

CFO Advisory

Our Business is to grow your business

Our Fractional CFO Services provides valuable strategic and financial expertise to a growing company without the cost and commitment of hiring a full-time CFO.

[Know More](#)



About Us

Our philosophy is to operate as a **Founder-first financial advisor** and execution partner with over 700 years of management and board experience. We have the capability and skills to not only run the business but also strategically transform it at the optimum value.

[Learn More](#)

Who We Are?

01

Our DNA :

At the core of our client partnerships lies our uncompromising commitment to ethics, embodied in the 6Cs framework. These guiding principles anchor every interaction, ensuring trust, transparency, and long-term value creation

02

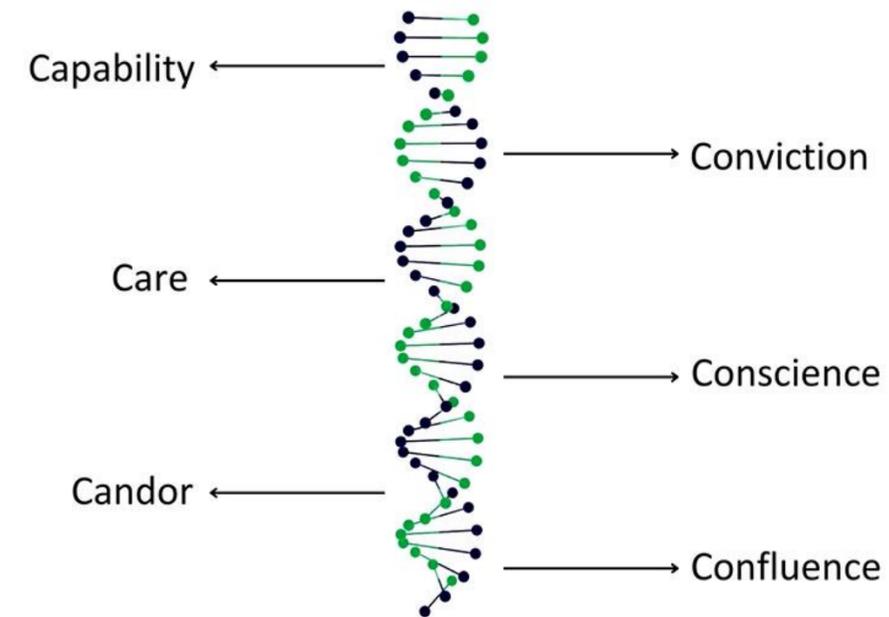
Our Dream :

We partner with clients for the fulfillment of their dream. We catalyze and enable sustained business performance through alignment of strategy and people

03

Our Driver :

Infinite Possibilities- Thinking big is our driver and we keep pushing our own capabilities to be ready for a larger future



[Know More](#)

Why CFO Advisory?



Move With Purpose

A robust business strategy is crucial, but its execution and performance evaluation hinges on a strategic CFO intervention.

Orchestrate With Intent

This is where the CFO steps in as the orchestrator of delivering a continuum of financial performance, growth, and profitability.



Challenges We Solve

Growth:

- Develop and implement financial strategies that support sustainable business expansion
- Drive product & market evaluation to identify opportunities
- Execute M&A, due diligence, valuation & strategy
- Lead strategy formulation & execution

Profitability:

- Analyze revenue streams to identify high-return areas
- Review costs to enhance profit margins
- Drive higher returns on investments through structured initiatives

Challenges We Solve

Cash Flow:

- Improve cash flow management for greater stability
- Optimize receivables and payables to unlock working capital
- Ensure business liquidity through disciplined financial control

Cost Optimization:

- Identify inefficiencies across processes and operations
- Implement cost-optimization measures with measurable impact
- Enhance operational efficiency without compromising quality

Bottlenecks We Address

Lack of Strategic Finance Skills

Finance teams struggle to support business growth with limited strategic capabilities.

Undefined KPIs and Poor Communication

Organizational goals are not clearly communicated across departments, leading to misalignment

Weak Finance Processes & Controls

Unstructured finance processes and a lack of control systems hinder operational efficiency

Limited Data-Driven Decision Making

Insufficient finance and data analytics capabilities impede informed business decisions



Solutions We Offer



Strategy Articulation & Integration

- Define *strategic priorities* and link them to measurable business outcomes.



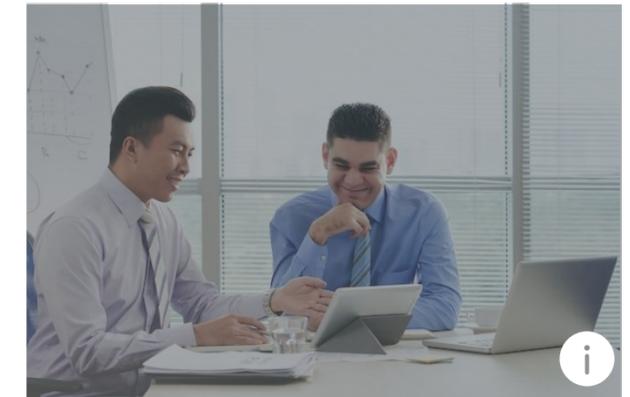
Financial Modelling & Forecast

- Build detailed financial models *linking* revenue, costs, and capital requirements *to business strategy*



Annual Operating Plan

- Translate strategic priorities into actionable yearly objectives with clear KPIs acting as the *bible for the organisation*



Costing & Pricing

- Establish accurate product/service costing to inform pricing and profitability decisions

Solutions We Offer



CashFlow Forecast & Management

- Project inflows and outflows to anticipate funding needs and manage liquidity



Management Routines including MIS/Business Analytics

- Implement structured *review cadences* (Power of 69 - 52 weeks, 12 months, 4 quarters, 1 annual meeting)
- Leveraging *MIS and business analytics* to enable data driven decisions



Standard Operating Processes (SOPs)

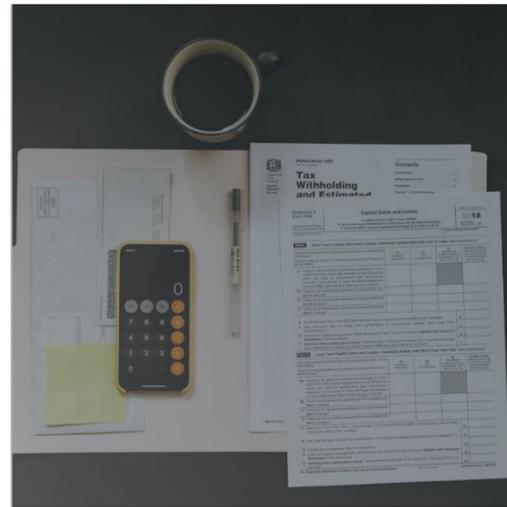
- Document and standardize core financial processes across R2R, P2P, O2C, and CapEx to ensure consistency.



GRC : Governance, Risk & Compliance

- Establish **clear governance frameworks** to define roles, responsibilities, and decision rights.

Other Project Based Offerings



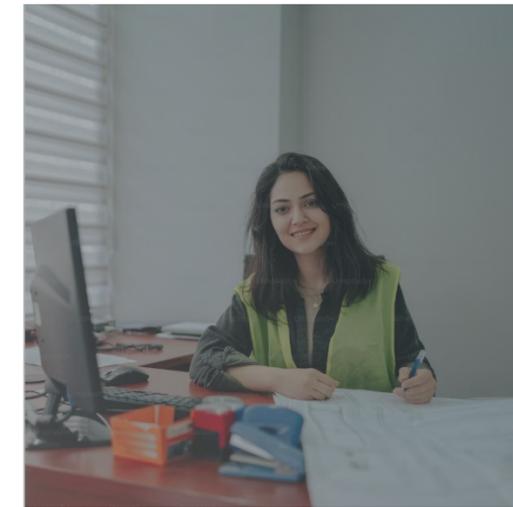
Mergers & Acquisition Advisory

- Target identification and shortlisting
- Competitive & Market Analysis
- Financial Analysis & Modelling
- Business Valuation & Pricing
- Due diligence- Strategy| Markets| Operational | Legal
- Deal & tax Structuring
- Deal terms & Conditions
- Closing conditions and representation warranties



Business Intelligence & Analytics

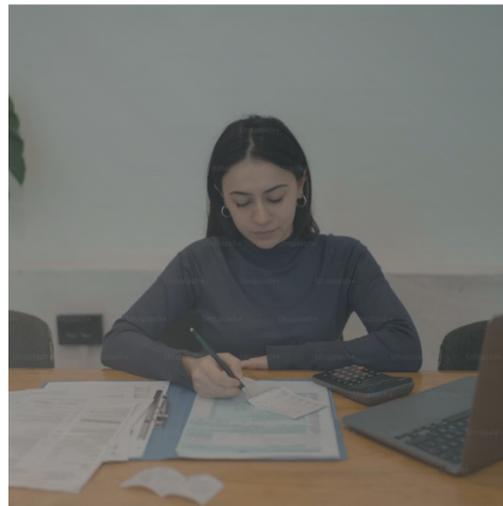
- Data Quality Management
- Data Integration
- Advanced Analytics Driven Strategy
- Transition strategies and roadmaps for technology transformation
- Real time reporting
- Dashboards & Data Visualizations



ESOP Scheme Design & Implementation

- Comprehensive ESOP Scheme compliant with Indian regulatory framework
- Implementation of the ESOP scheme
- Road show presentation for employees
- Annual compliances under Indian Income Tax Act & Companies Act
- Enterprise Valuation for accounting, taxation and compliance purposes

Other Project Based Offerings



Financial & Statutory Due Diligence

- Accounting Health check & Internal controls
- Accounting policies and procedures
- Statutory Compliances & checklist - ROC & RBI / FEMA compliances, Indirect and direct tax compliances
- Employee related statutory compliances
- Balance Sheet Audit & Schedules



Business Model Advisory

- Financial Modeling & Projections to test viability & profitability
- Assess target audience, competition and industry trends
- In-Depth analysis of validated business model
- Explore pivot points & alternate strategies



Transfer Pricing Advisory

- Transfer pricing planning Analysis of Data
- Benchmarking study
- Transfer pricing documentation
- Develop & implement commercially feasible & fiscally efficient TP policies
- Permanent Establishment evaluation and advisory

How Do We Execute?

Every business has unique needs. From our experience, we've learned that solving them requires working as an extension of your team.

Our process begins with a detailed **business diagnosis** - approached from a founder's perspective, but carried out as one of your own.



Step 1 : Discover

Understand client needs, goals, objectives, and establish a baseline through an effective **business diagnosis process**.

Step 2 : A 90-day execution plan

This will have the details on the solution we are going to deliver over the course of 90 days.

Our execution is driven by our series of evolving 90-day plans. A team of Partner, Principal Consultant, Client Engagement Manager & Analysts will drive the execution

Step 3 : We work with your Leadership team

Working alongside your leadership team, engaging in strategy implementation through management routines and the achievement of your business KPIs

Our Leadership

Our Leadership team is composed of industry practitioners with a strong consumer focus, spanning sectors such as Manufacturing, Alco Bev, Pharma, Retail, Cement, IT, FMCG, Telecom, Office Automation, Steel, Construction, Oil & Gas and consulting



DEEPAK KEWALRAMANI

PARTNER, CFO PRACTICE



ALOK RANJAN

CHIEF EXECUTIVE OFFICER



PRABHASH NIRBHAY

FOUNDER



Our Leadership

Our Leadership team is composed of industry practitioners with a strong consumer focus, spanning sectors such as Manufacturing, Alco Bev, Pharma, Retail, Cement, IT, FMCG, Telecom, Office Automation, Steel, Construction, Oil & Gas and consulting



ABHIMANYU KUMAR

PARTNER, CHRO PRACTICE



MUTHUKUMAR VEMBAN

PARTNER, SUPPLYCHAIN PRACTICE



HINA AGARWAL

PRINCIPAL CONSULTANT, BUSINESS
CONSULTING



Meet Our Team

With a foundation in both finance and management, our Client Engagement Managers act as trusted partners who understand your business holistically and work closely with you to translate strategy into sustainable performance.



GAURAV PRAJAPAT



CLIENT ENGAGEMENT MANAGER



GHANISHT BISEN



CLIENT ENGAGEMENT MANAGER



HARDIK BHADRA



CLIENT ENGAGEMENT MANAGER

Meet Our Team

With a foundation in both finance and management, our Client Engagement Managers act as trusted partners who understand your business holistically and work closely with you to translate strategy into sustainable performance.



JAYANT DADARIA

CLIENT ENGAGEMENT MANAGER



BALASUBRAMAINAN PG

CLIENT ENGAGEMENT MANAGER



YASHRAJ KOTIAN

CLIENT ENGAGEMENT MANAGER





**CLIENT
ADVOCACY**

What Our Clients Say About Us



“

Sandeep Kamble

Founder & CTO, Securelayer7

Finance & Data analytics helps you and your organization to take the **right business decisions**. With the help of Deepak and his team of CFO Services, Securelayer7 got more insight and data endpoints to take important decisions for further growth/expansion. Deepak's strong leadership has helped us grow our revenue exponentially month on month thereby enabling SecureLayer7 to achieve its moonshot targets. **One Comprehensive weekly dashboard** gives me complete insights on my business performance

Go-To-Market Strategy & Financial Process Optimization

SITUATION:

A Cyber Security Company based in Pune aimed to have a moon shot target and create a winning culture.

- The Client approached us :
 - To enable them drive aggressive business growth through the proper GTM strategy and execution.
 - Develop well-defined organizational structure and performance management to enhance their operational efficiency.
 - Solve slow collections from the market.
 - Treasury management for maintaining the financial health and stability.

PROBLEM STATEMENT



Lack of Effective Go-to-Market Strategy



Collection Challenges & Other Cash flow bottlenecks



Inefficient treasury management & Financial processes

SOLUTION

Phase 1

Go to Market Strategy

Phase 2

Finalize OKRs & AOP

Phase 3

Order to Cash SOP & Process Improvement

Phase 4

Effective Wealth Management

With combination of revenue growth and effective cost optimization, the EBITDA has experienced significant improvement, **effectively doubling** in comparison to previous levels

OUTCOME



2x Growth in Revenue



US Presence leading to 50% of revenue contribution



~10% increase in ROI on all surplus finds

What Our Clients Say About Us



“

Venkat

Founder & CEO @Funtastik Namkeen

Partnering with Flipcarbon for our CFO services has truly liberated us from a critical aspect of our organization, allowing us to concentrate on business development and growth. I wholeheartedly recommend their services, which cover everything from operational finance support to strategic planning. Deepak, Hina and the entire team is outstanding.

Go-To-Market Strategy & Financial Process Optimization

SITUATION:

A leading player in the Eastern Indian namkeen market targeted an **aggressive 2X revenue growth** within a single fiscal year, creating an immediate and critical need to scale its operational capacity.

- The client was eager on capturing market share and creating a brand
- The finance processes as well as the manufacturing processes stood in the way of sustainable growth and profitability.
- The client also expected us to help him with efficient inventory management, and optimize cash flow by helping him reduce key ratios like DSO (Days sales outstanding), DIO (Days inventory outstanding)

PROBLEM STATEMENT



Lack of Effective Go-to-Market Strategy



Lack of visibility into product performance



Disparate Financial Processes & systems

SOLUTION

Phase 1

Go to Market Strategy

Phase 2

Process diagnosis

Phase 3

Product Pricing Framework

Phase 4

Implement Finance & Manufacturing Process

Our automation initiative fueled **Real-time market share visibility**, enabling the sales and leadership teams to track competitive dynamics and allocate resources more effectively, **Fully automated solution**, requiring zero clicks and zero maintenance from the client side

OUTCOME



14% increase in Contribution Margin



1.3x Increase in Annual Recurring Revenue



Reduction in DSO & Inventory Management

What Our Clients Say About Us



“

Subhod CM

Director & Co-founder @SpurTree Technologies

Deepak has been instrumental in helping us break our 120 people company into a portfolio of diverse offerings and establish each of them as individual P&L centers. The projections, Planning and diligence in follow ups have helped us become a better organization with defined metrics and returns to our stakeholders, Also Deepak has prepared us for M&A strategy and transaction

M&A Advisory

SITUATION:

SpurTree, a growing company, engaged our M&A consulting services with a primary objective:

- To significantly accelerate its growth and profitability to make it an attractive candidate for a future acquisition or disinvestment.
- We partnered with SpurTree to develop a comprehensive strategic business plan focused on achieving their ambitious sales and profit targets.
- Our core mission was to **maximize the company's valuation** and ensure a smooth, successful transition for all stakeholders.

PROBLEM STATEMENT



Challenges in Accelerating top-line revenue and market share



Lack of visibility into product performance



Disparate Financial Processes & systems

SOLUTION

Phase 1

Process Diagnosis

Phase 2

Governance, Risk, and Compliance (GRC) Framework

Phase 3

Effective Financial Forecasting

Phase 4

Fit-for-Purpose ESOP Scheme

We created detailed financial models to project future revenue, profitability, and cash flow, providing a clear and defensible picture of the company's potential.

OUTCOME



2X Quarter on Quarter Growth



30% Improvement in Financial Process Efficiency



Reduction in DSO & Inventory Management

What Our Clients Say About Us



“

Nilesh Jain

Founder & CEO @Vervali Systems

Working with Flipcarbon has been an invaluable asset to our IT service business. Their expert guidance in finance matters have truly exceeded our expectations. From Creating comprehensive Annual Operating Plans (AOPs) to streamlining Management Information Systems (MIS), implementing better accounting practices, Creating ESOPs policy, and ensuring compliance with various regulations, they have been instrumental in every step of the way.

We are incredibly grateful to Deepak, Hina and entire Flipcarbon team and highly recommend their services to any business seeking top-notch Financial expertise and unparalleled support

Our Contact

 +91 83744 62201

 www.flipcarbon.com

 deepak.kewalramani@flipcarbon.com

 Bangalore | Mumbai | Chennai | NCR



Thank You

Flipcarbon has been associated with 100+ clients in its almost decade-long consulting journey. With more than **700 years of combined management experience** and an ever-growing list of ecstatic clients, we are poised to be the best in class in management consulting.



PRODUCT BRIEF

ArtFlow – The Ultimate Creative Playground

Overview

ArtFlow is a cutting-edge digital art app designed for creators of all skill levels to easily design, edit, and share custom digital artwork. Whether you're a professional artist, a hobbyist, or just someone who loves to experiment with visual storytelling, ArtFlow provides an intuitive yet powerful platform to bring your creative ideas to life.

With a sleek interface, AI-powered tools, and a vibrant community, ArtFlow empowers users to push artistic boundaries.

Key Features

Intuitive Digital Art Tools

- Customizable brushes, pens, and erasers
- Layer-based editing with masks and blending
- Smart color palettes with auto-suggest

AI-Enhanced Creativity

- AI-powered sketch assistant
- Smart background removal
- Style transfer to various art styles

Interactive Collaboration

- Real-time co-creation with friends
- Work on projects via shared links
- One-click social media sharing
- Built-in community challenges

Seamless Cross-Platform

- Cloud sync between devices
- Offline mode for sketching
- Apple Pencil and M-Pencil support

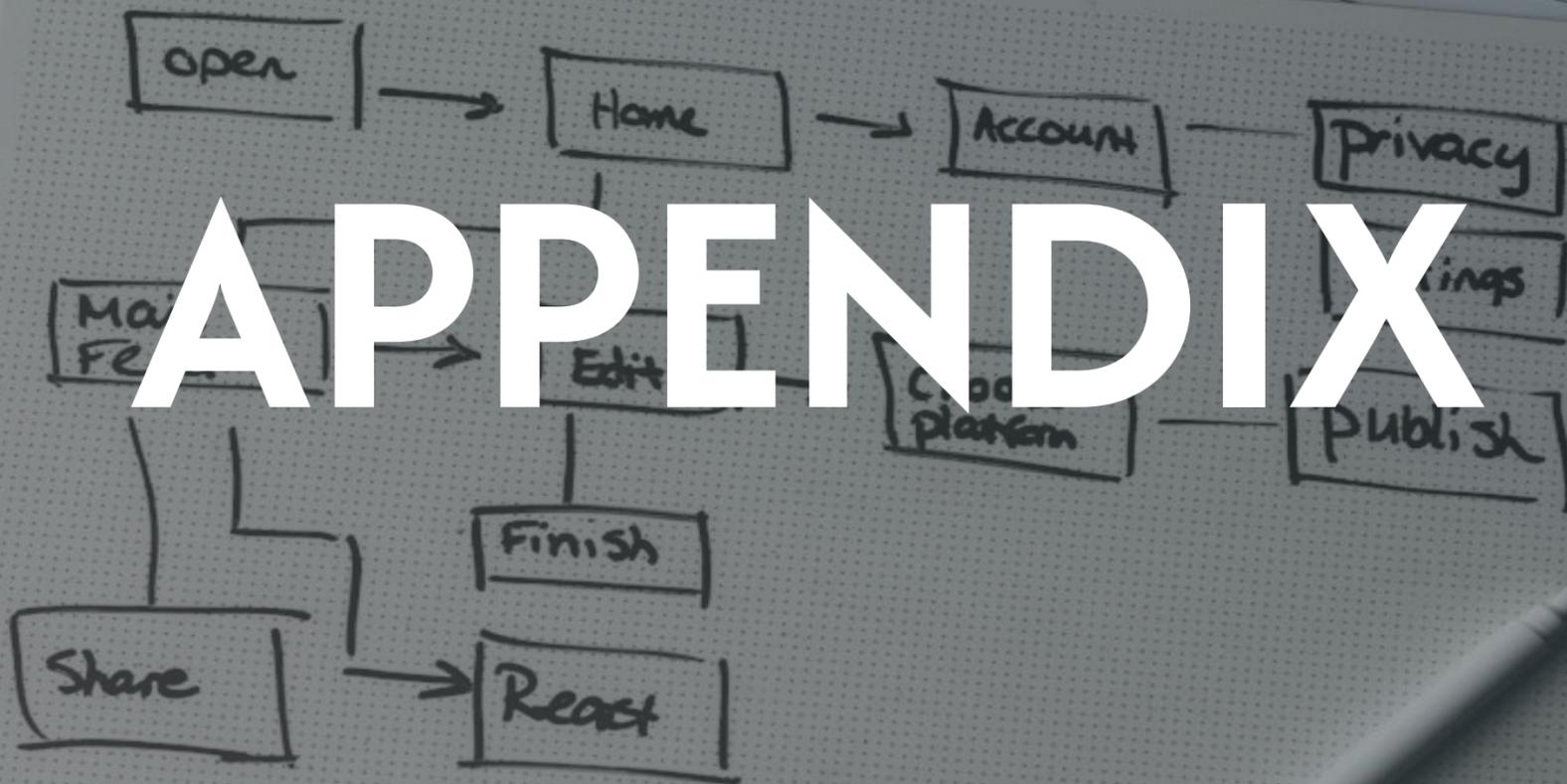
Inspiration & Discovery

- Step-by-step tutorial series
- Curated challenge packs
- Artist spotlights and interviews

Target Audience

- Digital artists
- Content creators
- Casual hobbyists

USER GOALS



APPENDIX



Dimensions of Our Offering



Strategy Articulation & Integration

- Strategic Planning
- Business Expansion
- Scaling of Business
- Tapping Emerging Markets
- Competitive Strategies
- Visionary Scenario Planning
- Opportunity Evaluation



Financial Modelling & Forecast

- Working Capital Management
- Monthly MIS Reporting
- Monthly cashflow planning
- Accelerating Financial transparency



Annual Operating Plan

- Fit for Purpose or Best in Class SOP and processes documented, implemented and monitored
 - Capex SOP, Order to Pay SOP
 - Procure to Pay SOP, Record to Report SOP
- Setting up and Streamlining Internal Finance ecosystem



Costing & Pricing

- Cost Structure Analysis and optimization
- Product/Service costing models
- Pricing Strategy development
- Competitive pricing benchmarking
- Margin Analysis and profitability tracking
- Cost allocation and absorption methodologies
- Break-even Analysis
- Value-based pricing frameworks

Dimensions of Our Offering



CashFlow Forecast & Management

- Working Capital Management
- Monthly MIS Reporting
- Monthly cashflow planning
- Accelerating Financial transparency



Management Routines including MIS/Business Analytics

- Daily, Weekly, Monthly management dashboards
- Power of 69 (Meetings in a year)
- Key Performance Indicators (KPIs) tracking and monitoring
- Executive MIS reporting frameworks
- Variance Analysis and trend reporting
- Data visualization and interactive dashboards



Process SOP

- Fit for Purpose or Best in Class SOP and processes documented, implemented and monitored
 - Capex SOP, Order to Pay SOP
 - Procure to Pay SOP, Record to Report SOP
- Setting up and Streamlining Internal Finance ecosystem



Governance , Reporting & Compliance

- Managing Statutory Compliances
- Indirect and Direct Tax advisory
- International Tax Advisory
- Structuring legal entity in Dubai, US, Singapore
- Accurate reporting and accounting