

# Growing from bootstrap startup to big-time player

## Challenge:

- A tech startup poised for rapid growth needed a CFO to chart the company's financial future and provide extra horsepower across the board.
- They needed help obtaining capital, achieving audit compliance, addressing revenue recognition issues and tackling financial planning.
- Adding to the challenge of meeting all their needs was the fact the company has a highly seasonal sales cycle and capital-intensive inventory requirements.

## Solution:

- One of our specialists in tech startups stepped in as part-time CFO to create predictive financial models, provide decision-making support for the entire organization, put cash flow on an even keel and manage the day-to-day finance operation.
- In addition to supporting the client's first VC funding round, our pro obtained more than \$12 million in debt financing over two years.
- We also created a revenue recognition model that would work for the company's complex sales process.

## Results:



Significant debt financing



Easier navigation of cash flows



Sixfold revenue growth



Cutting-edge technical accounting



Clean first audit



Insights-enabled growth

With clean audits, technical issues addressed and day-to-day finance on a sustainable footing, the client was ready for the big time.



## At a glance

### Company type:

Midsized, private

### Industry:

Technology

### Solution areas:

Small Business, Interim Finance, Corporate Governance

### About the client:

In just two years, this fast-growing tech company's revenue grew 6x. Our engagement included securing them with \$12 million in debt financing.

## About RoseRyan

More than

800  
clients

25  
years in  
business

RoseRyan takes dynamic companies further, faster, by delivering specialized finance and accounting solutions at every stage of your company's growth. Versed in Silicon Valley's rapid pace and unique business environment, our consulting firm has helped 800+ companies achieve success since 1993. No matter the size of your company or the scale of your next endeavor, RoseRyan has the wide-ranging solutions to accelerate growth.

Learn more at [www.roseryan.com](http://www.roseryan.com).

### Contact:

Maureen Ryan

510.456.3056 x122

[mryan@roseryan.com](mailto:mryan@roseryan.com)