



CFO Services

Where can Bridgepoint step in?

There are a broad range of roles and functions where Bridgepoint's CFO professionals can help, among them:

Enterprise value enhancement

- Cash flow enhancement/management
- Profit optimization
- Business model evaluation
- Strategic planning

Transactional assistance

- Acquisition/divestiture planning
- Financial due diligence
- Deal structure recommendations
- Negotiation strategy
- Exit strategies
- IPO readiness

Operational improvements

- Board & management communications/reporting
- Financial process improvement
- Establish and monitor KPIs
- Business decision support
- Capital structure improvement

Risk Management

- Audit
- Corporate governance
- Regulatory issues

Arguably, one of the most valuable business advisors that a chief executive officer can have is his or her chief financial officer. The importance of this advisory relationship is further heightened when an investor funded start-up is involved, with its increased velocity of activity and scrutiny by investors and other stakeholders. Our CFOs deftly navigate our clients through the company growth phases:

Start-Up – During the start up phase, we will work with the company CEO and executive team to refine the business model with a particular focus on the financial aspects of the plan and build the financial forecast to reflect the business model. We will ask the hard questions and ensure there's clarity and transparency around the funding requirements to launch the company. We are instrumental in helping define market potential, performing pricing and margin analysis, negotiating with funding sources, performing due diligence support to close the financing, monitoring cash, and creating Board communications. We can also assist in establishing banking relationships that are appropriate for the Company and help support its future growth.

Emerging – As a Company gains traction and begins to generate revenue, our CFO services address financing requirements, monitor success in market penetration, develop sales compensation plans, establish product pricing and margin metrics, build an infrastructure and organization to support back office operations, enhance cash flow, and report operational and financial results to management and the Board.

High Growth – During this phase, our CFOs drive our client successes through organization development, acquisitions, evaluating and understanding market dynamics for exits, and implementing best practices to leverage the company infrastructure. The Company may explore new production facilities or development sources, and continued monitoring of costs and margins is critical. This phase continues to present financing challenges and typically different sources are needed to fund these increasing demands as accounts receivable and inventory increase to meet the needs of rapid growth.

Small Mature – As it matures and grows to more than \$20 million in revenue, a company will establish an accounting department. We provide advice on the personnel needed to best staff the accounting function. We provide senior leadership to these organizations to keep operations efficient and effective, with a continued eye on budgets and operating metrics. The Company will want to monitor valuation metrics and issues important to investment bankers or acquirers as the company positions itself for an exit.

Large Mature – During this phase we provide senior leadership to companies during a CFO vacancy or a strategic need such as new product additions, product extensions, new markets, international expansion, and acquisitions. All of these require senior leadership to address the critical finance issues.

Bridgepoint Consulting's CFO Services are more uniquely qualified than any other firms in the region for the following reasons:

Depth of Experience – Bridgepoint has provided CFO Services to the start-up and early-stage community since 1999. We've worked with hundreds of VC backed early-stage technology companies and have grown our team to include experience in all industries and disciplines. Our experience enables our clients to avoid the pitfalls and catapult to success. We know the investor community; we understand their investment philosophy and capacity; and we understand the information they need to make investment decisions. Furthermore, our CFOs are accustomed to working with the limited resources of early-stage companies.

Client Service Philosophy – We are focused on what is best for our clients. Many of our current clients are repeat clients and have experienced first-hand our philosophy of their focus being our focus. For this reason, they come back to us when they start their next venture. Furthermore, our CFO services team is proactive in their approach to serving these rapidly changing companies. Often the CFO is the executive asking the hard questions to ensure that forecasts are based in reality. Our CFO professionals understand this role and understand that we do not succeed unless our clients succeed.

Results Orientation – Our CFOs understand the velocity of time and money. We are committed to doing what we say we will do – on time and on budget. Our clients keep coming back to us because we deliver results.

Funding Support – A crucial aspect of every CEO's life is ensuring that his or her company has sufficient financing to continue growing. Our CFOs assist our clients to meet this constant evolving need for financing. We ensure that the business plan and investor presentation is tested and ready for "prime time." We also know the investors and understand their focus and where our clients fit best.

At Bridgepoint Consulting, our Fractional CFO Services team never forgets our obligation to contribute to the success of our clients and achieve the results expected, each and every day. Please contact us about how we can assist your organization in driving business results, starting today!

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