

Strategic CFO Leadership. On Demand.

SUPPORTING GROWING BUSINESSES GLOBALLY. SENIOR FINANCIAL LEADERSHIP WITHOUT
THE FULL-TIME COST.

You are building a successful business, focusing on growth. Financial leadership support is essential.

Your business is moving fast. You've been covering multiple roles and managing the financial infrastructure on an ad-hoc basis.

You and your team are stretched. Your board and potential investors are asking questions you cannot answer quickly. The decisions are getting bigger. This is the stage where financial leadership becomes strategic.



The signs you are now ready for more structured CFO support.

Most growing businesses recognise at least three of these. Seeing all six is not unusual.

Six Classic Growing Business Finance Problems

Finance is one of many hats you are wearing

Compliance and Risk is now a real obligation

Decisions are made on gut, not numbers

Your structure is erratic and may be costing you money

A fundraise or bank conversation is coming

Cash is tighter than the P&L suggests

Why this matters more right now

Growing businesses are often moving at pace and managing the complexities that this involves only becomes more involved and time consuming.

The business is starting to achieve revenue and costs are growing. Cash is tight. The numbers exist but nobody is turning them into decisions. And stakeholders are asking questions.

1 in 3

Early stage businesses fail due to cash flow

Most founders know their revenue number. Very few know their real cash position, how long their runway actually is or which products and services are profitable. Understanding of your cash flow and the ability to make decision based on this is essential.

60-90+

Days to get paid

For an early stage business, a single large invoice on 90-day terms can threaten the whole operation. Without cash flow visibility and working capital management, growth is constrained by cash.

39%

Invoice payments delayed due to incorrect details or processes.

E-invoicing and automation are creating delays in payments as businesses are not set up to deliver their invoices to their clients in the correct format or manner. These minor mistakes can have major knock-on effects to cashflow and increased workloads to the team.

This is where EDIFI Partners comes in.

Your strategic CFO partner, on demand.



Whether you are based in the UK, UAE or GCC, we provide the senior financial leadership that growing businesses need but rarely have access to.

A trusted partner who understands your numbers, challenges your thinking, and is there when the decisions matter most.



The starting point is always a review of what, where, when and how you are managing your businesses finance processes and decisions.

Our clients say it is the clearest picture they have ever had of their business.

What EDIFI Partners does?

Strategic financial leadership focused on the areas that matter most at your stage of growth.

Here is how our CFO practice can help you and your business.

Financial Function Review

A structured diagnostic approach covering financials, entity structure, cash position, and compliance exposure. An understanding of where your business is now.

Cash Flow & Working Capital

Creating a cash flow model suitable for your business that provides visibility and assurance that current and future decisions will add value to your business and provide stability.

Management Accounts & KPIs

Monthly reporting that tells you how the business is really performing. Trends and margins and the metrics that matter for your next stage.

Financial Modelling

Budgets, forecasts, and scenario models built on real assumptions for internal decisions, board reporting, or investor conversations. Dynamic and versatile that provides assurance that growth decisions are achievable.

Fundraising Readiness

Investor-ready financial packs, a clear financial narrative and dashboards providing investors with the confidence needed.

Compliance and Risk

Ensuring your structure, reporting and obligations are up to date and fit for purpose.

Who delivers the work?

All engagements are led by Edward and Melanie personally. We have a team of experienced Finance Directors and CFO's with global experience across all business sectors.

Edward Parsons · Founder & Managing Partner

Edward brings 25 years as a strategic CFO and advisor to founders and CEOs, building and leading finance functions across some of the world's fastest growing businesses.

Transactions include leading the PE deal that secured £100M from Blackstone and being part of the executive team that acquired NASDAQ-listed InnerWorkings Inc. at \$1.2BN revenue. He has also worked in two family offices managing significant AUM across the UAE and internationally.

Fellow Chartered Management Accountant. MBA.

Melanie Crockett · Co-Founder, Partner

Melanie has spent 25 years as a strategic CFO and COO to founders and CEOs across many sectors - tech (clean, deep, SaaS, data), financial services, FMCG, ecommerce, and private wealth, supporting businesses from early stage through PE-backed growth, funding rounds, and exits.

Experience includes building high-performing finance functions at businesses from start-ups to corporates such as WPP, leading complex M&A integration, and supporting founders through the full journey from growth to exit.

Fellow Chartered Management Accountant.

We have done this at scale

Our advice is grounded in real operating experience not theory.

Between Edward, Melanie and the wider team, EDIFI Partners brings years of CFO and COO experience. We have been at the coal-face of businesses going through exactly the challenges your business faces now.

Pre revenue

Seed funding for an R&D business

Supporting the founders to establish finance processes, create assets for successful angel and seed investment and ongoing reporting for all stakeholders both internal and external.

Circa £3M

Finance function restructure

Reviewing and updating the finance function for a client within the service industry. Providing an outsourced finance function and strategic CFO support for future growth.

Circa \$2M

Strategic review

Strategic review for a marketing services business. Recommendations to overhaul the tools and systems used in order to provide accurate and timely reporting and strategic financial leadership.

What others say?

“

The person you bring in when the situation is complex, the future is uncertain, and the margin for error is razor-thin.

CEO, Family Office

“

Collaborative, commercial and practical. Always impressed by his ability to be across multiple complex issues while forming strong relationships.

External Advisor, PE-backed business

“

A unique ability to take very complex matters and break them down into actionable steps that lead to good outcomes for all involved.

Finance Director, HH Global

How we engage?

Most clients start with a Finance Review: it gives both parties a clear view of where the business stands today.

01

Finance and Operational function review

Fixed fee · 3 – 4 weeks

A structured review of your financials, business structure, cash position, and obligations.

Delivered as a clear report with prioritised recommendations. This is how most relationships begin and it typically identifies the areas of initial focus, providing instant value when our engagement begins.

02

Monthly Retainer

Agreed days per month · scalable

An ongoing fractional CFO relationship. Typically two to four days per month, covering management reporting, decision support, cash oversight, and stakeholder communications.

Scales up or down as your needs change.

03

Project-Based

Defined scope · defined outcome

A specific engagement with a clear deliverable such as a fundraise, a finance function build, or preparation for a bank or investor conversation.

Let's start the conversation.

Wherever you are in the world: we offer a no-obligation discovery call to understand where your business is and whether a strategic CFO relationship makes sense right now.

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Senior finance leadership. Delivered on your terms. Without the full-time cost.