

Start your business

The challenge: Small businesses are in the thick of the first stage of the business lifecycle when they begin building the backbone of the business. They typically hit their first existential crisis as they try to pull together funding, a team and the product all at once. That initial round of funding can carry startups through if they're spending wisely, but a critical missing piece could derail them: they can't yet afford a full-time finance team. With some outsourced CFO words of wisdom to navigate the strategic planning, hiring bursts, fundraising choices and board decisions, small businesses can steer through the tough choices and beat the odds.

What small businesses need: An outsourced accounting team is a smart choice at this point, to get the accounting essentials set up, coupled with some CFO-level advice on strategic financial matters. Our seasoned pros can fill in for a long-term gig or drop in for a quick assignment. Many companies need a few hours per week to start and then shift over time. Our aim is to help them get through the initial turbulence to the next stage of their journey as efficiently and effectively as possible. This is well travelled terrain for us—we've done it for hundreds of startups before, including more than a few that went on to be billion-dollar businesses. Startup companies can get just the right amount of financial support exactly where and when they need it.

Services we provide at this stage:

- Outsourced accounting
- Infrastructure setup
- Back office support
- Part-time CFO, controller, accountant services
- Monthly financial statements
- Forecasts & projections
- Adoption of latest technologies (cloud, etc.)
- Equity management

Many small businesses benefit greatly by having a steady outsourced team that sets up their systems and infrastructure, and provides some CFO expertise when needed. The RoseRyan dream team can manage it all, letting the executive team focus on other matters, like making strategic hires, developing the product and forging partnerships. We can be your team or help your team with the ongoing accounting and financial decisions that will get you through the first stage of business life.

Small businesses face turbulence as they get up and running. RoseRyan supports them every step of the way, to steer clear of obstacles and ramp up quickly.

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

RoseRyan has services specially designed with small businesses in mind. To learn more, contact:

Maureen Ryan 510.456.3056 x122
mryan@roseryan.com