

Building the finance framework to power a U.S. launch

Challenge:

- An international entertainment company experiencing explosive growth needed help with its U.S. launch—a lot of help.
- The company had yet to register to do business in the U.S. and had a major to-do list. They needed to sort out legal requirements, set up the books, find suitable vendors, establish reporting practices—in other words, they needed the works from RoseRyan.

Solution:

- Stepping into the role of senior controller, our finance pro worked across language barriers and navigated the accounting practices of the parent company's country to build a U.S. finance department.
- Knowing how much time and money the client would save if things were done right from the start, the consultant scoped the work carefully and dug deep into RoseRyan's bag of best practices for fast-growing companies.
- She set up the company's books and payroll system, created budgets and financial planning models, determined employee policies and benefits, gave the CEO advice on financial and legal structures, and worked with HQ abroad to standardize reporting to U.S. GAAP.

Results:



Customized books for integration



Risk exposure minimized



Strategic advice for the CEO



Connections to top-tier service providers



New budgets, financial planning models



Standardized GAAP reporting

With accounts that integrate seamlessly with the parent company's system, robust budgeting and reporting processes, and RoseRyan providing senior finance muscle, the company is now perfectly positioned to pursue a joint venture partner and launch its franchise.



At a glance

Company type:

Midsized, private

Industry:

Interactive entertainment

Solution areas:

Small Business

About the client:

RoseRyan worked closely to ready this international company for their U.S. debut over a 15-month period.

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.

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