

What Changes When Crux Is Running.

Outcomes reported by early customers. Based on direct workflow timing and observed production usage.

Evidence basis: 2 independent outside customers plus 1 founder-affiliated early production customer.

BEFORE AND AFTER -- BY FUNCTION

FUNCTION	BEFORE CRUX	WITH CRUX
Month-end financial close	Two weeks of manual reconciliation	Under 1 hour
Invoice approval cycle	3 to 7 days, informal, no audit trail	Same day, full audit trail
Back-office coordination	Absorbed by dedicated admin staff	15-20 hours per week recovered per project
Budget-to-actual reporting	2 to 5 days of manual compilation	Real-time -- no compilation needed
QuickBooks data entry	Manual re-keying after approval	Automatic sync -- zero re-entry
Audit response time	Weeks of manual document retrieval	Minutes -- full audit trail attached

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Using only 2 out of 14 features of this powerful software, we are saving 2 annual salaries.

-- Chaim L., Dynamic Design

2 SALARIES SAVED

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Our client insisted on a detailed spending report, with evidence for every transaction. What would have taken three secretaries a few weeks is now a click of a button.

-- Tzivia L.

INDEPENDENT CPA VALIDATION

A state tax audit response retrieved in five minutes.

Without Crux, the same response would have required five weeks of manual document retrieval.

-- Natan Gershonowitz, CPA

Every customer who has started on Crux is still on Crux.

THE ROI MATH

What Crux costs:

- Entry tier: \$975/month (\$11,700/year)
- Standard tier: \$2,500/month (\$30,000/year)
- Full Suite: \$4,950/month (\$59,400/year)
- One-time onboarding: \$5,000

What early customers report recovering:

- Salary-equivalent savings (2 salaries reported)
- 15-20 hours/week of admin time per active project
- Month-end close from 2 weeks to under 1 hour
- Audit readiness from weeks to minutes

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