

## Media Inquiries

### About Us

Kura Accounting is the world's first hybrid accounting-software company specifically targeting the education sector. We combine accounting expertise with software engineering to deliver faster, higher-quality, and cost-efficient services to schools and ECEs in New Zealand.

We were part of the Creative HQ startup accelerator alongside alumni like Sharesies and Hnry, and have achieved several firsts:

- **The first Kiwi-owned hybrid accounting-software firm**
- **The first team combining Chartered Accountants, Engineers & Education Experts**
- **The first to automate NZ school finances**

### Why We're Different

Imagine two mechanic shops:

- **Shop A:** Workers manually check each car engine, brakes, suspension, which takes hours.
- **Shop B:** Workers use a diagnostic tool that instantly reveals all issues.

We are like Shop B. By leveraging technology alongside accounting expertise, we deliver services **up to 90% cheaper**, faster, and with fewer human errors than traditional firms.

### The Challenges in NZ Education

Schools face ongoing financial pressure:

1. Limited funds to improve educational outcomes due to government funding shortages
2. A dramatic drop in audits signed by the OAG by the 31 May deadline (now only ~50%)
3. Teacher salaries remain low

Our hybrid model addresses all three challenges. Technology allows us to uncover cost savings that would otherwise be "needles in a haystack," helping schools save thousands beyond just accounting fees.

### Our Unique Team

Unlike traditional accounting firms, our team includes:

- Chartered Accountants
- Software Engineers
- Education Experts with global experience

This combination allows us to design solutions that truly work for NZ schools, informed by international best practices.

### **Global Context**

Hybrid accounting-software models are gaining traction internationally:

#### **North America:**

- **Pilot (San Francisco, 2017):** Raised \$222M USD, valued at \$1.2B
- **Fondo (San Francisco, 2020):** Raised \$7M USD, valued at \$60M+

#### **New Zealand:**

- **Hnry:** Focuses on sole traders, raised over \$50M NZD

Kura Accounting brings this proven model to NZ schools, combining technology and expertise to transform education finance.

### **Media & Partner Inquiries**

For interviews, feature stories, or partnership opportunities, please contact:

#### **Meera Kakid**

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We aim to respond promptly and provide accurate, timely information about our services and innovations.

*Ramesh.P*

**Signed on behalf of Kura Accounting**

**Priyesh Ramesh** Director, Kura Accounting

A subsidiary of Project 360°

Wellington, New Zealand