



Full Cycle
CFO Services

BUILDING STRONGER BUSINESSES CREATING MORE VALUABLE COMPANIES

Strategic Financial Leadership Through Every Stage of the Business Lifecycle

EXECUTIVE VALUE CREATION BRIEF

Strategic Financial Leadership
For Founder-Led Businesses

You Built the Business. Now Let's Build Its Value.

You didn't build your business overnight. You built it through years of hard work, perseverance, risk-taking, and countless important decisions.

Now the next challenge is ensuring the business you've built continues to grow in value. Full Cycle CFO Services partners with founder-led businesses to improve financial performance, strengthen operational visibility, and increase long-term enterprise value.

Is Your Business Ready for the Next Stage?



FINANCIAL VISIBILITY

Do your reports
drive decisions?



CASH FLOW

Is cash flow
supporting
growth?



PROFITABILITY

Do you know
where profits
come from?



LEADERSHIP

Can the business
operate without
you?



OPERATIONS

Are systems
ready for
growth?



EXIT READINESS

Would you be
ready for an
opportunity?



*Our mission is simple:
We help you build a business
that is stronger, more profitable,
and more valuable.*

“ *Every successful business eventually reaches a point
where experience becomes more valuable than effort.* ”



Our Focus

Executive leadership. Financial clarity.
Operational excellence. Long-term value.



Our Clients

Founder-led. Growth-minded.
Ambitious. Value-focused.



Our Commitment

We don't simply improve financial
reporting. We improve the decisions
that determine your future value.

Michael J. Materasso

Founder | Full Cycle CFO Services

Strategic CFO • Business Growth
Value Creation • Exit Planning

THE FULL CYCLE VALUE CREATION FRAMEWORK™

— STRATEGIC FINANCIAL LEADERSHIP THROUGH EVERY STAGE OF THE BUSINESS LIFECYCLE —



EXPERIENCE. IMPACT. RESULTS.

Driving Value at Every Stage of the Business Lifecycle

Strategic financial leadership that transforms potential into performance and positions businesses for long-term success.

“The best financial leadership isn’t about the numbers — it’s about what the numbers make possible.

— Michael J. Materasso

EXECUTIVE RESULTS THAT DRIVE VALUE

 \$18M+ CAPITAL RAISED Secured growth capital to accelerate expansion.	 \$5M+ REVENUE SCALE Scaled revenue to \$5M+ with Fortune 500 clients.	 3 STRATEGIC TRANSACTIONS Executed a line of business sale (2017) and full company sale (2020).	 150+ TEAM LEADERSHIP Managed and led teams across multiple locations and disciplines.	 ERP & SYSTEMS TRANSFORMATION Implemented and optimized ERP and corporate reporting strategies.	 FOCUSED ON WHAT MATTERS Cash flow, profitability, and enterprise value.
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WHY BUSINESS OWNERS TRUST FULL CYCLE

- ✓ **STRATEGIC PARTNER**
We operate as an extension of your leadership team.
- ✓ **FINANCIAL CLARITY**
We bring structure, visibility, and forward-looking insight.
- ✓ **VALUE CREATION FOCUS**
Every decision is aligned with building long-term value.
- ✓ **EXPERIENCED LEADERSHIP**
Decades of executive experience across multiple industries.
- ✓ **TRUSTED ADVISOR**
Straight talk, sound judgment, and a commitment to your success.



THE FULL CYCLE PROMISE

From Insight to Impact. From Strategy to Value.

We deliver more than reporting — we deliver results. Our promise is simple:



CLARITY

We bring clarity to complexity.



STRATEGY

We build strategies that create options.



EXECUTION

We drive execution that delivers results.



VALUE

We create sustainable value that endures.

PROVEN EXPERIENCE. MEASURABLE RESULTS.

- ✓ Co-Founder, President, COO & CFO (20+ years experience)
- ✓ Raised \$18M in capital from angel investors
- ✓ Scaled revenue to \$5M+ with Fortune 500 clients
- ✓ Executed sale of line of business in 2017
- ✓ Executed full company sale in January 2020
- ✓ Led enterprise functions: Finance, Treasury, HR, Corporate Insurance, Compliance, Facilities, and Culture
- ✓ Implemented and optimized ERP and reporting systems
- ✓ Led M&A, due diligence, and integration activities
- ✓ Managed relationships with investors, boards, and lenders
- ✓ Strengthened cash flow, profitability, and financial controls
- ✓ Built high-performing teams and scalable processes



EVERY BUSINESS HAS VALUE. LET'S UNLOCK YOURS.

*The right financial leadership today creates freedom, opportunity,
and lasting value for tomorrow.*



THE FULL CYCLE DIFFERENCE



STRATEGIC FOCUS

We align financial
strategy with your
vision and goals.



DATA-DRIVEN INSIGHT

We turn complexity
into clarity so you
can make better
decisions.



OPERATIONAL EXCELLENCE

We strengthen
processes, systems,
and teams to drive
performance.



RISK AWARENESS

We protect what
you've built while
identifying new
opportunities.



LASTING VALUE

We position your
business for growth,
transition, and
maximum value.



A True Partner in Your Success

I don't just provide reports — I become a trusted part of your leadership team. I partner with you to solve problems, seize opportunities, and build a stronger, more valuable business.

From Insight to Impact. From Strategy to Value.



SCHEDULE A CONVERSATION

Let's discuss your goals, challenges, and how we can work together to build a stronger, more valuable company.



*Strategic financial leadership.
Every stage. Every step. Every time.*

LET'S BUILD WHAT'S NEXT.

Whether you're scaling, navigating change,
or planning your exit, I'm here to help
you create value at every stage.



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Serving clients nationwide



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