



# CFO / COO as a Service

## Fractional Solutions to Accelerate your Business

**Transitional and Transactional experts that bring the experience, know-how, tools, methodologies and capital to help optimize your business in short-order, simply put, we get it done.**

### SUMMARY

#### Background

Masthead understands that **Cash Flow** and **Capital** are the oxygen of any business, and this is what makes our team different. Bringing a holistic approach, combining proven talent and access to capital to help you overcome the headwinds that face any growing (or sometimes distressed) business.

Our expertise lies in transitions & transactions, with years of experience to help you succeed, **quicker**. We can immediately make an impact, helping identify the key performance metrics (KPIs) to measure success and harness data to help move your entire organization forward – not just finance.

Masthead are partners to CEOs and Leadership teams – **we collaborate with you!**

#### Concept

**Ideas** are great, **decisions** are better, and **flawless execution** is what transforms!

Strategy without Team Alignment ends in Disaster — we help you bring the entire organization together to harness improved financial performance and liquidity.

The best recipe for success is to provide an actionable toolkit, team, and access to capital to **move your business forward with faster**.

Masthead provides unbiased, unfiltered truth, combined with the detailed, and actionable assessment to move the organization forward. All this along with the expertise and horsepower to implement and transition change – **we are your true business partners**.

#### Why we are different

Each Masthead CFO team members, on average, has more than 20 years of real-world practical experience working with investors and their portfolio companies across diverse industries. Our team has driven more than 200 transactions collectively with an aggregate of over \$1B in enterprise value. Simply put, we know what constitutes value, how to measure it, and most importantly how to focus and prioritize resources to create the greatest ROI impact.

We work with Entrepreneurs, CEOs, and Small Business Owners to improve cashflow, improve profits and maximize the value of their company – all with a keen understanding of how small businesses works and how to increase performance and valuations—from initial investment to prepping for growth, M&A, sale readiness or exit, all designed to help accelerate and improve outcomes.

**Masthead brings a full team, from the CFO and COO all the way down to the Analyst, all in-house and ready to move the needle for your investments.**

#### Timing

We start with you — we are your toolkit for success.

#### Masthead Financial & Capital Advisors

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## SPECIALIZATIONS

### Fractional CFO and Business Consulting

Professional Financial guidance and resources to help businesses navigate strategic opportunities

### Strategic Projects and Expansion

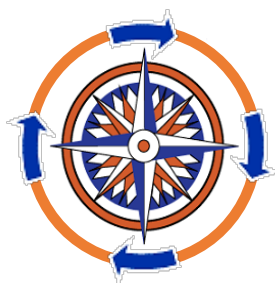
Pulling together the plan and resource to help businesses execute their strategic goals

### Financial Strategic Planning

Helping businesses build detailed budgets and forecasts along with the cash flow analytics and the capital solutions necessary to succeed

### Business Analysis

Assess the gaps and opportunities for your business and provide a comprehensive action plan along with benchmarking for context



### Buy Side M&A

Full service buy-side M&A advisory including initial deal screening, deal analysis, LOI, due diligence, capital raise, close and post-close integration

### Sell Side Readiness

Preparing your business for sale – assembling all the information, reporting and preliminary valuations to position you for success

### Succession Execution

Management Buyouts, Partner Buyouts, Family Transition – planning and capitalizing the succession of a closely held business

### Capital Mgmt. and Sourcing

Identify the shortfalls within your capital structure and source debt capital to maximize business operations. **Your Fractional Banker**

## Costs

- Depends on size and complexity of organization, scope of change and skills / team members required.
- Free preliminary analysis to determine scope of services.
- Fractional CFO or COO Services - Weekly, monthly, or quarterly based upon agreed upon budget.
- Transaction Services - Full Engagements Typically: **\$50K-\$250K** (fluctuate with scope of service).

**Contact Us to Learn More:** **Robert Hanger**, Managing Partner  
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