TOP^CFOs
TOP 25 CFOs
AUSTIN
2024

FIRM CAPABILITIES

STRAWBRIDGE CFO CONSULTING GROUP

BRIDGING THE GAPS IN BUSINESS

AGENDA

OUR FIRM

Bridging the gaps in your business by designing seamless systems and delivering strategic insights that plan sustainable success for the future.

OUR MISSION

OUR MISSION

Our mission is to bridge the gaps in your business and provide bold strategies, sharper insights, and a fresh take on financial literacy through innovative tools—empowering you to make moves with confidence.

OUR APPROACH

We **design and implement** catered tools and insights to help our clients:

1. **Initial Financial Health Diagnostic Evaluation** – landscape assessment of your current systems, metrics, budget build, cashflow model, and reporting automations.
2. **Initial Brainstorm Session** – deploy a strawman strategy to develop initial, rough draft or proposal of a plan, designed to spark discussion and feedback (useful way to put ideas on the table and see what sticks, allowing for a dynamic and iterative approach to strategic planning)
3. **Implement the Strategy with C-Suites** – implement the critical roadmap to provide financial and operational insights, budget & projections models, cashflow runway modeling, and build financial legs for goal setting

DESIGN | STRATEGY

TRANSACTION PREPARATION

Maximizing Value Through Precision and Insights

Whether you're pursuing fundraising, a buy-side, or sell-side transaction, we ensure your company's financial story is told effectively to maximize its value. We present financial data in a format tailored to the expectations of buyers and investors, ensuring clarity during management meetings and the due diligence processes. By avoiding common pitfalls, we help you achieve the highest possible market price.

How we Bridge the Gaps in Business

Strategic Insights – Confidence

- Demystify transaction processes and jargon
- Analyze and forecast financial data,
- Leveraging AI for predictive modeling and evaluation
- Present financials in a clear, user-friendly format
- Anticipate the key questions and provide your company with responses
- Prepare you for buyer interactions, ensuring you approach with confidence and readiness

Execution with Excellence

- Manage accounting and finance systems throughout the transaction, with post-transaction support as needed
- Provide resources to minimize the burden on existing staff
- Lead transformation in systems, data, and internal processes
- Proactively identify and address market risks that could impact value

TRANSACTION PREPARATION | OUR APPROACH

We guide you every step of the way

1 Perform Our Strategy to Success through our 3-Step Value Approach Design:

1. Initial Financial Health Diagnostic Evaluation
2. Initial Brainstorm Session
3. Implement the Strategy with C-Suites

2 Establish Realistic Transaction Timeline and Value Proposition:

- ❑ Design the reporting package
- ❑ QofE design and storyboard
- ❑ Address targets | planned time-period
- ❑ Prepare date for VDR (virtual data room) months in advance prior to opening

3 Assemble and Work with Advisor Team throughout the Process:

- ❑ Prepare pre-marketing materials for team assembly of banker, QoE partner, insurance broker, and law firm
- ❑ Work directly with banker to prepare marketing materials (CIP, Management Presentation, Additional Requests)

4 Manage Due Diligence and the Transaction Process:

- ❑Prepare and update VDR
- ❑Manage external consultants such as QoE (buy and sell-side) and attorneys
- ❑Respond to inquires with advisor team from interested parties
- ❑Evaluate proposals/term sheets along side of banker
- ❑Prepare and Manage the close schedule/post-close schedule
- ❑Assist with post-close accounting for purchase accounting, tax-related analysis and planning

SERVICE OFFERINGS

Scope of Services	Core	Premier	Grand Oak
Strategy with C-Suites			
Financial Planning & Forecasting	✓	✓	✓
Cashflow Management Process Maximization	✓	✓	✓
Profit Optimization	✓	✓	✓
Tax Planning	✓	✓	✓
Creating Roadmap for Long-Term Growth	✓	✓	✓
Budget vs Actual Tracking	✓	✓	✓
Financial Preparation and Automation (CFO Report)	✓	✓	✓
Develop Existing Employees & Hiring Plan	✓	✓	✓
Siting on Board Meetings and Board Prep	✓	✓	✓
Monthly check-in	✓	✓	✓
Weekly CFO Support (In-person meeting)	X	✓	✓
Manage Controller	X	✓	✓
Raising Capital and Investor Relations	X	X	✓
Dedicated Backup Person	X	X	✓
Managing CPA, Bank and other external relationships	X	X	✓
Navigate an Audit or Transaction	X	X	✓
M&A Advisory | Due Diligence	additional fee	additional fee	✓
Analyzing Term Sheets and Contracts	additional fee	additional fee	✓
Financial Data Analysis for Decision-Making	additional fee	additional fee	✓
Risk Management and Compliance	additional fee	additional fee	✓
Additional Add-on Services	additional fee	additional fee	✓
Pricing	Custom	Custom	Custom

INITIAL FINANCIAL HEALTH EVALUATION

	Core	Premier	Grand Oak
New Customer Initial Financial Health Diagnostic Evaluation			
Systems Diagnostics and Recommendations	✓	✓	✓
Initial Brianstorm Session	✓	✓	✓
Key Metrics Benchmarking Tracking Setup	✓	✓	✓
Annual Budget Build	✓	✓	✓
Cashflow Model System (Budget to Forecast to 13weeks)	✓	✓	✓
Systems Automation Implementation Plan for Reporting	✓	✓	✓
Payroll multi-state compliance advisory	additional fee	additional fee	✓
Benefits Systems Review and Policy Advisory	additional fee	additional fee	✓
Performance Review System Setup	additional fee	additional fee	✓
Onboarding & Offboarding Systems Support	additional fee	additional fee	✓
Pricing (50% discount with purchase of plan)	~~$16,000~~ $8,000	~~$16,000~~ $8,000	Custom

SERVICES ROADMAP OVERVIEW

Core Monthly Support

- ✓ Our core monthly services drive financial stability and operational efficiency through revenue leakage analysis, streamlined month-end close, and investor reporting by Day 25. We provide asynchronous email support, payroll management, compliance guidance, and production for one federal and one state tax return. With year-end planning, monthly model updates, executive summaries, and regular check-ins, we ensure seamless communication and continuous progres

Strategy and Tactics

- ✓ Our strategic services empower businesses to thrive with forward-thinking solutions, including strategic planning, customer segmentation, pricing strategies, pay benchmarking, and incentive recommendations. We also provide expert guidance in investor relations, bank loans, and fundraising, building a strong framework for financial growth and success in a dynamic marketplace.

Models

- ✓ We deliver tailored modeling services to optimize pricing, profitability, costs, supply chains, workforce utilization, financial planning, and tax compliance, driving efficiency and strategic growth.

Preparation

- ✓ We streamline operations with expert preparation services, including investor and board meeting readiness, due diligence, audit and tax support, and virtual data room management, ensuring precision and compliance in financial and data processes.

CORE MONTHLY SUPPORT

Description

Our team helps clients achieve their goals by providing the financial legs and ladders needed to level up. No matter the stage of your company's lifecycle, we're here to support your growth and extend your runway for success.

Core Service Offerings

- *Explore Revenue Leakage & High Costs*
- *Month-end Close Management*
- *Investor Reporting by Day 25*
- *Async Email Support*
- *Payroll Management*
- *Payroll Compliance Guidance*
- *Production for / Federal and / State Tax Return*
- *Year-End Planning and In-Person Meeting*
- *Monthly Model Update & Executive Summary*
- *Monthly Check-in and CFO Report Call*

Key Differentiators

Advanced Technical Expertise: Unparalleled proficiency in tools including Quickbooks®, Python®, NetSuite® and G-Accon® implementation, coupled with data science and business analytics training from UT, ensures seamless integration of cutting-edge technology into financial operations for superior insights and efficiency.

Elite Leadership and Proven Success: Recognition as a Top 25 CFO in Austin (2024) reflects a decade of distinguished C-suite experience. Supported by a team including a 50+ year veteran who has scaled companies from $1M to $600M, we bring unmatched leadership and strategic expertise to every engagement.

Proactive and Collaborative Partnership: Our commitment to proactive communication and consistent support fosters trust and enables us to anticipate challenges, ensuring financial stability and sustainable growth for our clients as your trusted advisor.

STRATEGY & TACTICS

Description

Our team delivers tailored, comprehensive data analysis to evaluate advantages, pain points, opportunities, and risks, providing actionable insights for financial and predictive modeling. We also assess your current headwinds and tailwinds to develop tactical plans aligned with your company's goals.

Core Service Offerings

- ***Strategic Planning Looking Forward***
- ***Customer Segmentation and Pricing Strategy***
- ***Payroll Benchmarking and Incentives Studies***
- ***Investor Relation Guidance***
- ***Bank Loan Guidance***
- ***Fundraising Guidance***

Key Differentiators

Agility and Innovation in Problem-Solving

We emphasize rapid, adaptive methodologies, leveraging cutting-edge tools such as AI-driven analytics and advanced modeling techniques. This agility enables us to deliver faster, more innovative solutions that evolve with your organization's dynamic needs, ensuring practical and implementable outcomes.

Specialized, Client-Centric Focus

Unlike large firms with a generalized approach, we offer hyper-customized solutions tailored to the unique nuances of your business and industry. Our boutique size allows us to engage more deeply, providing personalized attention from senior-level experts throughout the engagement, rather than delegating work to junior teams.

Value-Driven Pricing and Measurable ROI

Our flexible engagement models and outcome-focused pricing ensure maximum value for your investment. By aligning our success with your measurable results, we deliver cost-effective solutions that prioritize ROI without compromising on quality or strategic impact.

MODELS

Description

We deliver sticky insights across key business functions, including pricing, profitability, costs, inventory, supply chain, workforce capacity, and state nexus apportionment. Our dynamic financial modeling and automation drive informed decision-making and operational excellence, supporting both tactical and strategic objectives.

Core Service Offerings

- *Pricing and Sensitivity Analysis*
- *Profitability Analysis*
- *Cost Study*
- *Inventory and Supply Chain Analysis*
- *Human Resource and Utilization Analysis*
- *Cash Runways and Matrix*
- *State Nexus Apportionment Model*
- *Expense Projections*
- *Dynamic Financial Modeling and Automation*
- *Competitor Analysis*

Key Differentiators

Data-Driven Strategic Insights

Rare blend of data science expertise and two decades in the financial world crafting models that go beyond traditional methods. Ability to incorporate predictive AI models enables businesses to anticipate trends, optimize decision-making, and stay ahead of the competition. Our deep understanding of competitor analysis, allows us to uncover market opportunities and vulnerabilities, providing a strategic edge. Moreover, our workforce modeling track record brings a unique dimension, helping organizations forecast hiring needs and align workforce strategies with financial goals.

Comprehensive Financial Acumen with Tactical Depth

We create models that reflect real-world complexities. Whether optimizing cash runways, analyzing costs, or navigating the intricacies of purchase accounting, we are grounded in actionable insights. In addition, we possess specialized knowledge in sales tax nexus compliance. This depth is complemented by your expertise in fund management and resource allocation, enabling us to develop flexible models that support strategic financial planning.

Operational and Scenario-Based Modeling

Our unique ability to connect operational metrics with financial performance sets us apart. By integrating insights from tactical support and cost analysis, we design models that directly address business needs. Our strength in scenario planning allows businesses to simulate "what-if" scenarios ensuring strategies are resilient and sustainable. Additionally, our experience in predictive workforce planning ensures that hiring decisions are seamlessly tied to financial realities, creating models that are both practical and forward-looking.

PREPARATION

Description

We partner with companies to define, analyze, and present data through storyboards tailored for executive and investor discussions. From crafting impactful board and executive meeting packages to streamlining diligence and year-end planning, we deliver fresh insights and drive financial literacy.

Core Service Offerings

- *Investor Meeting Preparation*
- *Board Meeting Preparation*
- *Due Diligence Process*
- *Audit and Tax Production*
- *Virtual Data Room Maintenance and Production*
- *Executive Leadership Meeting Preparation*

Key Differentiators

Expertise in Financial and Legal Preparation
With 20+ years in financial services, including public accounting and expert witness work for the TSBPA, we excel at litigation support and due diligence readiness. Our ability to prepare detailed analyses for high-stakes cases and executive meetings ensures clients are thoroughly equipped for critical decisions.

Diverse Tax and Audit Background
Experience as an auditor in a Big 5 firm and a tax preparer in a small firm gives us a well-rounded skill set to handle everything from corporate tax return preparation to compliance reviews. This dual expertise enables us to meet diverse client needs with both precision and practicality.

Proficiency in Data and Systems Management
Our experience with virtual data rooms and preparing data packages for executive meetings ensures secure, organized, and actionable insights. From due diligence materials to litigation support, our ability to distill complex information into accessible formats adds significant value.

DELIVERABLES SUMMARY

Appendix A

Core Monthly Support

- ✓ Explore revenue leakage, high costs
- ✓ Month-end close management
- ✓ Investor Reporting by Day 25
- ✓ Async email support
- ✓ Payroll management
- ✓ Payroll compliance guidance
- ✓ Production for 1 federal and 1 state return
- ✓ Year-End planning and meeting
- ✓ Monthly model update and executive summary
- ✓ Monthly check in call

Strategy and Tactics

- ✓ Strategic Planning Looking Forward
- ✓ Customer Segmentation and Pricing Strategy
- ✓ Pay Benchmarking and Incentives Recommendation Study
- ✓ Investor Relation Guidance
- ✓ Bank Loan Guidance
- ✓ Fundraising Guidance

Models

- ✓ Pricing Analysis
- ✓ Profitability Analysis
- ✓ Cost Study
- ✓ Inventory and Supply Chain Analysis
- ✓ Human Capacity and Utilization Analysis
- ✓ Dynamic Financial Modeling and Automation
- ✓ State Nexus Apportionment Model

Preparation

- ✓ Investor Meeting Preparation
- ✓ Board Meeting Preparation
- ✓ Due Diligence Process
- ✓ Audit and Tax Production
- ✓ Virtual Data Room Maintenance and Production

DUE DILIGENCE

Appendix B

The Due Diligence Checklist can be overwhelming without proper data storage, internal controls, and quality control procedures to mitigate discrepancies in file management. You should expect the following requests:

- Finance Due Diligence Request (for Buy-side QofE)
- Tax Request List – (prior returns, correspondence w tax agencies, exposures)
- ESG Request –(census, diversity and inclusion program, client satisfaction scores, surveys, antibribery policy)
- EH&B Request List – HR, Payroll vendors, ACA Compliance & IRS Filings, Welfare Plans, Insurance, open enrollment communication)
- IT Request List – back office and front office documentation, IT infrastructure, IT Disaster Recovery plan, inventory of assets)
- Retirement Request List – retirement plan audits, 5500s, Plan testing, summary plan description)
- Property & Casualty Diligence Request List – (claims history, leases, property, surety bond, if applicable)
- 1099 Contractor Review Request List
- Legal Request List
  - Corporate & Organization
  - Contracts & Commitments
  - Employment & Labor
  - Benefits
  - Intellectual Property
  - Real Estate

VALUATION MATRIX

Appendix C

STRAWBRIDGE CFO CONSULTING GROUP

How will the market value your Business?

Quantative Factors:	**Low Value**	**Value spectrum**	**High Value**
Revenue Growth	> 10%		> 25%
Gross Margin	> 25%		> 40%
EBITDA Margin	> 15%		> 30%
Revenue per Customer	Concentrated		Diversified
Scale	> $25MM		> $75MM
Qualitative Factors:			
Competitive Edge |Business Model	Unfocused		Specialized
Executive Management | Leadership	Owner-Centric		Diverse
Employee Base | Personnel	Contractors/Ad-hoc		Full-Time Employees | Recruiting
Infrastructure |Coporate Oversight	Building		Established
Customer Profile Exposure	Small Business		Large / Enterprise
Regulations	Highly Regulated		Unregulated
Process Factors:			
Market Landscape	Buyer Friendly		Seller Friendly
Competitive Industry	Low		High
Telling the Right Story	Financial Value Story		Strategic Story

THANK YOU

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