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Isaac M. O'Bannon • Jul. 18, 2014

Cloud accounting software maker [Kashoo](#) has released a new iPhone app that gives small business owners the ability to manage their finances from anywhere.

The first cloud accounting solution built “mobile first” for today’s modern entrepreneurs, Kashoo makes it incredibly easy to track expenses, send invoices, view account balances, reconcile bank accounts, generate easy-to-read financial reports, and more—from the iPad, iPhone and web. Offline use and phone support makes Kashoo a smart solution for any small business owner, all for less than \$5 per month (\$49 annual subscription).

“Business owners have struggled for decades with complicated accounting applications or single purpose solutions that do just one task like invoicing or expense tracking,” said Kashoo CEO Jim Secord. “Kashoo is everything you need to keep great books—and you don’t have to be an accountant to use it.”

### **Kashoo for iPhone**

With the Kashoo iPhone app, users have the ability to do critical, “in-the-moment” accounting tasks, online or off. This includes invoice and expense generation, and easy-to-read dashboard views of accounts, customers, transaction histories and more. Kashoo on the iPhone gives users instant access to the real-time financial health of their business—all from the palm of their hand.

“This is a different way of thinking about small business accounting,” said Secord. “Mainly around *how* small business owners do different accounting tasks. For example, the Kashoo iPhone app is going to be great for taking pictures of expense receipts when you’re rushing through the airport or filling up the gas tank. But then the iPad app serves a deeper purpose in which a user can, say, dive deep into important financial reports. And then there’s the web app, ideal for adding details,

making changes and giving access to folks like your accountant. It's really

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## Kashoo on the Web

The Kashoo web app is packed with advanced features—such as bank reconciliation—that allow customers to access their data via any web browser. Ideal for adding details to invoices and expenses generated via the Kashoo iPad or iPhone apps or creating custom reports, Kashoo on the web also gives customer partners such as accountants, bookkeepers and business partners a place to collaborate. This helps business owners not only make sure their finances are in order, but also make better business decisions.

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