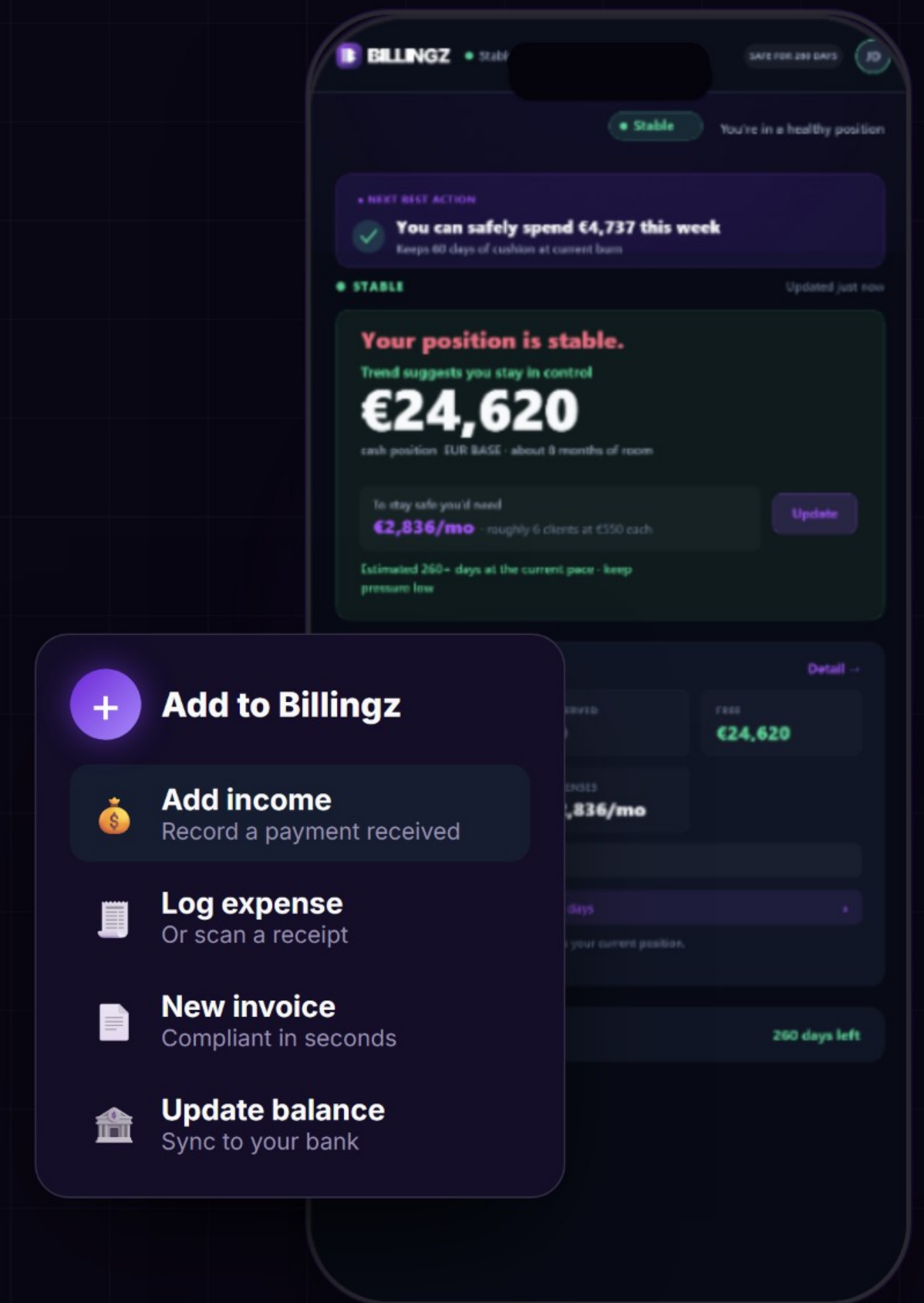
The first thing she sees is the studio's real position, not a menu.

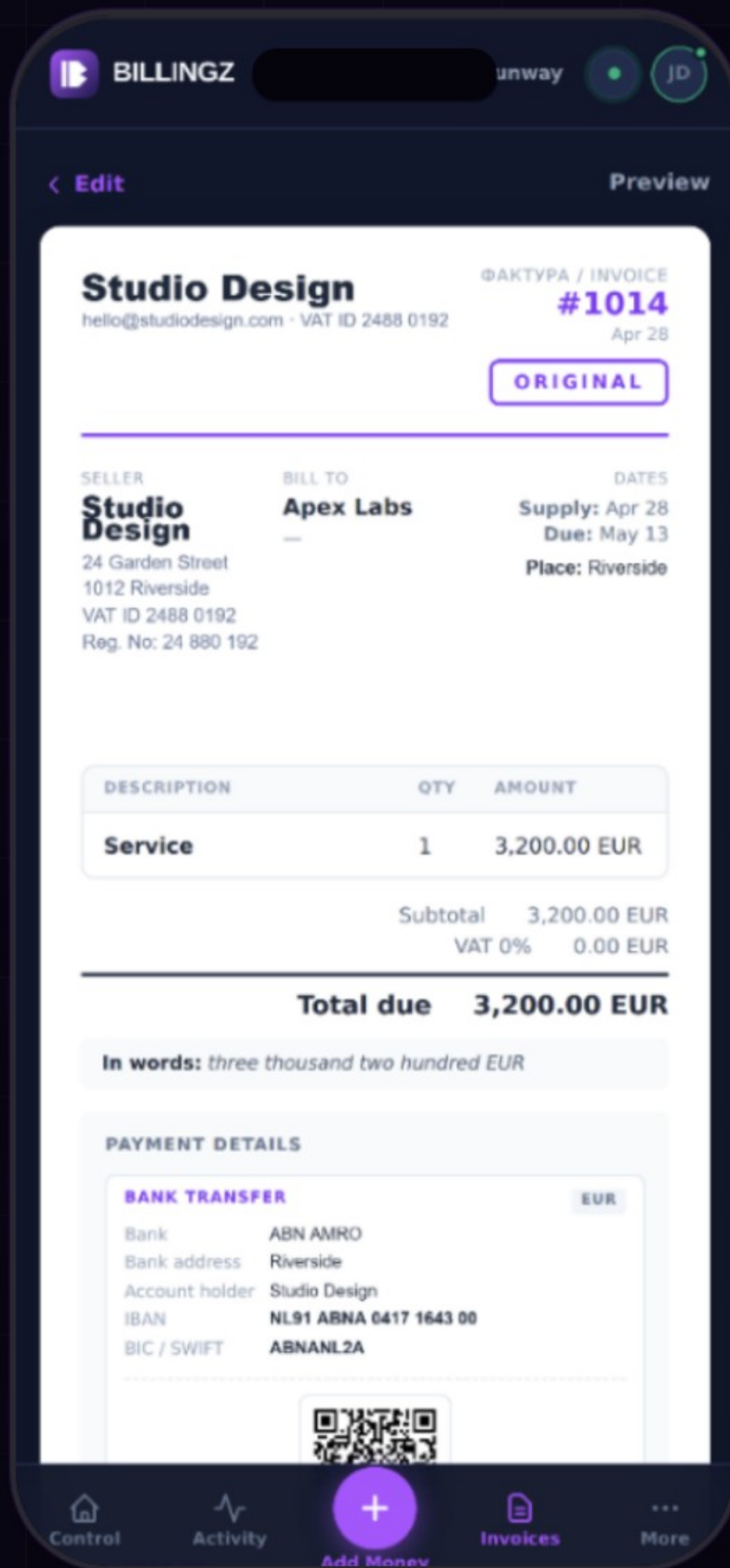
02 **Read one line**

Stable, or action needed. She knows in one glance.

03 **Take the step**

If something needs doing, the app says exactly what.





• HOW SHE GETS PAID • THE INVOICE

The stage is signed off. The invoice is ready.

Compliant by default

Every field the rules require is built in and checked before send.

Get paid faster

Bank details and a scan-to-pay QR on every invoice.

No templates to fight

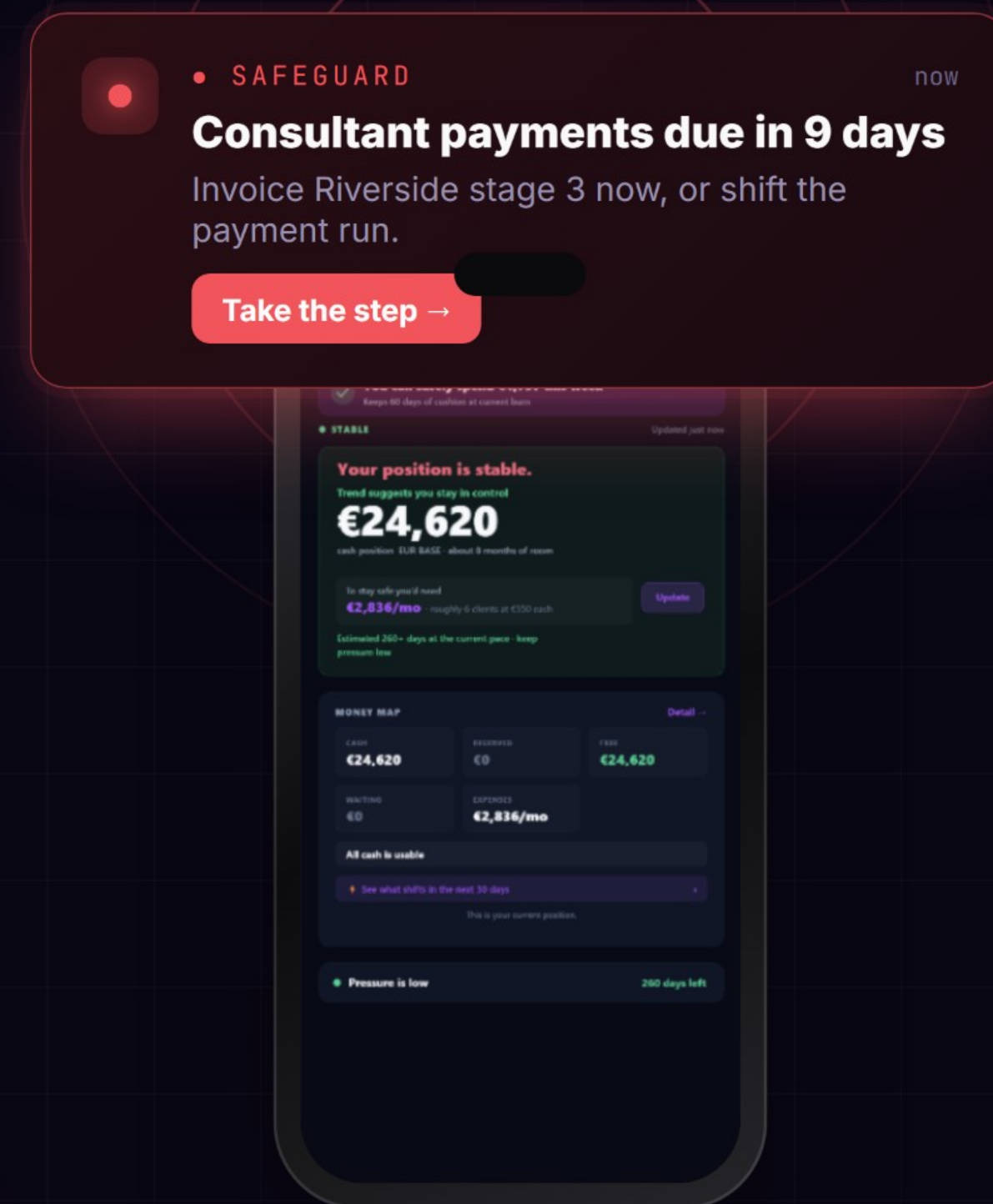
Concept, stage or supervision, she fills three things. Billingz does the rest.

• WHEN TO ACT • SAFEGUARD

It warns her before it reaches the project.

Consultant invoices land while a stage payment waits for sign-off. Billingz does not hide that in a report. It surfaces **one clear warning, and one action**, early enough to act.

✓ One tap keeps **the consultant payments** covered.



• EVERY STREAM, ONE VIEW

Stages, consultants and VAT, together.

A quarter of the studio in one picture, with consultants and VAT already separated from what the stages bring in.



Stage payments

€41,000



Design retainers

€12,000



Site supervision

€6,800



Consultants & engineers

-€6,400



Available today, after consultants and VAT

€50,000

• EVERYWHERE SHE WORKS

**In the studio. On site.
Wherever Sofia works.**



Billingz

Finance · Control
your money

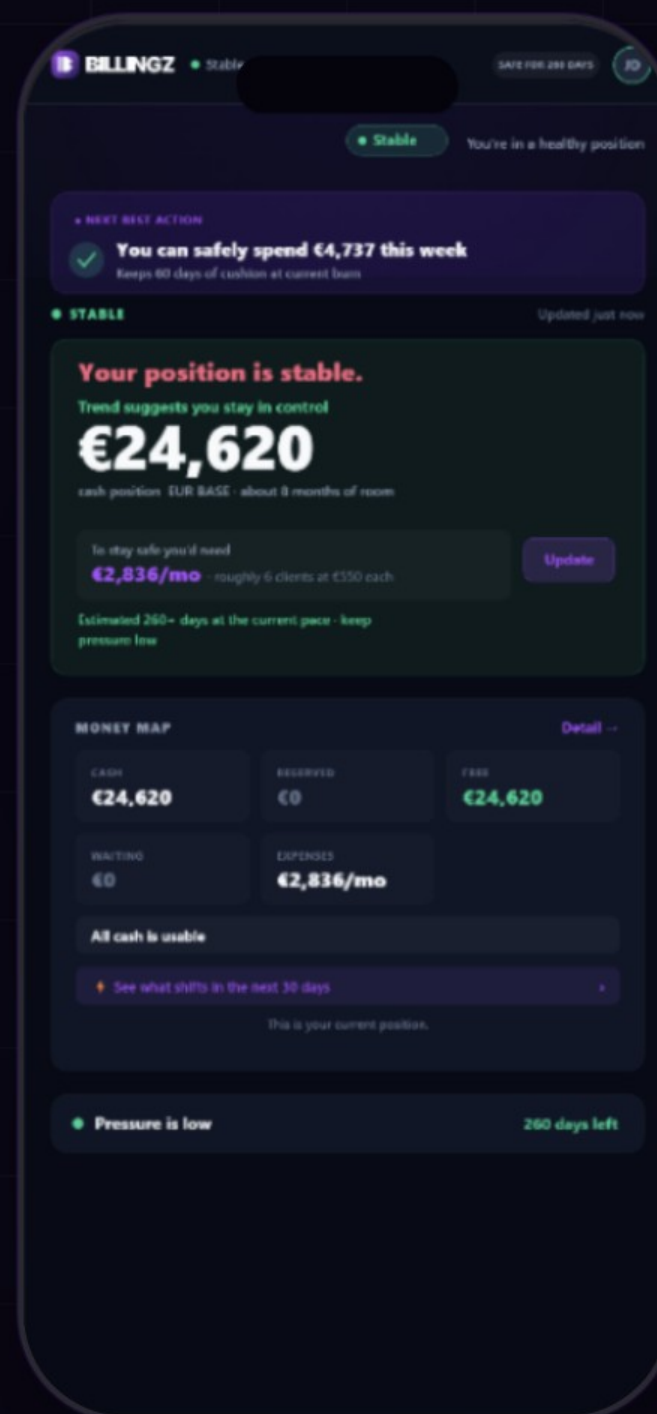


4.9 · 2.3K ratings

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Billingz

Billingz · Finance

4.9 ★

12K reviews

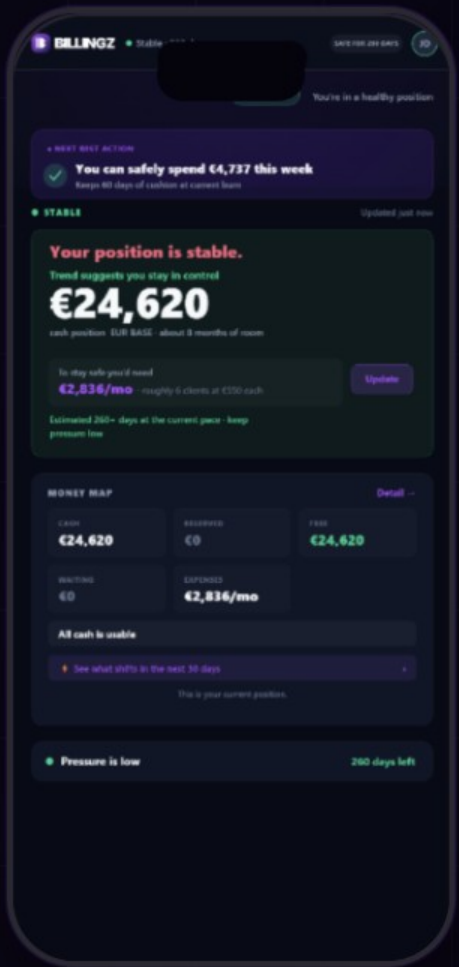
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• ONE SYSTEM, EVERY SURFACE

Phone, web, and a desktop admin panel for the business.



MOBILE APP

Create & check on the go



WEB & DESKTOP ADMIN

Run clients, team, reporting & exports, in sync

Start free. Grow when she's ready.

FREE

€0/mo

forever • no card

- ✓ 3 invoices / month
- ✓ 2 reminders / invoice
- ✓ Money Map teaser

CORE

€9/mo

or €90/yr • net, excl. VAT

- ✓ Unlimited invoices + reminders
- ✓ Full expense tracking
- ✓ Accountant-ready reports

SUGGESTED

CONTROL

€17/mo

or €170/yr • net, excl. VAT

- ✓ Everything in Core
- ✓ Cash Clarity + runway
- ✓ Risk + client exposure
- ✓ Collections + reminder tone

SAFEGUARD

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or €290/yr • net, excl. VAT

- ✓ Everything in Control
- ✓ Automatic VAT reserving
- ✓ Per-invoice risk scoring
- ✓ 30-day forecast + alerts

All prices are net; VAT is not included and is applied according to the customer's country. Annual billing saves the equivalent of two months. Billingz is a software (SaaS) tool, not a financial service. It does not provide financial, tax, accounting or legal advice; for guidance specific to your situation, consult a qualified accountant or financial advisor. 14-day withdrawal right applies. Cancel anytime; downgrades take effect at the next billing period.

• ACT III • THE PAYOFF

Back to designing.

“*The evening belongs to the sketchbook again. The numbers already make sense. The studio runs quietly in the background.*”

No more nights reconciling consultants and stages. Just the work she set out to do.

• BACK TO DESIGNING

Now the studio is as clear as the buildings it designs.



“ *I stopped chasing stage payments in spreadsheets. I am
designing again.* ”

Control your business. Operate with clarity.

billingz.com

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