

FINANCIAL AND OPERATIONAL

We manage strict deadlines and produce strong results for our clients.

Case Study: Start-Up

OVERVIEW



An entrepreneur with a new venture idea needed a sophisticated financial plan to attract investors. The entrepreneur needed a partner to guide him through the startup process, which included financial modeling and business planning that would lay the groundwork for attracting investors. CSuite was able to provide a partner with the skills and industry experience to help guide the entrepreneur through the process.

CHALLENGES



- Entrepreneur with an idea and limited experience.
- Concept needed to turn into a viable business.
- Investor was new to the industry.
- Establish a realistic model and business plan.
- Incorporate an understanding of the market and competitor landscape.

SOLUTIONS



- Built a model using industry contacts and expertise to support the model assumptions.
- Business plan was completed and provided realistic goals and projections.
- Provided critical leadership during the formation.
- Became a trusted advisor to the entrepreneur to help educate and guide him through the process.
- With the deep expertise in start-ups, CSuite was able to provide guidance on pros/cons for investors, product development and product viability.

RESULTS



The financial model delivered allowed the entrepreneur and investor to visualize the reality of overhead and development investment, and the impact of distribution and production deal terms on the business plan. The client was able to use the model and business plan to effectively outline and tell the story of the product, market and the path from development to launch. The sound financial model set the stage for a highly successful and profitable venture.