

# VIRTUAL CFO SERVICES

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# WHAT OUR CLIENTS SAY ABOUT WORKING WITH KRIEGER ANALYTICS

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Matt and Krieger Analytics are an invaluable advisor, virtual CFO, and financial strategist for our business. We have worked together directly on mission-critical financial projects and models to guide our business decisions and strategy. Matt's skills in active listening and analysis help him create to comprehend our projects efficiently then create financial frameworks that frame our work then enable success. We have also referred Matt to several clients. Rock-solid outcomes.

Drew Kallestad, CEO, Agility Innovation Partners



# WHY KRIEGER ANALYTICS UNDERSTANDS YOUR BUSINESS

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Krieger Analytics was founded in June 2019 based on a need our founder, Matt Krieger, saw in the marketplace.

Matt was the owner of a franchised brand called Monkey Bizness in Denver, CO. Before this, he had worked for 12 years in a mix of public accounting and leading finance departments.

As the owner of a business, he was afforded the chance to talk with other business owners. Several conversations led to the same conclusion – small and medium-sized business owners needed help with their finances.

However, there was a problem...a budget and time one. These businesses didn't have the need or budget for a full-time resource. Sure, there were bookkeepers, but they failed to provide the knowledge level and sophistication needed. A CFO started at \$150k/year, and that wasn't in the budget for most owners.

As a result, Krieger Analytics was founded. The firm was founded to outsource our client's entire accounting and finance department. We wanted to partner with owners to help them with their forecasting, reporting, and strategic process. Most of all, we gain energy from working with small and medium-sized businesses.

Because of Matt's history, he comes from an experience that is more than just theory and best practices. He comes from a place of first-hand knowledge. He has lived the highs and lows of being an entrepreneur. It is with this background that Krieger Analytics works with its' clients.



# ABOUT KRIEGER ANALYTICS

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Krieger Analytics provides outsourced CFO services. What does that mean? We help our clients by managing cash flow, forecasting the future, reporting current results, and implementing a best in practice strategy implementation system.

One of the keys that make us different from other CFO services is our flexibility in working with our clients. We can work with your current bookkeeper in place, or we can take over that as well.

Here are a few other things that make us different:

- One flat-free price each month
- A bundled solution to outsource your finances
- A focus on profit-based forecasting and budgeting
- A technology approach that enables us to work with anyone, anywhere
- Integration of finance and a system around strategy to align your business





# DOING THE MATH ON COST

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Math is kind of one of our things...so we'll do the calculation for you:

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A Full-Time CFO	\$ 150,000
A Full-Time Bookkeeper	\$ 60,000
Payroll Taxes	\$ 16,065
Benefits	<u>\$ 21,000</u>
	<hr/> \$ 247,065 <hr/>

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Krieger Analytics CFO	\$ 14,400
Krieger Analytics Bookkeeper	\$ 9,600
Payroll Taxes	\$ 0
Benefits	<u>\$ 0</u>
	<hr/> \$ 24,000 <hr/>

# MORE ABOUT OUR FEES

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**Our pricing is fixed. You know what you'll be billed each and every month!**

When you receive a quote from us, it is all-encompassing, and unless circumstances change, there will be no hidden costs or miscellaneous fees.

We use a set price, so you don't need to worry about picking up the phone to call us. We wanted to be treated as a member of your management team, not just another vendor you work with.

We're not a traditional accountant that you talk with quarterly or yearly. We're here to partner with you and your team.



# VIRTUAL CFO SERVICES - WHAT'S INCLUDED

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We work with our client's on a monthly basis. Here is what you can expect.

- Enhanced Reporting – Along with a review of the financial statements, we build custom dashboards for you to review KPIs and report to your entire team.
- Forecasting – We are continually updating your forecast, with a rolling 12-month view of your business.
- Tax Planning – No surprises..know exactly what your tax bill will be at year-end.
- Profit Based Budgeting – We start from the bottom up in building a budget to help you maximize profit.
- A Process Around Strategy – We work in 90 day increments in helping you define your goals and creating the strategy to accomplish them.
- This is all delivered in monthly 2 hour meetings with you and your management team.



# VIRTUAL BOOKKEEPING SERVICES - WHAT'S INCLUDED

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Do you want to outsource your entire accounting department to one provider? It's not a must, but some owners like everything under one roof. Here is what you can expect with our bookkeeping services.

- Reconciliation of all balance sheet accounts to ensure accuracy
- Reconciliation of all bank accounts, so that you know all transactions have been captured.
- A monthly close process to efficiently close your books within 7 days of month end

## WHAT WE DON'T DO

We do not manage your accounts payable or invoicing process. We are available to consult with you on putting in a process to more efficiently manage both.





# A-LA-CARTE SERVICES FOR FRANCHISE BRANDS

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Franchise brands are a different animal. As such, we have developed a service package to make sure we are meeting their needs.

- Monthly System Wide Reporting – We'll develop a financial report to give you and your franchisees a picture of what is going on throughout the entire system.
- Sales Model Buildout – Know your numbers prior to talking with prospects. We'll make sure you know exactly what you are selling and what the best model is for franchisee profitability.
- Sales Call Assistance – Do your prospects struggle to gain what the financial upside of franchising with your brand could be? We'll get on the phone with them to walk them through your sales model.



# A-LA-CARTE SERVICES

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All businesses are different. If your business has a different need, let's talk about it. We customize our services for business owners all of the time.



# ARE WE RIGHT FOR YOUR BUSINESS?

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We are a strong fit for certain businesses. Are we a match?

- Are you an owner of a manufacturing, franchising, or retail business?
- Does your revenue range from \$500,000 to \$3 million?
- Are you focused on growth?

If you answered yes to all three of these, we are a good fit.

## Franchise Brand Note

We want to work with emerging franchise brands. We have designed a quarterly package that works specifically with brands that have as few as 2 franchisees and \$75,000/yr in revenue.



# WHAT YOU CAN EXPECT

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Go ahead and search Google for “What does a CFO do?” You’re not the only one – over 8,000 people do that same search each month. And no wonder it keeps getting searched for. There are a ton of different answers.

Most of the answers are geared towards large businesses. Many of the articles are written by authors that have never worked directly with a CFO. They are merely quoting theory around what a CFO should do. The fact is, the job has evolved over the past few years.

With our finance background and being an entrepreneur, we strived to build a package that brings actual value to business owners.

We join or help you create a monthly leadership team. We meet with you and this team every month. This meeting typically has three agenda items:

- **Review:** We review your financial results with our in-depth financial reporting package. Our goal is to make sure you track the factors that drive value and have clarity into the business. We don’t spend time reviewing things that don’t matter. We want to give a high-level picture of how the business is performing.
- **Plan:** We have a 12-month rolling forecast for all of our clients. A large portion of this meeting is spent reviewing the forecast to determine if the business is on track to accomplish its goals. We look at cash flow each month to help the business manage their obligations and identify potential issues.





# WHAT YOU CAN EXPECT

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- Strategy: We are big believers in Traction by Gino Wickman. However, we also know that a full traction implementation might not be realistic (or needed) by most small and medium business owners. Therefore, we have taken the best parts of the system and condensed it into a monthly process. We set quarterly goals and track them to make sure that the business is aligned and moving forward.

These are the three areas where we believe virtual CFO services can add the most value for business owners. Along with this, we are here to answer day-to-day questions. Have a question about how to collect AR faster? We're here to help.

One of the best parts of our virtual CFO services is flexibility. We can work with your current bookkeeper in place. If you value that relationship, we don't want you to change it. However, if you value consolidating your finance and accounting department, we have bookkeeping available as well.

All of our services revolve around the monthly meeting. This is a 2-hour meeting, often in the middle of the month, with your leadership team. We know you are busy, so we condense all of the work we do in the background into this monthly meeting.



# THE ONBOARDING PROCESS

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Our onboarding process will take approximately four weeks to get fully settled in. Our purpose during this period is to properly gain a solid understanding of the company's financial and operational procedures in order to assess its current financial health and opportunities for improvement.

During onboarding we will assist with things such as customizing your chart of accounts so that it is consistent with our planning and your peers, reviewing prior year tax returns, reviewing company policies, developing your KPIs, setting up your custom forecast, etc. We run a thorough risk assessment, looking at your buy/sell agreements, your insurance policies, employee incentive plans, etc.

We do have a standard on-boarding fee of \$1,650.



# LEARN MORE TODAY

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- To contact us, give us a call at 720-470-3010.
- If you'd like to schedule a free, 60-minute consultation call, you can schedule directly using this link:
- <https://calendly.com/k-analytics/introduction>



Matt Krieger, Founder