

Start-Up Business Accounting Service Offerings

Back-Office Accounting, Financial Analysis, and Strategic Advisory:

- On-going back-office financial accounting assistance;
- Assistance with drafting/reviewing initial financial projection and revenue forecasting models along with commentary;
- Bill payment processing through online banking delegation;
- Create budgets and track pro-forma budgeted vs. actual incurred results;
- Determination of cash burn and operating runway;
- Board/Company Management presentation of monthly reporting package including financial statements, key financial metrics review, and written commentary;
- Financial statement review and analysis with Company Management;
- Participation in strategic financial meetings with potential investors and assist in the preparation of meeting materials.

Accounting System Implementation & Integration:

- Assistance with selection and implementation of a cloud-based accounting software solution;
- Set up and implement accounting software including use of customized chart of accounts, accounting module configuration, and discussion of the appropriate financial reports for periodic review;
- QuickBooks accounting software training in applicable accounting modules and financial reporting capabilities;
- Historical transaction review and entry, reconciling each monthly period to bring the accounting and financial statements current;
- Record start-up and related costs incurred directly by founders through any personal bank account or credit card that is not documented in the business account.

Business Operations:

- Selection of appropriate choice of business entity;
- Accounting procedure review to identify efficiencies through the creation of standardized templates and business rules;
- Recommendation and assistance with set-up of appropriate banking accounts along with credit card merchant service provider accounts;
- Providing guidance and selection assistance on insurance plans for the business;
- Selection and completing necessary paperwork to secure a payroll provider;
- Recommendation and assistance with pre-tax employee benefits such as medical, dental, vision, pre-tax transit and 401K;
- General operating procedures and business rules including receipt and tracking of vendor payables, employee and contractor expense submission, and expense approval process.

