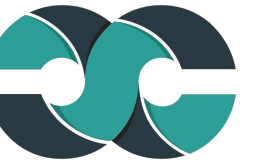


CFO Advisory

Our business is to **GROW** your business | Pitch Deck



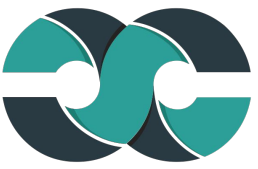
Flipcarbon Fractional CFO

What is Flipcarbon Fractional CFO?

Our Fractional CFO Services provide **valuable strategic & financial expertise** and support to a growing company or a startup **without the cost and commitment of hiring a full time CFO.**

What makes Flipcarbon different?

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

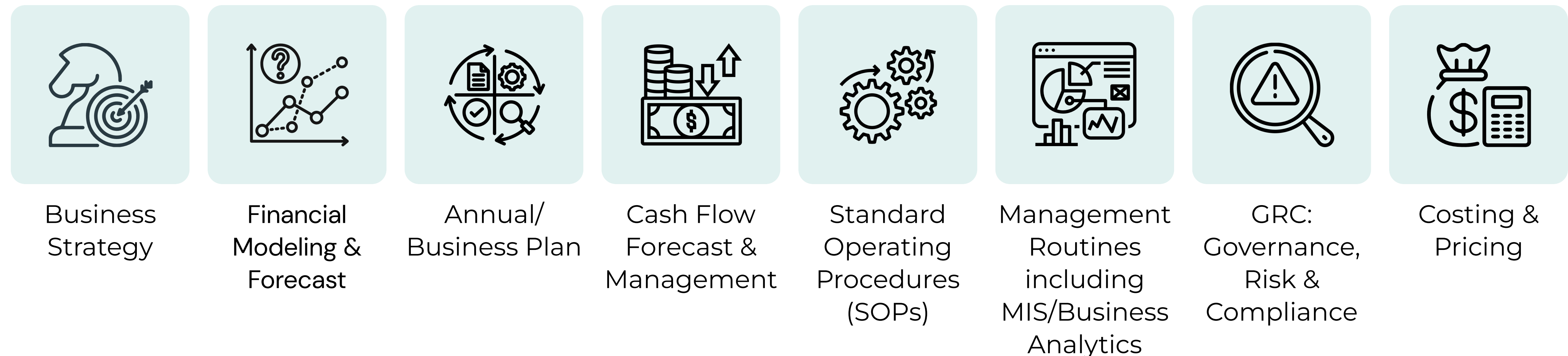


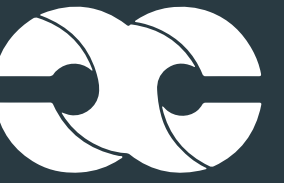
Fractional CFO

WHY CFO ADVISORY?

- **A robust business strategy** is crucial, but its execution & performance evaluation hinges on a **strategic CFO intervention**.
- This is where the CFO steps in as the **orchestrator of delivering a continuum of financial performance, growth** and **profitability**.

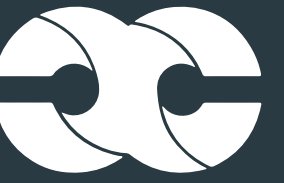
8 PILLARS OF FLIPCARBON FRACTIONAL CFO





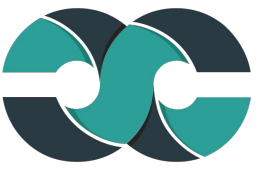
What Challenges will Flipcarbon Fractional CFO help you solve?

- **Growth**
Develop and implement financial strategies that support sustainable business expansion, product & market evaluation, M&A , due diligence, valuation & strategy and strategy formulation & execution.
- **Profitability**
Analyze revenue streams and costs to enhance profit margins and drive higher returns on investments.
- **Cash Flow**
Improve cash flow management by optimizing receivables, payables, and working capital to ensure business liquidity.
- **Cost Optimization**
Identify inefficiencies and implement cost-cutting measures that enhance operational efficiency without compromising quality.



What Challenges will Flipcarbon Fractional CFO help you solve?

- **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 lack of control systems hinder operational efficiency.
- **Limited Data-Driven Decision Making**
Insufficient finance and data analytics capabilities impede informed business decisions.



How We Do It?



Diagnosis

To understand your business challenges.



Discovery

Understand client needs, goals, objectives and establish a baseline.



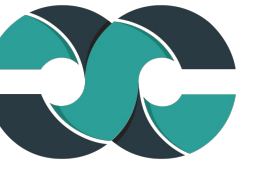
A 90-day execution plan

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.



We work with your Leadership team

Working alongside your Leadership team, engaging in strategy implementation through management routine and achievement of your business KPIs.



Solutions we offer

Financial Strategy & Planning

A concrete partner to handhold you through various stages of business with the right financial strategy.

Transaction Support

Flipcarbon supports companies with transaction advisory for M&A and post M&A integration, IPO preparation, and related financial activities, facilitating smooth transitions and strategic growth.

Cashflow, Cost & Working Capital Management

Absolute control on key aspect of business
"Cash is King", ensuring business decisions are evaluated & monitored around sustenance cash generation coupled with optimum profitability

Costing & Pricing

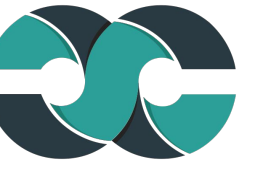
Our team ensures accurate costing and optimal pricing strategies for sustainable profitability and growth

Profit Maximisation

A CFO's perspective on profits could help you gain insight into making the right decisions with growth, scalability, investments, etc.

Management Routines

We enhance management routines through financial planning, governance, risk management, MIS, analytics, and strategic decision-making support.



What our clients say about us

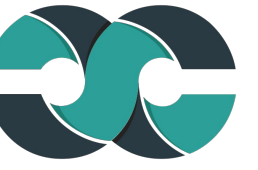


Sandeep Kamble

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 revenues exponentially month on month thereby enabling SecureLayer7 to achieve its moonshot targets. **One comprehensive weekly dashboard** gives me complete insights on my business performance.”

SecureLayer7
Time and Again, Securing you

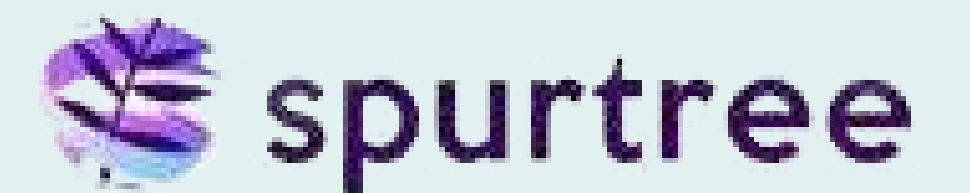


What our clients say about us

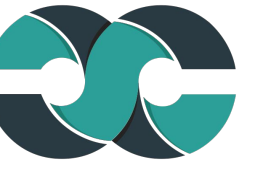


Subhod CM

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”



What our clients say about us



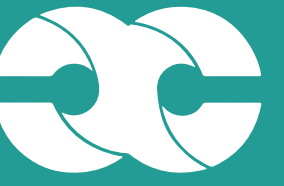
Nilesh Jain

Founder & CEO @Vervali Systems

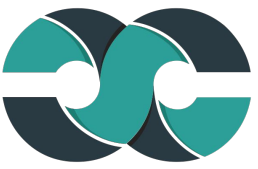


“Working with Flipcarbon has been an invaluable asset to our IT services business. Their expert guidance in finance matters have truly exceeded our expectations. From creating comprehensive Annual Operating Plans (AOPs) to streamlining Management Information Systems (MIS), implementing better accounting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



Strategic Business Consulting: SecureLayer7

Securelayer7, a cyber security company approached us to enable them drive **aggressive business growth** to achieve their moon shot target and create a **winning culture. W3M2 (Winning where winning matters most)** strategy to execution framework (depicted in the next slide) was implemented which enabled the business to focus on:

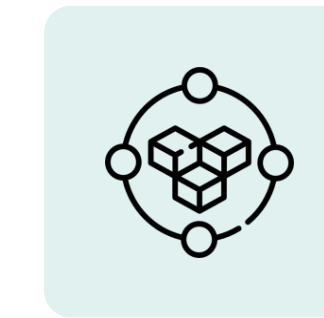
- Sales and marketing strategy & Implementation
- Focus on North American Business
- Management routines
- Cash flow and funds management
- GRC- Governance, Risk & Compliance
- Order to cash process to drive customer delight and drive positive cashflows

Outcome was 2X growth in revenues in 12 months with EBIDTA and Cashflows exceeding the target by miles

Problem Statement



Driving Business Growth



Unclear Operational Framework



Performance Management

Solutions

1

Business Strategy Design Vision, Mission and Values

2

OKR - Performance management framework Annual Operating plan

3

Management routines framework design & implement

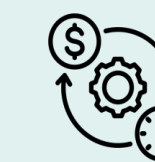
4

Drive business growth & scalability as a Virtual COO

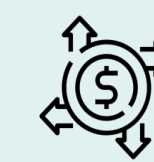
Outcome



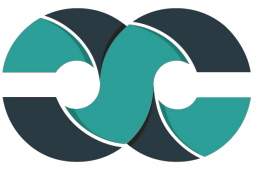
4X growth Quarter on Quarter



Systemized cost administration & control



Continuous Gap Identification & Correction



M&A Consulting: SpurTree

SpurTree came to us for help in developing a **strategic business strategy** that would help them **hit their sales and profit goals**.

We were able to assist in the **creation of value** prior to disinvestment by developing a **GRC framework**, a **thorough financial forecast**, and creating a **"fit-for purpose"** ESOP Scheme that would be advantageous to all parties.

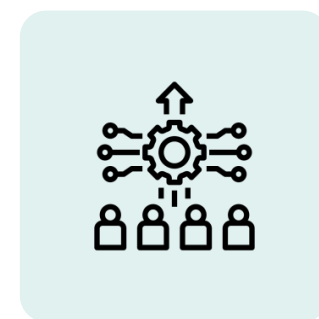
Problem Statement



Driving Business
Growth



Value
Creation



Financial
Migratory

Solutions

1

Business Strategy Design

2

Financial Forecasting

3

AOP Formulation

Outcome



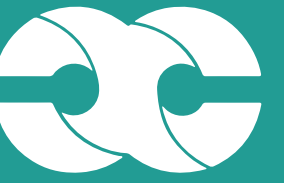
2X growth Quarter on Quarter



Fit For Purpose SOPS. GRC Framework



Goal oriented Strategy



Leadership



Deepak Kewalramani

Director, CFO Services

Ex-CFO, Enhance group Oman,
Kirby Building System EX- Head
Finance, SAB Miller



Bhaskar Banerjee

*Partner & Business
Head, CFO Services*

Ex- Director EY, Finance Controller ,
SAB Miller , Deputy CFO-WPP
Africa.



Alok Ranjan

CEO

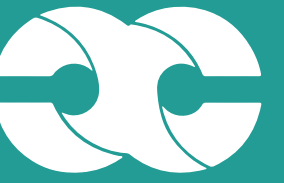
Ex-People Director AbINBev India



Prabhesh Nirbhay

*Founder & Partner
Capability, Transformation*

Ex-Head HR SAB Miller India



Leadership



Abhimanyu Kumar

Partner - CHRO Practice

Ex-Head HRIDFC First, Bajaj Finserv,
AbINBev India, Dabur International



Rajesh Sahay

*Partner Enterprise
Consulting*

Ex-CHRO WIPRO Consumer care



Suranjan Dass

*Associate Partner
Business Consulting*

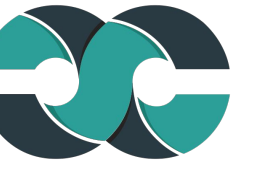
Ex-Operations Director
AbINBev India, Marico



Hina Agarwal

Principal Consultant

Ex- Finance Head Farmlink
(Innotera), WIPRO, JSPL



Who have we solved it for?

DAC

ISP

ezylift
Go Safe All Time

INFERENCE LABS
Intelligence Delivered

Qi Ventures

Go seeko

SecureLayer7
Time and Again, Securing you

agos

LUCID

Saptham

ADITI

kumi labs

Tataria GROUP

JhaJi
TASTE OF MITHILA

NAVRITI

PANLYS

Vervali
Accelerating Digital Transformation

farmtheory

incertech

TAURUS
Innovative Technologies

agriplast
protected cultivation
smart farming solutions

tusker

PMD

MOTIVUS
Your Challenge Our Solution

VADUVAMMAL
INSPIRING TRUST SINCE 1938

BLUE 7 VETS

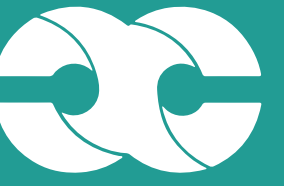
REZO.AI

PureCrop

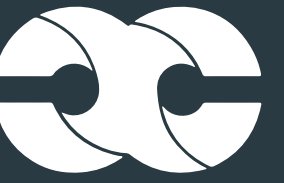
NAR samruddi

TRUCKRR

CrossAsyst



Annexure



CONSTITUENTS OF OUR OFFERINGS



Markets & Competition

- Strategic Planning
- Business Expansion
- Scaling of Business
- Tapping Emerging Markets
- Competitive Strategies
- Visionary Scenario Planning
- Stakeholder Relationship Management
- Opportunity Evaluation
- Define & Measures KPIs



Cashflow Management

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



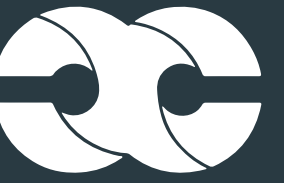
Process SOP

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



Accounting , Reporting & Compliance

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



CONSTITUENTS OF OUR OFFERINGS

Strategy & Execution

- Strategic Planning, annual budgets & quarterly forecast
- Business Turnaround
- Business Acquisition & (M&A)
- Business Transition
- Board Advisory Management
- Routines MIS & Dashboards

Governance, Reporting & Compliance

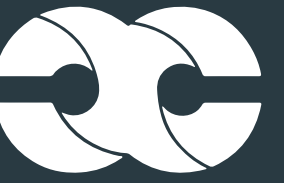
- Financial Control & Reporting
- Best in class systems & processes
- Robust credit control & collection processes
- Tax Efficiency, planning, compliance & litigation management
- Compliance Reporting & Audit Committee

Performance Management

- Driving business & profitability
- Continuous improvement in working capital
- Annual Operating Plan
- Financial planning & Analysis
- Accurate, timeous & relevant MIS Financial Reports & Executive Dashboards

Project Based Services

- Fund Raising – Debt & Equity
- Investment advisory
- IPO support Investor relationship management
- Shared services & Offshoring
- Restructuring & Change management



CONSTITUENTS OF OUR OFFERINGS

Start-ups & SMEs Finance Outsourcing and Advisory Services

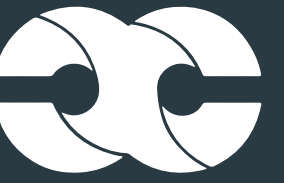
- Complete Accounting in cloud- based software based on IND AS
- Regulatory compliances related to: Income Tax & TDS, GST Companies Act
- Monthly MIS on key performance indicators
- Handle statutory audit
- Cash flow & Working capital management
- Ensure due diligence & funding ready
- Tax planning
- Formation of legal entity

Business Intelligence & Analytics

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

ESOP Scheme Design & Implementation

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



CONSTITUENTS OF OUR 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

Get in Touch With Us

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