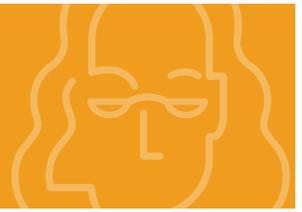


Neat Company



The building blocks of success.

Founded in 2002, The Neat Company (formerly NeatReceipts) is dedicated to creating one ecosystem for all your important information - on your desktop, in the cloud, and with mobile. Neat transforms your digital and paper documents into useful, organized information.

Built upon an integrated system of software, hardware and cloud services, Neat makes it easy to acquire, search, share, and access your most important information - anywhere, anytime. By using Neat's technology to input and store critical information, customers reduce the amount of paper they consume and increase their peace of mind.

Neat's patented InDocument Identification Technology (ID2) transforms the words and numbers on your page into useful, usable data. With the magic of ID2, there's no need to enter data by hand. ID2 recognizes the type of item you scan, and knows what's important for that item type. Neat then makes it easy to create reports, export data to other programs, and get more out of your files.

The Neat Company is a privately owned and headquartered in Philadelphia, PA.

Industry: IT

Product: Document scanning devices, business and personal finance management software, integrated cloud-based storage solutions.

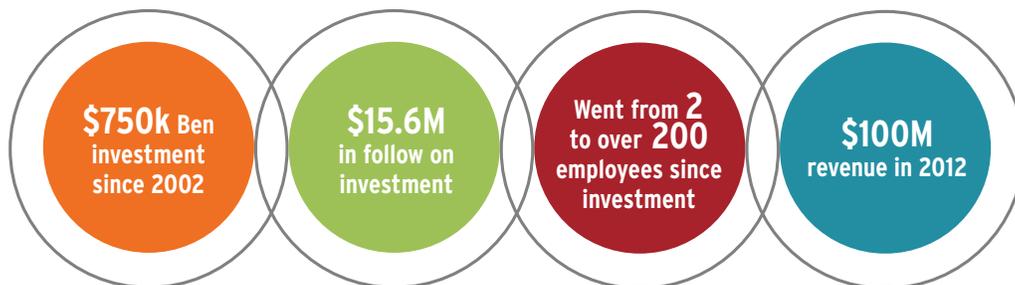
Founded: 2002

CEO: Ron Kaiser

Founders: Rafi & Les Spero



Ben's Transformative Impact



Neat History



In 2002, Rafi Spero was a consultant with a jumble of expense receipts that needed to be uncrumpled, organized and photocopied, so that he could turn them in for reimbursement. He knew there had to be a better way. He spoke with his father, Dr. Les Spero, about the idea. Les was not a newcomer to the start-up world. He was one of the founders of Strategic Management Group, Inc. (SMG), two decades earlier, where he became CEO. SMG has been named to the “Inc. 500” fastest growing companies list three times.

With Rafi’s idea and Les’ background, the Speros started NeatReceipts, Inc. in October 2002. Their idea: a portable scanner combined with unique software to digitize and categorize receipts, business cards and other papers on the go, thereby reducing clutter and saving time.

The Speros obtained the guidance and counseling of Ben Franklin portfolio manager, Harry Tankin. Tankin, a founder of New Era Partners, is a seasoned entrepreneur and executive with extensive marketing, business development, partnering, and technology expertise. He advised the company, assisted in making critical sourcing connections, and made introductions to experts in retail distribution.

In addition to being one of the earliest outside investors, Ben Franklin’s participation provided credibility and assurance to follow-on investors, helping raise additional capital through several new investment rounds. Ben’s portfolio management support and experience helped Neat streamline its path to market and focus on its mission: to help customers organize their paper and simplify their lives.

Today, the company—renamed in October 2008 as The Neat Company—continues to create new ways for businesses and also consumers at home to capture, store, and use the information they need. Neat is now a leader in Cloud-based Digital Filing Systems for the home and small business.

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The Speros left their operating roles in 2009. Rafi remained on the board of directors, while Les became an angel investor. The company continues to pull in and utilize local talent, including several top executives who cut their teeth at other Philadelphia start-ups.

Neat continues to earn public praise, including being named to the “Inc 500” for three years in a row. It is a past winner of the Philly 100 and the Deloitte Fast 50, and product-specific awards from the Consumer Electronics Association, iF Design Awards, Red Dot Design Awards, and Spark! Awards. In 2012, Neat was named by PACT as Technology Company of the Year. The company has also attracted considerable media coverage, including Fast Company, Macworld, Business Week, the Wall Street Journal, USA Today, O Magazine, Parade Magazine and The View.