

# Virtual CFO and Monthly Reporting Service



## The What

The Koustas & Co Virtual CFO service is an advisory offering designed to provide businesses with genuine financial leadership, beyond the traditional day-to-day accounting function.

Over many years of offering professional services to our clients in the SME market, Koustas & Co has been privy to the issues business owners deal with on a daily basis. One major area of frustration for our clients is in the area of internal finance and administration. Our clients are skilled and experienced at delivering their particular product or service, however it is the financial systems and processes that are typically lacking.

In our experience, where this area is not appropriately addressed, our clients have experienced the following issues:

- Inability to attract funding (debt and/or equity);
- Inability to adequately manage the owner's investment in the business;
- Uncertainty in making key decisions;
- Increased risk of business failure; and
- Sleepless nights!

The objective of the Koustas & Co Virtual CFO service is to satisfy this need and help redress the above problems.

## The Why

A business will generally find itself in one of five stages of its lifecycle:

- i. Development
- ii. Start-up;
- iii. Growth/survival;
- iv. Expansion; or
- v. Maturity.

As a business progresses through each of these stages, it will require more sophisticated and experienced financial management and it may be impractical or cost prohibitive to appoint an internal CFO or Financial Controller.

The Koustas & Co Virtual CFO service allows a business to integrate these high-end financial leadership skills into their business without the associated recruitment, salary and overhead costs and importantly, having the flexibility to 'turn off the tap' at their discretion.



# The How

Initially, Koustas & Co works closely with a business' senior management and / or Board of Directors to understand the business, objectives, and determine the scope of our required involvement.

Some of the functions we attend to as part of our Virtual CFO service include:

- Month end financial reporting
- Mentorship of finance and operations staff
- Break even reporting
- Development of financial forecasting
- KPI development and reporting
- Assessment of profitability drivers
- Expense management
- Growth strategy modelling
- Trend Analysis
- Assistance with capital raising (both private and institutional)
- Cash Burn analysis
- Business plan development
- CFO-level Commentary
- Tax forecasting and management
- Board paper preparation and (contextual) presentation
- Due Diligence (on potential acquisition targets)
- Corporate governance and secretarial
- Succession planning and exit strategies

Importantly, we recognise that every business has budgetary considerations and as such, we offer options in relation to how we deliver our Virtual CFO service – from completely remote, all the way through to providing an on-site presence (often however, it's agreed upon that a mix of both is appropriate).



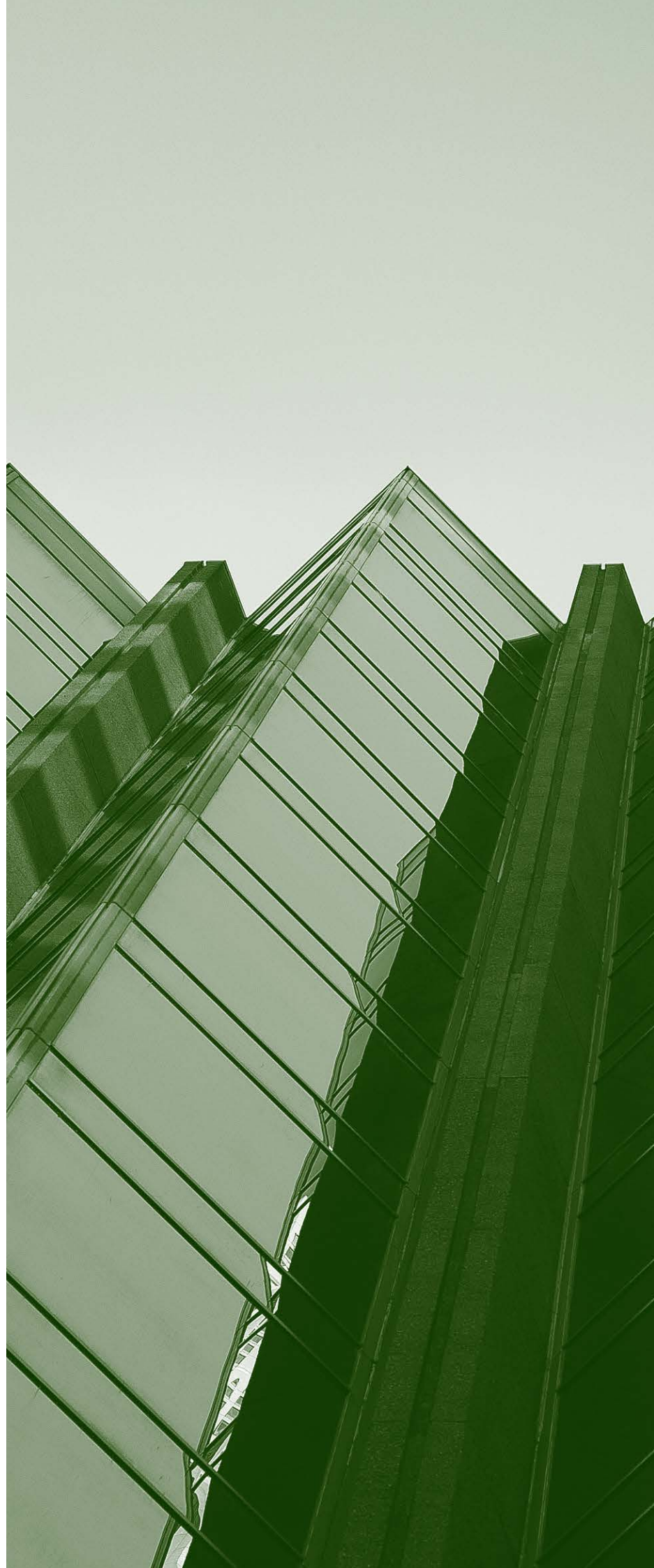
# Our point of difference

It's one thing to be the hired gun that's engaged to 'fill a hole' in a business' finance function; it's another thing altogether to provide financial leadership.

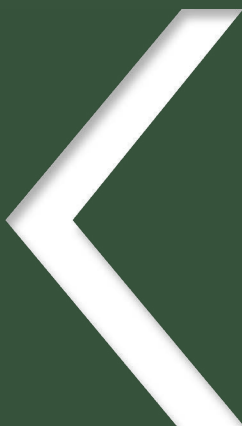
Koustas & Co have fulfilled the CFO and / or outsourced financial controller function for many businesses in various industries – some of which have been start-ups (at the time) that now turn-over tens of millions of dollars annually.

Koustas & Co have a strong understanding of the profit drivers and key performance indicators for private businesses as well as the commercial and business imperatives underpinning their success. This provides five key benefits to our clients:

- i. Immediate access to appropriately qualified and experienced accountants on an as need basis, without the commitment to ongoing costs and overhead related to employment;
- ii. Delivery of timely and accurate monthly financial reports, including the establishment of non-financial key performance indicators ("KPIs") that provide early warning indicators of impending financial problems;
- iii. Establishment and documentation of financial procedures and systems essential for transition to any current or future employees;
- iv. Reduction in annual accounting and taxation compliance costs; and
- v. Access to specialist resources of the firm in a number of fields including taxation, corporate structuring, succession planning and IT systems.



To learn more about how we can provide you with expert financial support, contact Matthew, our Business + Practice Development Manager.



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