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A CASE STUDY IN EARLY STAGE MISTAKES

- Lack of Preparation
- Inaccurate or Incomplete Data
- Limited Financial Management
- Hiring Mistakes
- Fundraising/Partnership Blunders
- Missing the Opportunity Window

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THE ROLE OF THE CFO/COO

- The Navigation System for the Company
- Understands History AND Future
- Tells the Story with Numbers
- Provides the Analytics to Manage and Grow the Business
- Manages Compliance Issues

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EXECUTION IS ALL ABOUT THE DETAILS

"It may seem counterintuitive to think that something as disruptive, innovative, and chaotic as a startup can be managed or, to be accurate, must be managed. Most people think of process and management as boring and dull, whereas startups are dynamic and exciting. But what is **ACTUALLY EXCITING** is to see startups succeed and change the world."

ERIC RIES
The Lean Startup

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FINANCIAL LITERACY IS CRITICAL

- Finance IS Operations
- Accounting is NOT Finance
- Budgets, Projections and Cash Mgmt
- Reading Financial Statements/Analysis
- Risk Management

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UNDERSTANDING BUSINESS DRIVERS

- Revenue
- Product Costs (COGS)
- Overhead
- CapEx & Technology
- Timing of Cashflows

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MODELING FOR SCALE

- KPIs (Key Performance Indicators)
- Investments
- Cashflow
- Financing
- Scenarios to Manage Risk

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TELLING THE STORY WITH NUMBERS

- Growth
- Margins
- Profitability
- Cashflow
- Fundraising – The Ask

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COMPLIANCE: WHAT YOU DON'T KNOW

- Jurisdictions
- Tax
- Business Licensing
- Employment Law
- GAAP

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Q & A

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