

Emerging Growth >>>>>>>>

Maximize your growing power.

Today's entrepreneurs and company founders face many obstacles when bringing innovative ideas to fruition. Whether these obstacles involve driving collaboration, navigating leadership responsibilities, building products, managing inventory, or raising capital, our team at Kranz is here to guide you through your latest transition. We understand the need to adapt to a quick-changing market and do what it takes to make sure you reach your goals.

Kranz Consulting has been the "go-to" finance and accounting firm supporting startups and emerging growth companies for over 25 years. From helping with interim management to leading you to an IPO, our experts ensure each business receives tailored support through every stage of growth by providing fractional and project-based services.

Fractional Services to Drive Sustainable Growth

Financial Reporting: Providing financial reports, such as balance sheets, income statements and cash flow statements to help you stay informed about your financial performance and be well prepared for a due diligence review.

Budgeting & Forecasting: Forming the backbone of a healthy financial function and managing risk by creating budgets, providing financial forecasts and reworking processes as needed to plan for future growth and success.

Transactions & Operations Support: Keeping accurate records of financial transactions, including accounts payable, receivable and general ledger maintenance.

Payroll Processing: Managing the payroll process, including calculating and paying employee salaries, benefits and taxes.

Financial Analysis: Providing in-depth financial analysis to help you make informed business decisions, such as assessing the feasibility of new projects or investments.

Treasury and Working Capital: Managing cash flow and runway with one of our experienced CFOs, including bank account management, setting up wire transfers and monitoring cash balances to prepare for funding rounds from planning to execution.

Diligence & Audit Support: Guidance during due diligence reviews and audits, including preparing financial statements and other documents, answering questions and ensuring compliance with relevant accounting standards and best practices.

Emerging Growth Contacts



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Our Process

● Set a Strong Foundation

Successfully get your business up and running.

- › Accounting
- › Financial Statements
- › Cap Table Management
- › Payroll
- › Working Capital Management

● Strategize the Best Path Forward

Develop roadmaps and integrate measures that enhance operations to effectively manage growth and change.

- › Business Modeling and Forecasting
- › Management Reporting
- › Board and Investor Reporting
- › Employee Benefits
- › Bank Relationships

● Expand & Evolve

Accelerate and scale through business transactions while overcoming obstacles, preparing for the future and driving innovation.

- › Fundraising
- › Growth Capital Funding
- › Financial Sourcing Solutions
- › Business Optimization
- › Balance Sheet Management
- › Acquisition Due Diligence
- › Asset-based Lending
- › IPO Readiness

Common Growth Challenges

- Managing scarce capital resources in a high-growth environment
- Understanding business risk and responding appropriately
- Managing investors, lenders, and board stakeholders
- Building products from concept to market
- Gaining actionable insights into company and financial status
- Leveraging effective processes and technology solutions to reach business goals
- Ensuring compliance with financial and accounting regulations, standards and best practices

Goals & Desired Outcomes

- More time for business leaders to focus on goal development and actualization
- A healthy, sustainable finance function that provides accurate and timely financial information so leaders can make more informed decisions and strategize for the future
- More efficient processes and systems that fit individual business needs and growth goals, leading to a reduction in overhead spend and saved time
- Less potential for risk as the business is analyzed for vulnerabilities and areas of improvement and a corrective course of action is established
- Access to unparalleled industry expertise and a team of experts ready to step in and provide strategic decision-making support where it's most needed
- Ensured compliance with laws, regulations and best practices

What makes us different?

We specialize in various startup services to help our clients grow and prosper, and over 2,500 companies stand as a testament to Kranz's ability to turn entrepreneurial innovation into superior valuations. Our team is full of startup experts who are there to guide entrepreneurs and founders through the complexities of building high-growth businesses. Our clients deserve to reach their full potential, and we bring seasoned perspectives, customized solutions and new insights to your unique goals and concerns.

With 300+ career consultants nationwide, Kranz creates and transforms value for our clients so they can prosper. Our relationships are the common thread that guides everything we do. In an ever-changing world, every startup deserves to have trusted and resourceful perspectives that drive you to ultimate success.

Our Emerging Growth Solutions

Strategic Advisory

- Interim CFO Services
- Fundraising & Investor Presentations
- Interim Management
- Contract Commercial Reviews
- Corporate Legal Entity Structure
- Audit & Diligence Planning
- Bank & Audit Relationship Management
- Treasury & Cash Management
- Insurance & Risk Management
- Due Diligence
- Exit Strategy & Planning
- Carve-Outs & Divestitures
- Bank & Venture Debt
- Lines of Credit
- Receivables Factoring & Working Capital
- Procurement & Vendor Management
- Employee Benefits Planning
- Benefits Implementation

Accounting & Operations Support

- Financial Statements
- Monthly Financial Close
- General Ledger Maintenance
- Payroll, Taxes & Benefits
- Accounts Payable
- FloQast
- Accounts Receivable
- Billings & Collections
- Revenue Recognition
- US GAAP Compliance
- State & Local Tax Compliance
- Tax Reporting & Support
- Banker & Covenant Reporting
- Investor Reporting
- Venture Fund Reporting
- Employee Benefits Planning

Financial Planning & Analysis

- Board & Management Reporting
- Business Modeling & Forecasting
- Variance Analysis & Reporting
- Budgeting & Forecasting
- Business Analytics & Dashboards
- Benchmarking
- KPIs, KRAs & OKRs Reporting

Technology

- Financial Systems Planning
- Technology Stack Implementation
- QBO, Xero
- Expensify, Brex
- Bill.com, Ramp
- NetSuite Implementation & Optimization

Shareholder Services

- Cap Table Management & Maintenance
- Stock Option Management
- Funding Scenario Modeling
- 409a Valuations & Compliance

Services By Industry

Retail & Manufacturing

- Inventory Tracking & Costing
- Standard Costs & Overhead Allocation
- Cost Variance Analysis & Reporting
- BOM & Materials Costing & Tracking

Software & Platforms

- Gaming Economic Modelling
- Fintech, Proptech Forecasting
- Advertising Models & Planning

Ecommerce & Digital Economy

- Crypto Wallet Management
- Storefront & Marketplace Strategy
- Digital Assets Software Selection
- Crypto & fiat Accounting

Software as a Service

- Pricing Models: D2C, B2B
- Systems Integration
- Metrics (LTV, CAC, ARR/MRR, Churn, Cohort Analysis)

Life Sciences

- Research Capitalization
- R&D Tax Credits
- Clinical Trials Forecasting
- Professional Corporations
- Medical Devices