

# RoseRyan Financial Checkup

Growing companies tend to wince at the idea of spending money on finance. But you know what really hurts? Your audit gets delayed—or worse, can't be finished—because you have a pile of preventable accounting issues to address. Or, on the eve of an important financing, you learn you're not recording some transactions correctly, throwing the deal into jeopardy.

We have the solution, and it's virtually painless. RoseRyan's Financial Checkup for private companies is a flat-fee service that gives you a fast, easy, inexpensive way to get a top-to-bottom analysis of your company's accounting methods and practices. The evaluation identifies what's missing and pinpoints problems—plus recommends ways to address them.

Think of the Financial Checkup as a "pre-audit" review—you're alerted to problems early, so there's less chance of delays or increased audit fees later. Plus, you'll get advice about how to fix those problems based on our experience at hundreds of private companies with challenges like yours.

## The Financial Checkup report provides:

- A summary of high-priority problems with common accounting treatments
- Results of our analysis for all other areas at the account level, identifying problems and potential solutions
- Recommendations for ways to improve efficiency and implement best practices

## The Financial Checkup covers these major areas (and more):

- Revenue: recognition, reserves, cutoffs
- Assets: cash, AR, inventory, fixed assets, capitalized expenses
- Cost of sales: recognition, reserves, overhead
- Equity: stock, warrants, options
- Expense: software capitalization, leases
- Operational practices: systems, policies
- Liabilities: AP, deferred revenue, leases, debt

## How does it work?

The Financial Checkup is based on work with hundreds of companies and the collective intelligence of RoseRyan's consultants. We review a detailed trial balance and conduct interviews with senior finance personnel, analyzing your accounting methods against our extensive checklist of common problems and treatments. The reports detail the analysis and identify and prioritize problem areas, with recommendations for improving them.

The Financial Checkup is not an audit. We don't review detailed documentation or go into audit-level depth. And your time commitment is minimal: the entire project takes less than a week, including one day at your office for interviews.

The RoseRyan Financial Checkup may be just the prescription you need to alleviate growing pains. To learn more, please contact:

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## About RoseRyan

RoseRyan is a finance and accounting consulting firm that tackles critical assignments for companies at all stages, with particular expertise in high tech, life sciences and cleantech. Our gurus serve as outsourced CFOs, prepare companies for IPOs and M&As, perform immaculate corporate governance work and are sought after for expert advice on emerging accounting challenges. The firm's Silicon Valley roots go deep—RoseRyan has been getting high-flying companies' financial houses in order since 1993. [www.roseryan.com](http://www.roseryan.com)