



# STRAWBRIDGE CFO CONSULTING GROUP

BRIDGING THE GAPS IN BUSINESS

## Core Competencies



Establish Protections Against Profit Leaks



Secure Financing and Capital Access



Provide Strategic Financial Insights



Strengthen Corporate Governance & Oversight



Unlock Operational Excellence



Foster Culture & Manage Change



Maximize Value Creation & Transaction Readiness



*Big Insights. Small Price. Built for Growing Small Businesses.*

## Your Potential Benefits of Our Core Competencies

- Security for family
- Bridge culture gaps
- Outpace competitors
- Reduce money worries
- Foster innovation
- Identify hidden opportunities
- Boost valuation price
- Gain more focus time
- Land the big payout
- Peace of mind

## About Strawbridge CFO Group

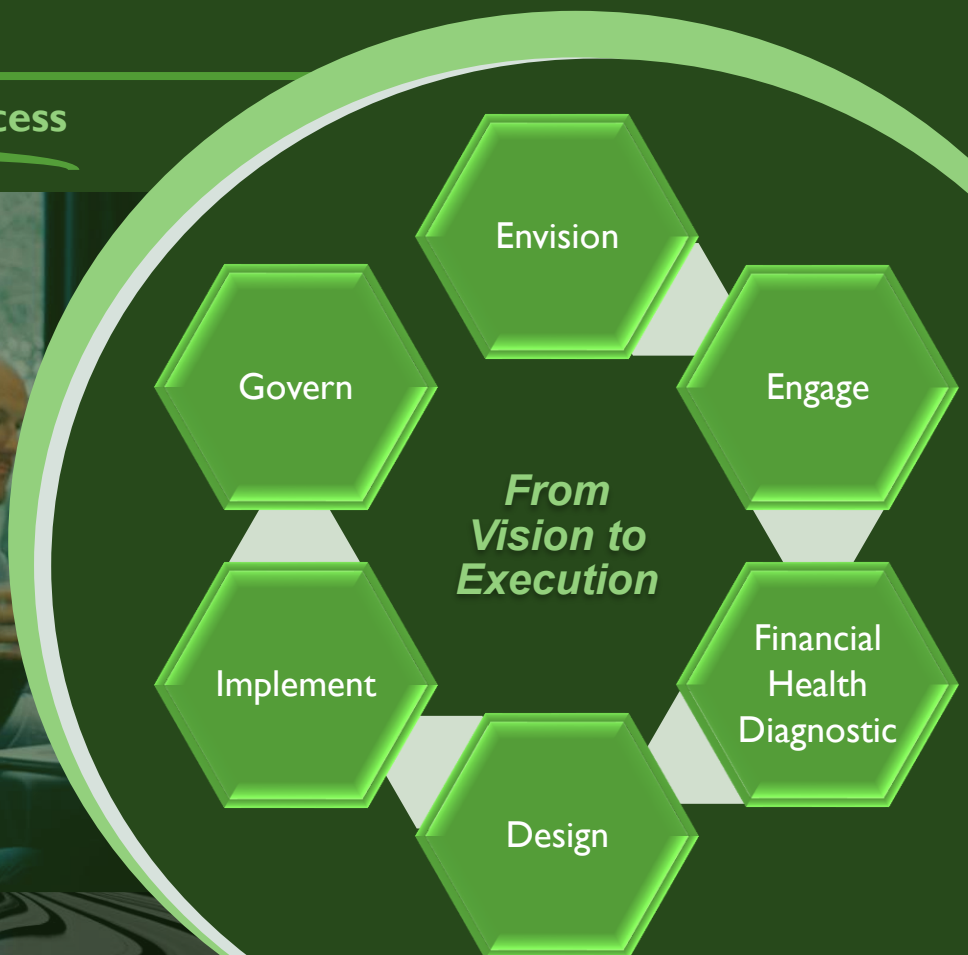
- ❖ We are two distinguished CFOs with combined **65+ years** in accounting experience with access to a strong network of current and former C-suite executives and industry consultants.
- ❖ Companies turn to us for **strategic CFO partnership** – not back-office bookkeeping or controller tasks.
- ❖ **Precision you can trust** – backed by process, fueled by training. We deliver you Confidence built on process. Performance powered by training. Results you can trust.

### Engagement Options

We tailor our partnerships to fit your needs and ambitions:

- **Rapid-Fire Engagements** – Ideal for focused initiatives and decisive action when time is of the essence
- **Enduring Alliances** – Most clients choose us as their long-term strategic partner—a trusted voice at the table and a sounding board through every inflection point

### CFO Services Process



## Envision

### Envision – Define Your Ideal Exit or Transfer

*Clarify the **desired end game**—sale, succession, or strategic transition. This directional clarity sets the foundation and shapes today's decisions.*

#### What best describes your current thinking? (Check all that apply)

- ☐ Sell to a strategic buyer
- ☐ Sell to private equity or financial buyer
- ☐ Transition ownership to family
- ☐ Internal sale to key employees or management (e.g., ESOP)
- ☐ Wind down business operations
- ☐ Acquire more companies before an exit
- ☐ Plan to provide professional services straight into assisted living
- ☐ Not sure yet—just exploring options
- ☐ Other: \_\_\_\_\_

## Engage

### Engage – Owner Discussion & Brainstorm

*We guide a collaborative discovery session to surface goals, challenges, and growth levers—aligning owner intent with execution potential.*

- ✓ **What keeps you up at night?**
  - ☐ Cash flow ☐ Talent gaps ☐ AI integration ☐ Legal risk ☐ Data chaos ☐ All of the above ☐ Other: \_\_\_\_\_
- ✓ **What's standing between you and doubling your current performance?**
- ✓ **What's working—and what's not?**

What strategies have moved the needle? Which fell flat?
- ✓ **What's the cost of inaction?**

If nothing changes, what's at stake—missed payroll, margin compression, lost valuation, interest on LOC
- ✓ **What insights do you need most?**

What reports or metrics would give you greater control and clarity?
- ✓ **What gets you out of bed in the morning —and how fast do you want to move?**

What's your “why”? And what timeline makes sense for execution?

## Financial Health Diagnostic

### Financial Health Diagnostic™

*Landscape assessment of your current systems, metrics, budget build, and operational alignment to identify risks and uncover efficiencies*

- ✓ Interview the company's leadership, key decisions designers, and staff
- ✓ Observe and review the company's financial reporting and board package
- ✓ Review the company's current tech stack
- ✓ Review the annual budget build
- ✓ Review the cashflow model system (Budget to Forecast to 13week run)
- ✓ Discuss multi-state compliance
- ✓ Review benefit systems and policies, performance review system setup
- ✓ Create a landscape assessment with action items and recommendations



## Design

### Design – From Discovery to Roadmap

*Discuss findings from landscape assessment, deliver tailored report, share strategic insights, and align transformation*

- Facilitate a collaborative **working session** to interpret results
- Review findings from the Financial Health landscape assessment
- Deliver a tailored assessment report highlighting key insights
- Share recommendations based on real-world experience
- Align on strategic priorities and success criteria
- Co-develop a realistic transformation roadmap with phased milestones

**Final Roadmap Alignment Session:** Meeting of the minds on the roadmap (ranking the plan on a scale of 1-7 and define what it takes to make it a 7)

## Implement

### Implement – Plans into Progress

*Build processes for accountability, activate the road map, and secure early wins and traction to scale forward.*

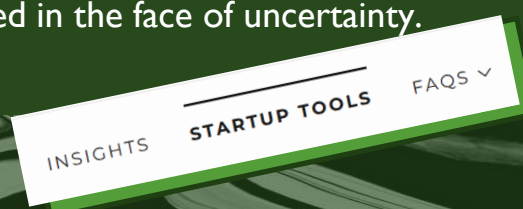
- ✓ **Execute the Transformation Plan**  
Operationalize key initiatives outlined in the working session roadmap.
- ✓ **CEO Reporting Call**  
Launch regular meetings focused on progress and financial performance.  
(Attendees: CEO and Controller (if available) )
- ✓ **Sales & Operations Leadership Call**  
Establish cross-functional check-ins with agenda-driven discussion.  
(Attendees: Sales, COO, and CEO (as appropriate) )
- ✓ **Streamlined Advisory Access**  
Maintain a direct, efficient communication line with us—ensuring support and accountability stay on track

## Govern

### Govern – Ongoing Review, Oversight & Stakeholder Support

*Review meetings, stakeholder alignment, and continuous reporting to ensure measurable progress.*

- ❖ Lead structured reviews and accountability sessions to track progress, pivot when needed, and ensure roadmap traction.
- ❖ Highlight tangible outcomes and the benefits received through the offering.
- ❖ Act as liaison for CEO for tax accountant, auditor, lawyers, and compliance.
- ❖ Be the **Confidant for the CEO** to advance key priorities, support sound decision-making, and remain aligned in the face of uncertainty.



## SAMPLE DELIVERABLES



### *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