



Webinar

Why You Need a Finance Army on Your Side

Webinar

Today's Presenters are...



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Why You Need a Finance Army on Your Side

1. Accounting vs Finance
2. Finance Deep-Dive
3. Defining Roles
4. Case Studies
 - Forecasting
 - Fundraising
 - M&A

Accounting vs Finance



Accounting

- Historical “Scorekeeping”
- Transaction entry, invoicing, bill payment
- Technical accounting, revenue recognition, journal entries
- GAAP/IFRS accounting
- Typical titles: Controller, Accounting Manager, Staff Accountant, AP/AR Specialists



Finance

- Understanding the past and present
- Understanding your core economics
- Mapping out the future
- Strategic and Outcome-oriented
- Typical Titles: CFO, VP Finance, Finance Manager, Financial Analyst

Accounting Core Deliverables



- Record transactions
- Provide accounting on GAAP or comparable basis
- Provide standardized reporting: P&L, Balance Sheet, Cash Flow
- Measurement of critical financial elements
 - Revenue
 - COGS/COS
 - Expenses
- Financial controls



Finance Core Deliverables



Budgeting & Forecasting

- Build a 2-year past/5-year future Financial Business Model in Excel or a variety of cloud-based tools
- Deliver monthly rolling forecast updates, w/integrated actuals & commentary
- Build and maintain 13-week cash flow forecast



Reporting

- Build a Reporting Dashboard with meaningful KPIs
- Update Reporting Dashboard monthly with actuals & insights
- Monthly full financial review of KPIs and standard financial reporting to Leadership



Financial Analysis

- Ongoing financial analysis capability: e.g., marketing channel economics, sales ROI, customer profitability, geographic profitability, cost savings, supply chain analysis, etc.



Finance Core Deliverables



Board, Fundraising, and M&A

- Leadership and Board Support: We 'own' bringing information and insight to your board and other interested parties
- Fundraising Support: we provide full finance support throughout the process
- M&A Support: We support full M&A processes, including all financial data, modeling, reporting, etc., and we help you maximize your valuation using the tools of finance



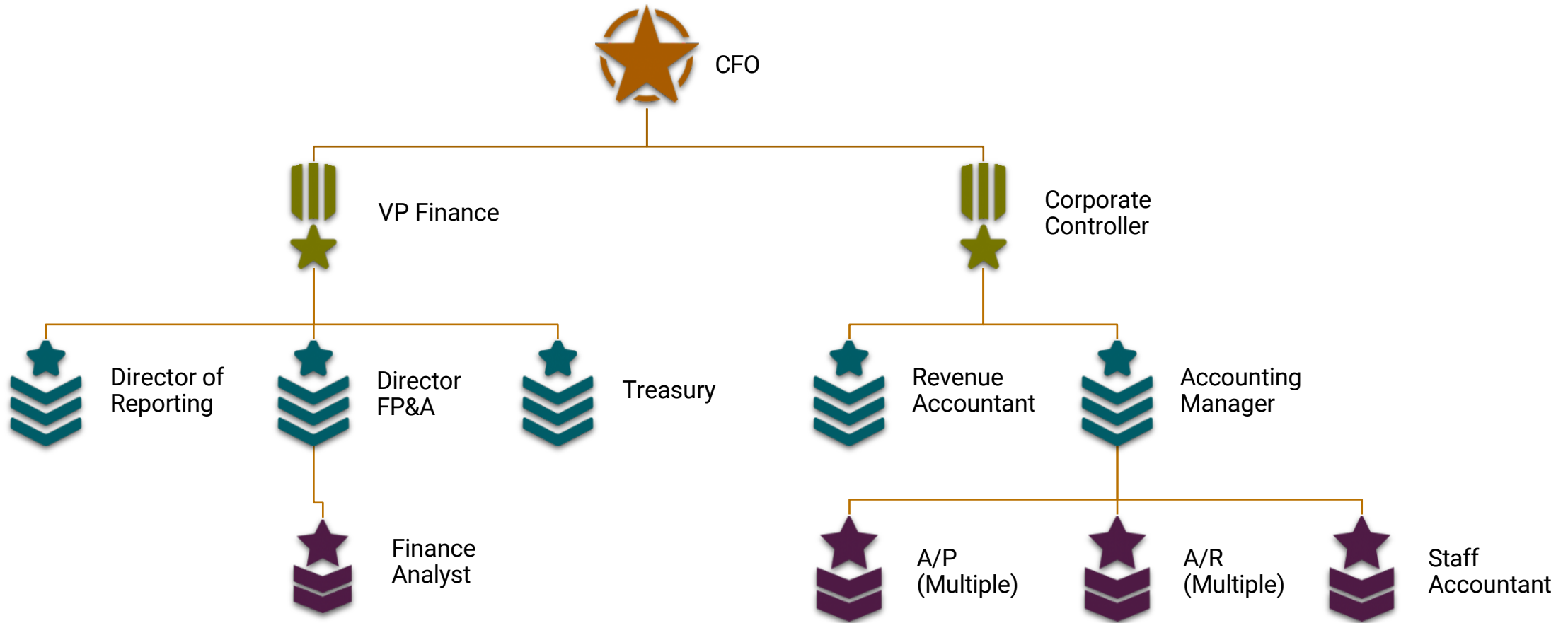
Strategic Leadership

- CFO-level strategic financial leadership: we run finance & accounting, assist with the board, fundraising, M&A, etc.
- Controller: we run your accounting organization with best practices and leadership
- Chief Admin Officer: Manage suppliers – liability ins., facilities, contracts, etc.
- Best Practices all around: finance and accounting people, process & technology



It Takes an Army

Org. Chart for Office of CFO

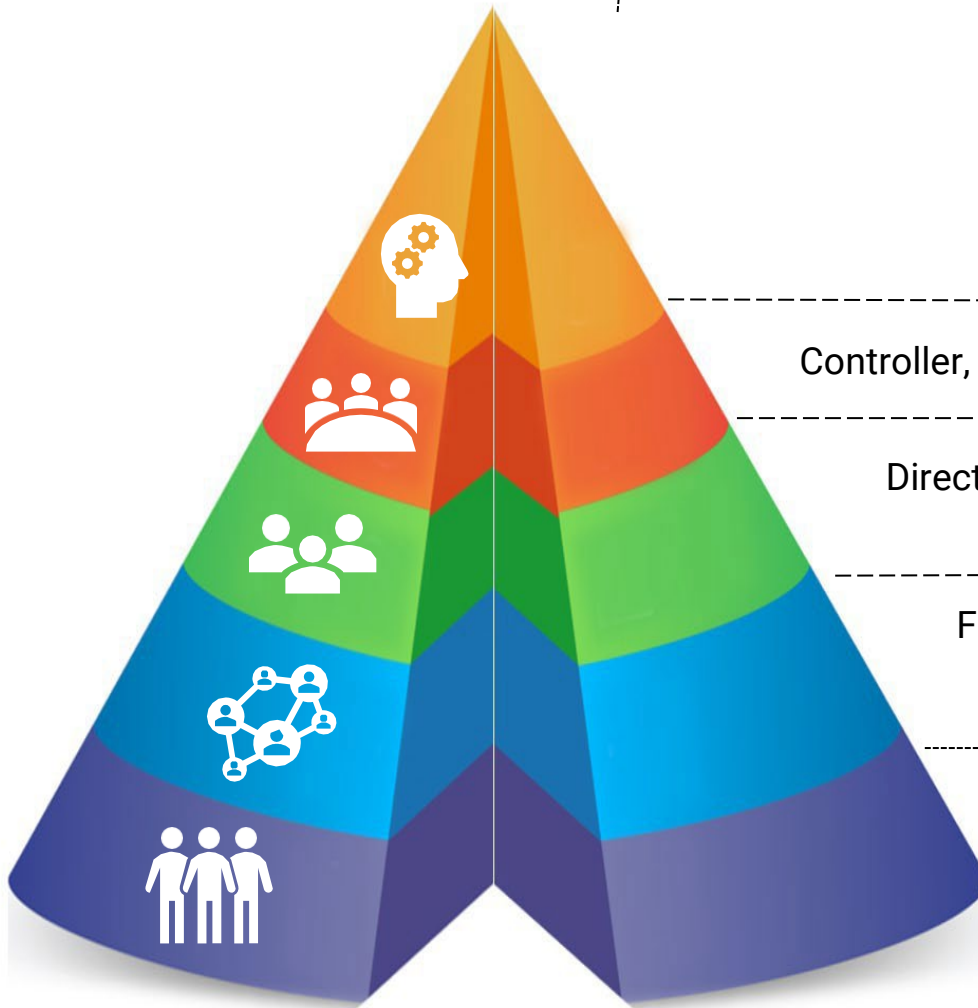


It Takes an Army

Office of CFO

Every Well-Constructed
Corp Finance Org At Scale

What You Actually Need Changes
Week to Week. We have the army,
you get to use what you need,
when you need it.



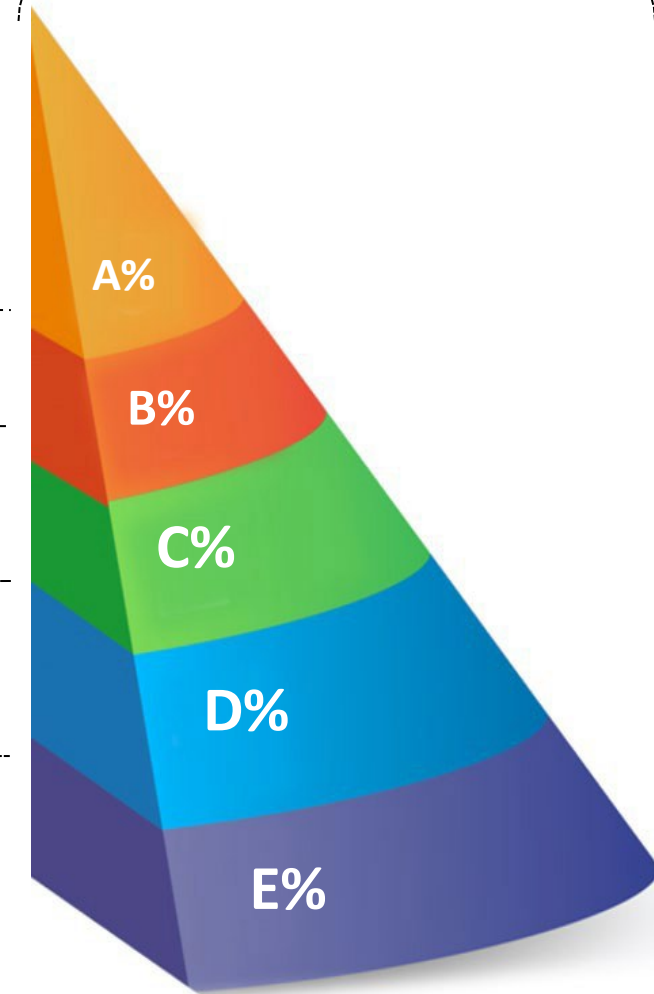
CFO

Controller, VP Finance, Treasurer

Director Finance, Treasury

Finance/Operations Manager,
Accounting Manager

Financial Analyst, FinOps,
Transactional Accounting



It Takes an Army

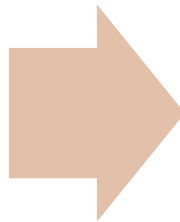
Forecasting



1. *Building a multi-year forecast for operations, fundraising, and exit*
2. *Spin all knowledge of current and future economics of the entity into a coherent story*
3. *Analyst and FP&A leader/CFO working together*

Situation

- Need to build a forecast for
 - Fundraising
 - M&A
 - Or to run the company with clear direction and goals



Responsibility

- Forecast process led by an experienced CFO who knows what to look for and include, and an analyst providing core model-building
- Maximizes the strengths and experience of both
- It's also less expensive and faster!

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Fundraising



1. *Venture, PE and/or debt fundraising takes months and many hands*
2. *Need to build a favorable picture of the investment*
3. *The CFO plays a leading role, with the analyst providing continual support*

Situation

- Need to raise funds through debt or equity
- Takes many months in most situations
- Significant combination of strategic and tactical support

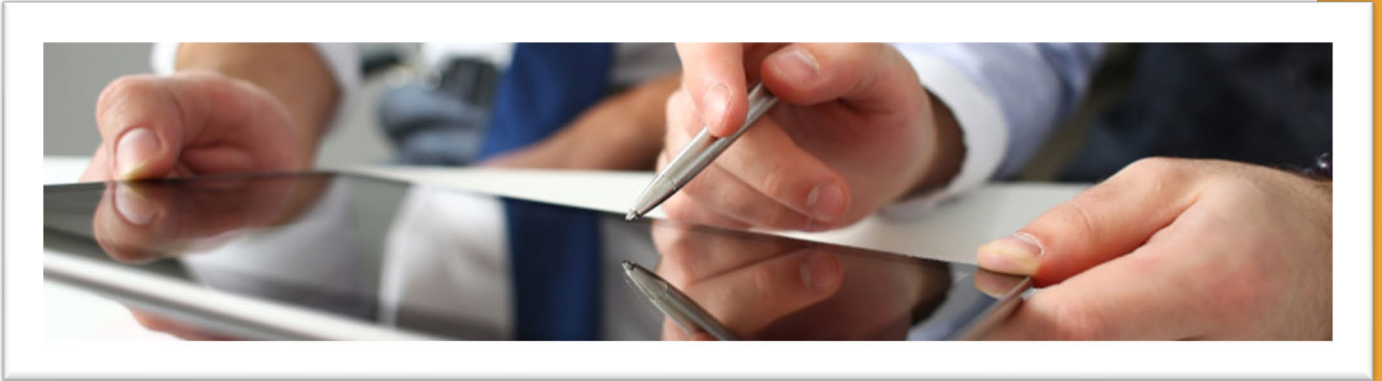


Responsibility

- The CFO plays a lead or co-lead role (with the CEO)
- Repeated 'pitches' focused on current and future financials
- Due Diligence process requires constant analyses, pro formas and iterations with investors/lenders

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M&A



1. *Company selling itself with a desire to maximize value*
2. *The company “story” must prove a solid history, pitch a great vision and demonstrate strong future economics*
3. *CFO, Controller and Analyst working together to support all facets of a many-month process*

Situation

- Company desires to sell itself and maximize its value to potential buyers while running a smooth sale process



Responsibility

- The CFO co-leads the process with the CEO, pitching the vision and running a smooth sale process
- The Controller ensures historic financials are accurate and delivered timely to prospective buyers
- The analyst(s) run scenarios and manage the day-to-day tactical diligence deliverables

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Summary

- Greatest hits for:
 - Analyst
 - Controller
 - CFO
- YMMV
- The whole is greater than the sum of its parts, but you need the right parts
- Need help? Schedule a free 30-min finance and accounting check up





Any Questions?
Thank You

Contact Us: experts@armanino.com



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