

CASE STUDY

Financial Projections

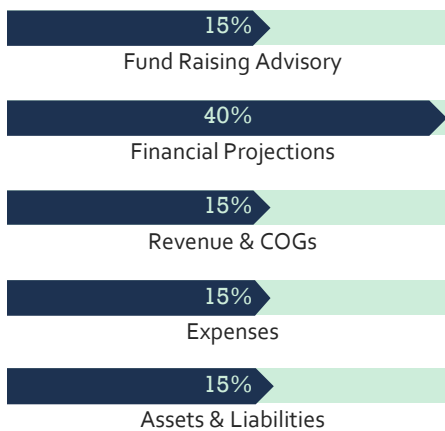
An Agriculture Technology Startup

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BUSINESS CHALLENGES

- The company is growing impressively, but the financial projections are not crystal clear*
- It has a spreadsheet that includes twenty-six tabs, and each tab is about 100 columns & 250 rows or more*

FUNCTIONS



GOALS

- Budget analysis
- Simplify cap table
- Understand equity financing
- Simplify financial projections

SOLUTIONS

- Evaluated company Profit & Loss and Balance Sheet for the past three years
- Reviewed fundraising strategies and targeted investors, and estimated capitalization table (cap table)
- Analyzed company operational and compensation models
- Analyzed company R&D and Sales and Marketing models
- Analyzed company Customer Service and Manufacturing models
- Reduced spreadsheet data (analysis paralysis) by 90% with seven tabs, and with 15 columns and 50 rows for each tab

TIMELINE

- It took a month to arrive at a framework and structure of the spreadsheet and another month to complete the task.
- Currently, they are on a monthly CFO advisory service.