



Case Study

bookkeeping



Turning Creative Momentum Into a Confident, Scalable Financial System

overview

Void Monster began the way many great creative businesses do—with an artist following a spark. In 2025, its founder started designing bold, imaginative playmats, apparel, and accessories for players of interactive card games. The preorder-only model meant every product was made with intention—no mass production, no guesswork, just art that people genuinely wanted.

As interest grew, so did the operational complexity. Orders trickled in at first, then surged about ten months in. Suddenly, Void Monster wasn't just a passion project—it was a real business with real momentum. And like many early-stage founders, the owner had been doing what made sense at the time: using personal bank accounts, tracking everything in spreadsheets, and entering almost every transaction... occasionally rounded to the nearest "close enough."

It worked—until the business outgrew it.

When their accountant recommended QuickBooks Online, Void Monster sought support from Synchronicity to create a clean, scalable bookkeeping system.

the work

The project began with setting up a well-structured QuickBooks file tailored to ecommerce and preorder workflows. Twelve months of activity were reconstructed using exact figures, separating personal and business transactions and cleaning up Shopify-related payouts, fees, refunds, and tax. Because Shopify's native QuickBooks integration produced inconsistent data, a monthly journal-entry method was implemented to ensure accurate sales and fee reporting. A simple documentation workflow was created for uploading receipts, and the owner received training on the essential tasks that support monthly bookkeeping. Once the system was stable, ongoing Flow-level bookkeeping maintained accuracy and clarity.

client snapshot

- Sole Proprietor start-up
- Ecommerce business using an advance order model
- Rapid growth toward end of first year
- Using spreadsheets to manage finances

key challenges

- Shopify reports that didn't always match payouts
- Mixed personal/business activity
- Sales Tax and VAT obligations across multiple states and countries
- Reconstructing 12 months of activity from spreadsheets

services provided

- QuickBooks Online Setup
- 12 Months of Catch-Up Bookkeeping
- Shopify Systems Integration
- Sales Tax & VAT Configuration
- Documentation Workflow Setup
- Owner Training
- Monthly Bookkeeping (Flow Level)

impact

- Accurate financial reports that clearly show growth and cashflow trends.
- Reliable sales and tax reporting, even with Shopify's quirks.
- A straightforward receipt workflow that fits naturally into daily operations.
- A clear separation of personal and business finances.
- A bookkeeping system designed to scale as demand continues to rise.