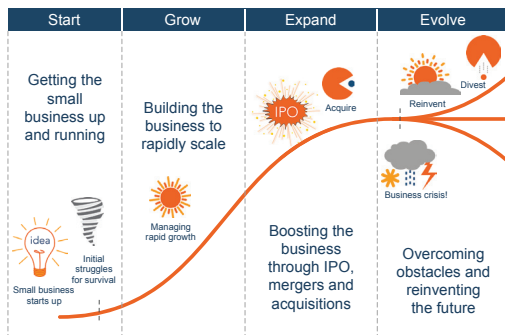


# RoseRyan helps across the business lifecycle

Companies have unique financial challenges at various stages of the business lifecycle. As companies start, grow, expand and evolve, they ride a rollercoaster of managing growth and overcoming obstacles. Toss in an IPO, merger or acquisition or two, and a company might ride off the rails. Our dream team of savvy pros love a good challenge, wherever a business is in its lifecycle. We calm the chaos and help companies push forward, through the crushing deadlines, hyper growth, tricky transactions and the most complex accounting issues.



Stages of the business lifecycle

survival. To help companies ramp up quickly, RoseRyan provides outsourced CFO advice and accounting support to set up the financial infrastructure and forge ahead.

**Grow your business.** When the business really starts to take off, it's a whole new ball game. Welcome to the next stage, which is all about managing rapid growth. New funding infusions, rapid hiring and product launches can lead to chaotic financial messes. High growth companies love the new processes and systems we bring to the table, getting them organized and producing reliable financials.

**Expand your business.** Perhaps your company has an IPO, merger or acquisition in its future. Congrats on making a strategic move that will boost the business and take it to a new level. But watch out for potential messiness at this stage, unless it's managed right. Companies count on us to get their financial house in order (which raises the valuation), untangle technical accounting issues, help with due diligence and prep for the big huge transaction ahead (and the difficult aftermath).

**Evolve your business.** Life as an ongoing, mature business is a stage that also has unique challenges. Our finance aces can help steady the ship by keeping the company's financial processes running smoothly during periods of boom and bust. Need to sell a piece of the puzzle? We help with divestitures. And when a business crisis looms large and threatening, RoseRyan fearlessly guides companies forward as they reinvent their future.

No matter what stage of the business lifecycle they are in, companies need a solid financial infrastructure to triumph, with the right team at the right time. Our dream team's unique combo of public accounting backgrounds plus industry know-how makes for rich strategic insights and a boatload of best practices. RoseRyan helps companies power through their finance challenges to get to the next stage. We can get you through it.

We help companies through:

- Small business ramp up
- Soaring growth
- Strategic shifts
- Mergers & acquisitions
- IPO and the rocky road after
- Business crisis
- Divestitures
- Reinventing the business

## About RoseRyan

RoseRyan is a finance and accounting consulting firm delivering specialized firepower exactly when and where it's needed during any stage of the business lifecycle. Our Bay Area dream team has tackled critical assignments for more than 700 clients of all kinds and sizes since 1993. From the startup that needs an interim CFO and scalable infrastructure to the publicly traded enterprise challenged with tricky transactions and complex compliance issues, our seasoned pros can be your team or help your team. [www.roseryan.com](http://www.roseryan.com)

Whatever stage you're in, the RoseRyan dream team can get you through it. To learn more, contact:

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