CLIENT CASE STUDY

Lutely

How LedgerLync helped a Detroit music startup skip the finance hire

LEDGERLYNC™

CLIENT	INDUSTRY	LOCATION	SERVICE
Lutely	Music technology and AI software	Detroit, Michigan	Accounting Works™

WHO IS LUTELY?

www.lutely.com

Lutely is a Detroit music technology company building an artist-first platform for musicians and record labels. Artists upload a track once, the platform generates the release assets automatically, and they sell directly to fans while keeping what they earn instead of paying marketplace commissions.

Founded in 2022 by Kyle Jekielek, a producer and audio engineer with 25 years in the music business, alongside Jonathan Rochelle, a former Google product director who co-created Google Sheets. Lutely was named one of 20 Michigan startups selected for the PitchMI competition, and it runs lean with a team in the single digits.

Which puts them in the position every early-stage company knows well. The product needs everything, the team is small, and the back office has to run anyway.

LIFE BEFORE LEDGERLYNC

Early-stage companies do not have a finance team. They have a founder who also does finance, usually late at night, usually squeezed between the things that feel more urgent. At a headcount in the single digits there is no controller to catch a miscoded expense and nobody whose job it is to chase a reconciliation.

For a startup that is a real risk, not just an inconvenience. Clean books are what an investor asks for during diligence, what your tax preparer needs in January, and what tells you how much runway you actually have. Getting them wrong is expensive at precisely the moment you can least afford it.

> *"LedgerLync really understands what early-stage companies need and was a great addition to our finance team. They're knowledgeable and responsive and they made bookkeeping one less thing that I have to worry about as a founder. Highly recommend!"*
>
> **Kyle Jekielek, Co-Founder and CEO, Lutely**

LIFE AFTER LEDGERLYNC

Lutely brought in LedgerLync through Accounting Works™, our outsourced accounting service. Four things changed:

- **A finance team without a finance hire.** LedgerLync works as an extension of the team rather than an outside vendor, at a fraction of the cost of hiring.
- **Fluent in early stage.** Startups need different things than established companies do. LedgerLync knows which ones matter now and which can wait.
- **Responsive when it counts.** Startup questions do not politely wait for month end, and neither do the answers.
- **One less thing to worry about.** Bookkeeping comes off the founder's list entirely, which frees attention for the product.

Built for companies at this stage

Accounting Works™ gives early-stage teams a real finance function without the cost of building one. Bookkeeping, AP and AR, monthly close, cash flow reporting, and clean handoff to your tax preparer.

Ready to get the books off your desk? ledgerlync.com