Executive Summary

Governed business pack | Evidence as of 2026-07-13 | Producer and reviewer lineage retained in manifest

Audience	South African owner-managed SMEs and their accounting advisers
Jurisdiction	South Africa
Price	ZAR 499 per month (validation hypothesis)
Cash cap	ZAR 5,000 validation cash cap

The opportunity

Owner-managers often arrive at accounting conversations without a structured view of the transaction, reporting context, evidence, or questions that matter. LedgerLens proposes a short synthetic questionnaire and a sourced educational result that improves preparation without deciding the accounting treatment.

The MVP

A responsive local website demonstrates the questionnaire, a synthetic result, source dates, professional limitations, ZAR 499 pricing, and a simulated signup and checkout. No account, charge, email, deployment, or external connection occurs.

Commercial logic

ZAR 499 is a test price, not observed willingness to pay. The ZAR 5,000 cap funds interviews and disposable validation only. The model tests founder subscription interest and adviser referral interest separately.

Recommendation

Proceed only with bounded interviews and usability tests. Do not launch until qualified accounting, legal, privacy, and security reviewers accept the content, claims, operating controls, and escalation path.

Governance, evidence, and source posture

Educational information only - not accounting, audit, tax, legal, compliance, or assurance advice.

MVP and data boundary

Synthetic company questionnaire, source-linked educational result, freshness posture, pricing, limitations, and simulated signup and checkout. Synthetic data only; no real customer, payment, or professional-client data.

Cross-pack controls

Every artifact uses the same audience, jurisdiction, ZAR 499 price hypothesis, ZAR 5,000 validation cap, educational-only claim boundary, synthetic-data posture, and local simulated-action boundary. A mismatch fails validation and requires bounded rework.

Sources checked

IFRS for SMEs Accounting Standard
https://www.ifrs.org/issued-standards/ifrs-for-smes/

Protection of Personal Information Act 4 of 2013
https://www.gov.za/documents/protection-personal-information-act

Companies Act 71 of 2008
https://www.gov.za/documents/companies-act

Electronic Communications and Transactions Act 25 of 2002
https://www.gov.za/documents/electronic-communications-and-transactions-act

Consumer Protection Act index
https://www.thedtic.gov.za/legislation/legislation-and-business-regulation/bills-and-acts/

Limitations and required review

No interviews, conversion observations, customer records, payments, professional approvals, deployments, or external sends occurred. Before a live pilot, refresh every source and obtain qualified accounting, South African legal/privacy, and security review. Simulation approval cannot become live-action approval.