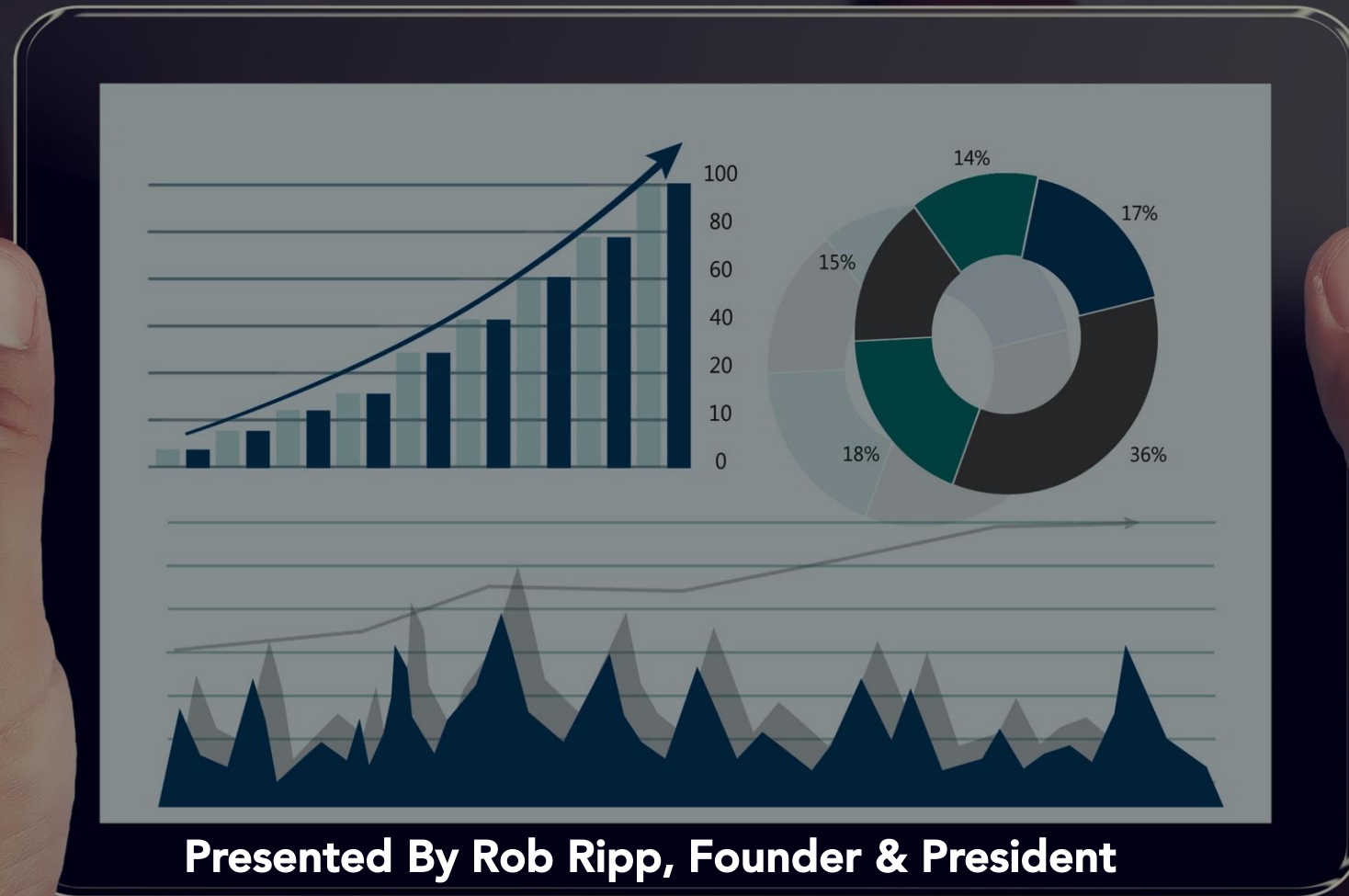


Cash: Raising, Spending and Tracking For Fast Growing Companies

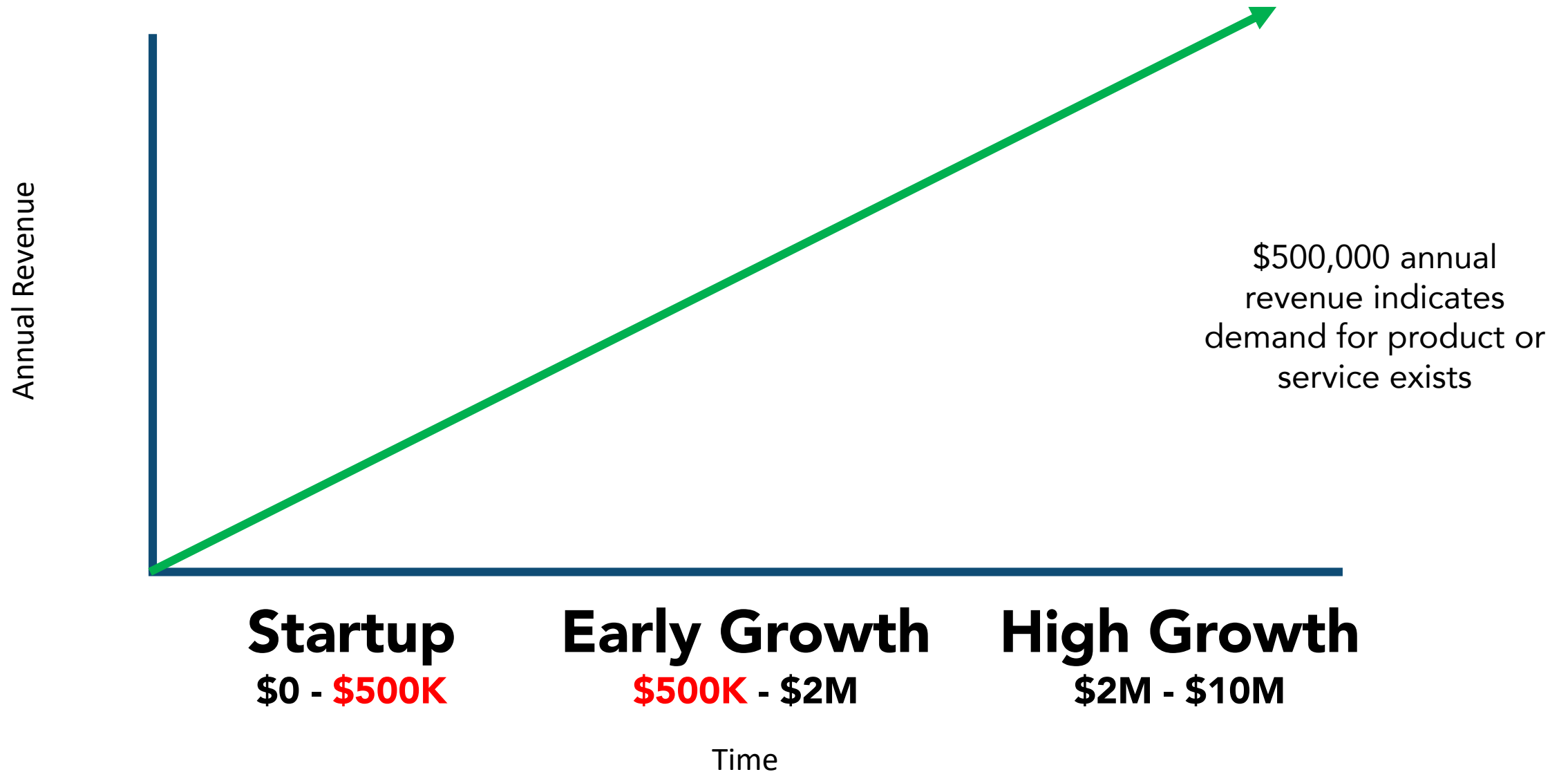


Presented By Rob Ripp, Founder & President

CASH

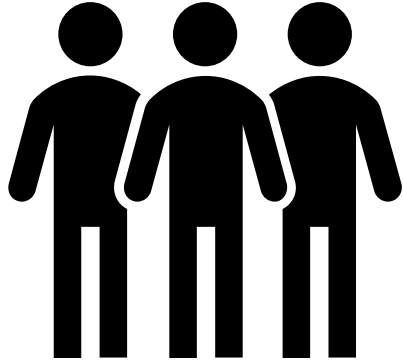
How to get it
Where to spend it
How to track it

Segment Cash Management by Growth Stage



Startups

How Startups Get Cash



Founders, Friends & Family



Angel Investors

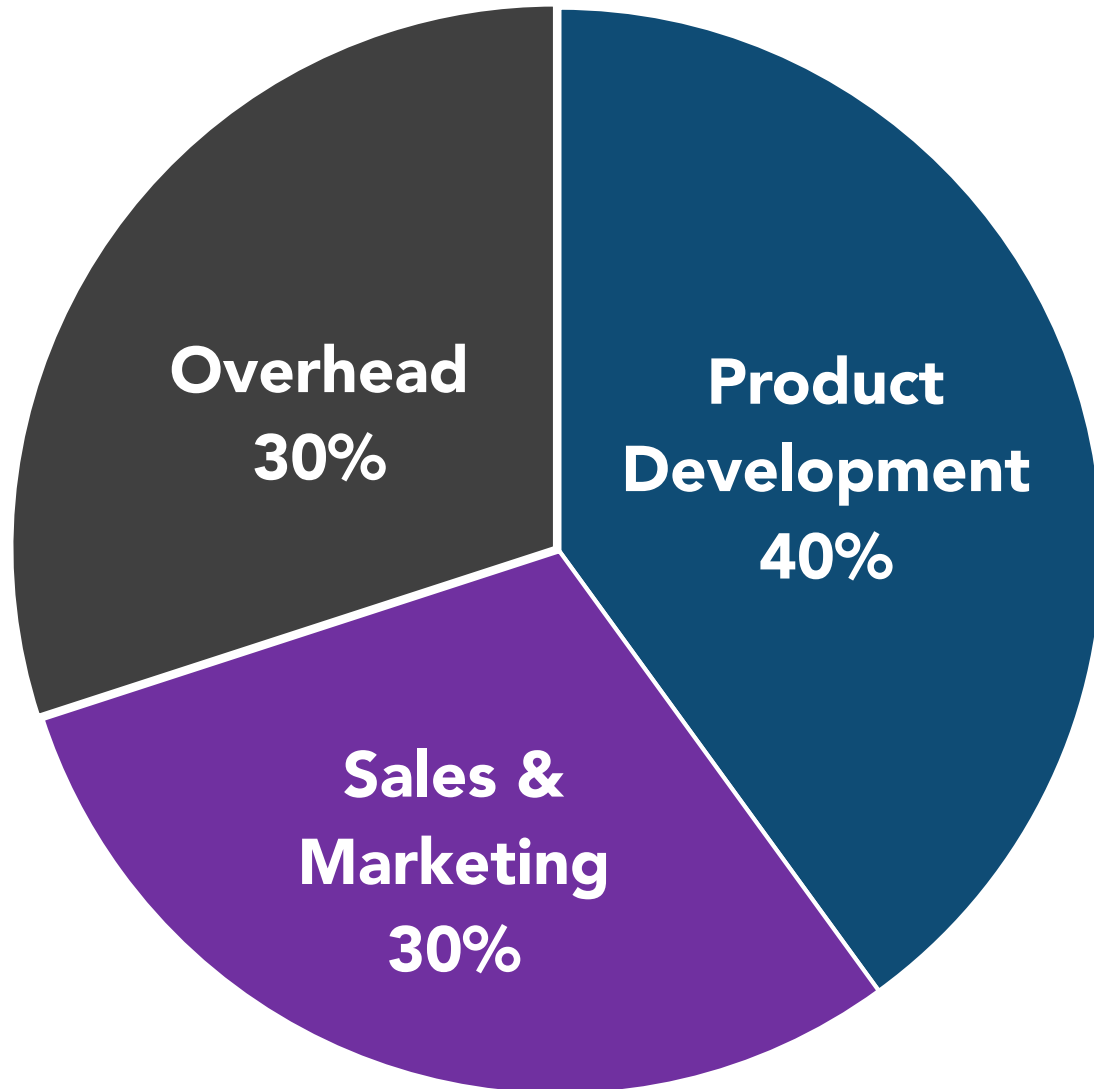
Founders up to \$100K, F&F another \$100K - \$200K

Angels fund \$250K - \$500K later in the stage

Lasts about 6 – 12 months

Note: Founder debt almost always becomes equity

What Startups Do With Cash



**Commercialize
Product or
Service**

Common Question from Startup Founders

How Much Should I Be Paid?

Get paid last

From cash flow of company

Investors want to see \$\$ going to revenue producing activities

Exception: founder with previous exit

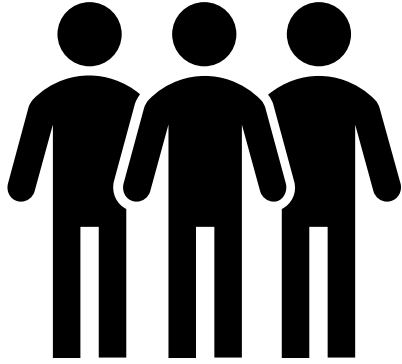
How Startups Track Cash



- Set up by friend, tax preparer or QB setup wizard
- Track cash payments, invoices, bills & prepare taxes
- Live in other systems (i.e. Shopify)
- May do some basic cash forecasting in Excel
- Minimal spend - \$1K or \$2K per year, including tax returns

Early Growth

How Early Growth Stage Companies Get Cash



Previous Investors



Angels & Superangels



Lenders

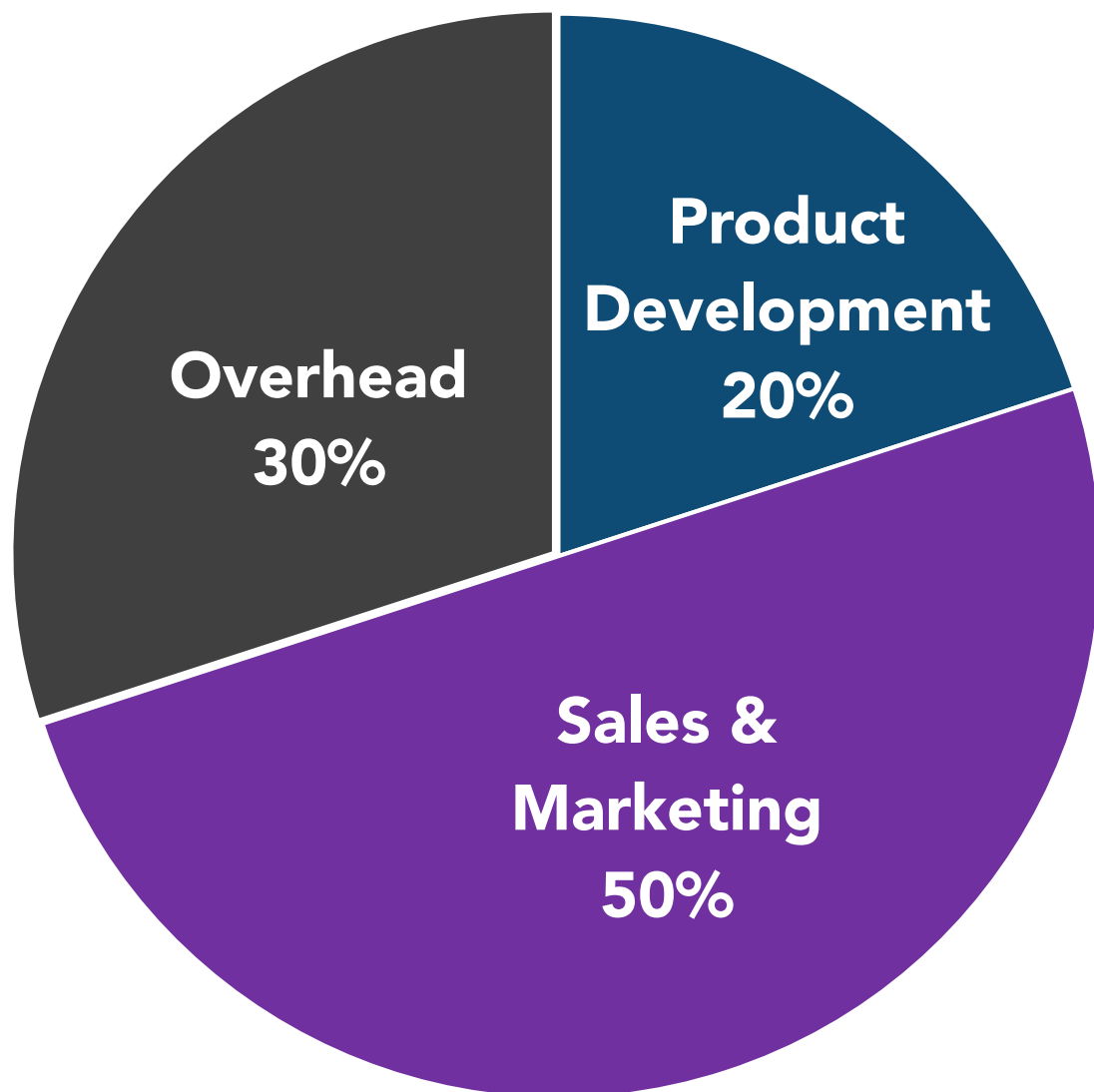
Larger raises \$500K+

Debt is an option: SBA, alternative

Good time to get to know some VCs (tip: ask for advice)

Lasts about 12 months

What Early Growth Stage Companies Do With Cash



Grow Sales "Test & Pivot"

- Customer acquisition
- Customer retention
- Pricing & discounting
- Business model

How Early Growth Stage Companies Track Cash



- Still using QuickBooks, but getting harder
- Introduce cash flow forecasting and annual budgets
- Spending more on bookkeeping, not getting needed info

High Growth

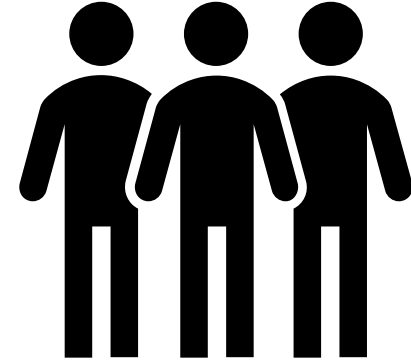
How High Growth Stage Companies Get Cash



Internal Cash Flow



Institutions



Previous Investors

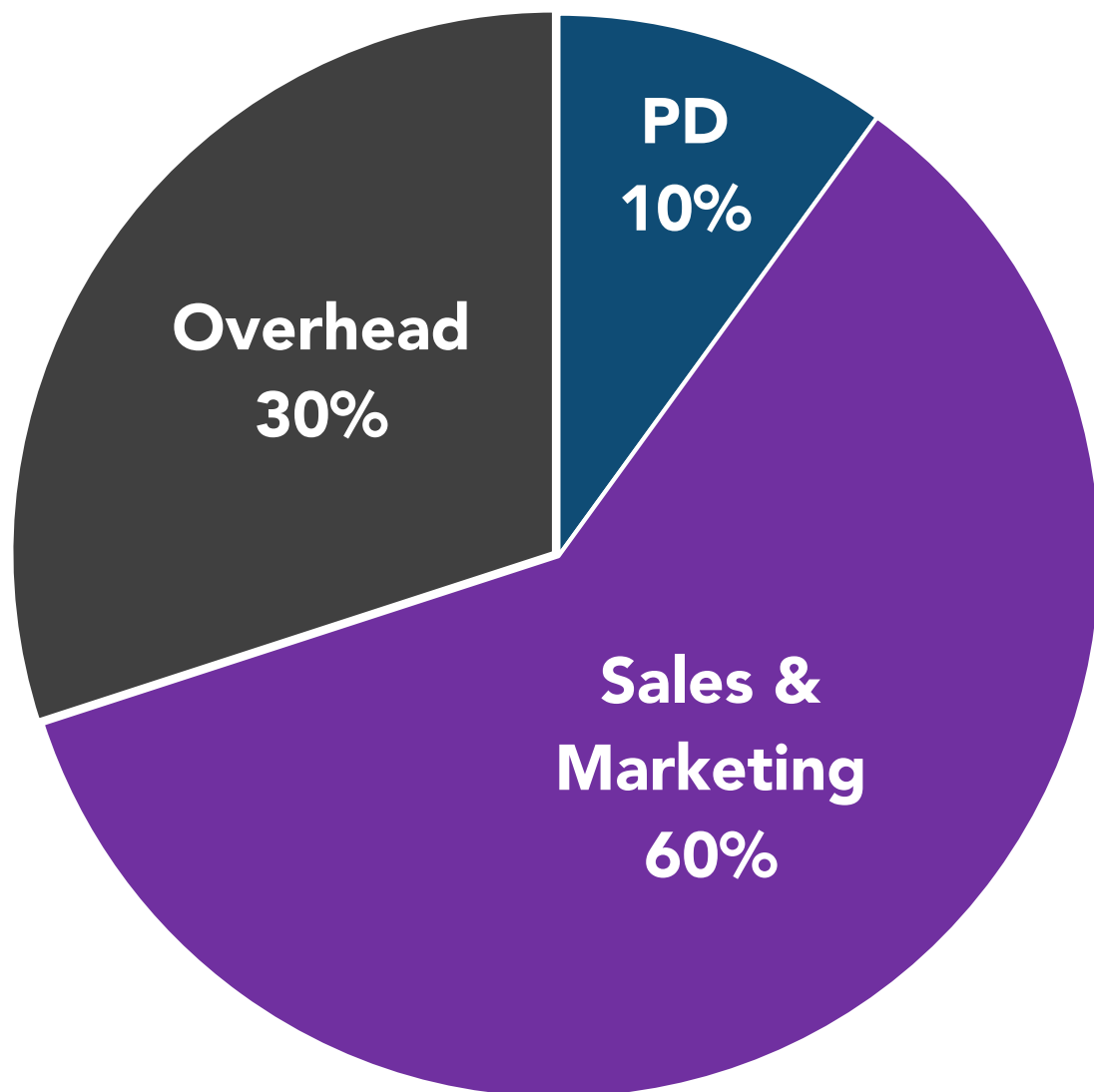
Internal cash flow starts to matter

Series A equity, banks and alternative lenders

Current investors

Lasts 12 – 24 months

What High Growth Stage Companies Do With Cash



Sustainable Rapid Growth

- Install executive team
- Upgrade systems
- Fine-tune business model

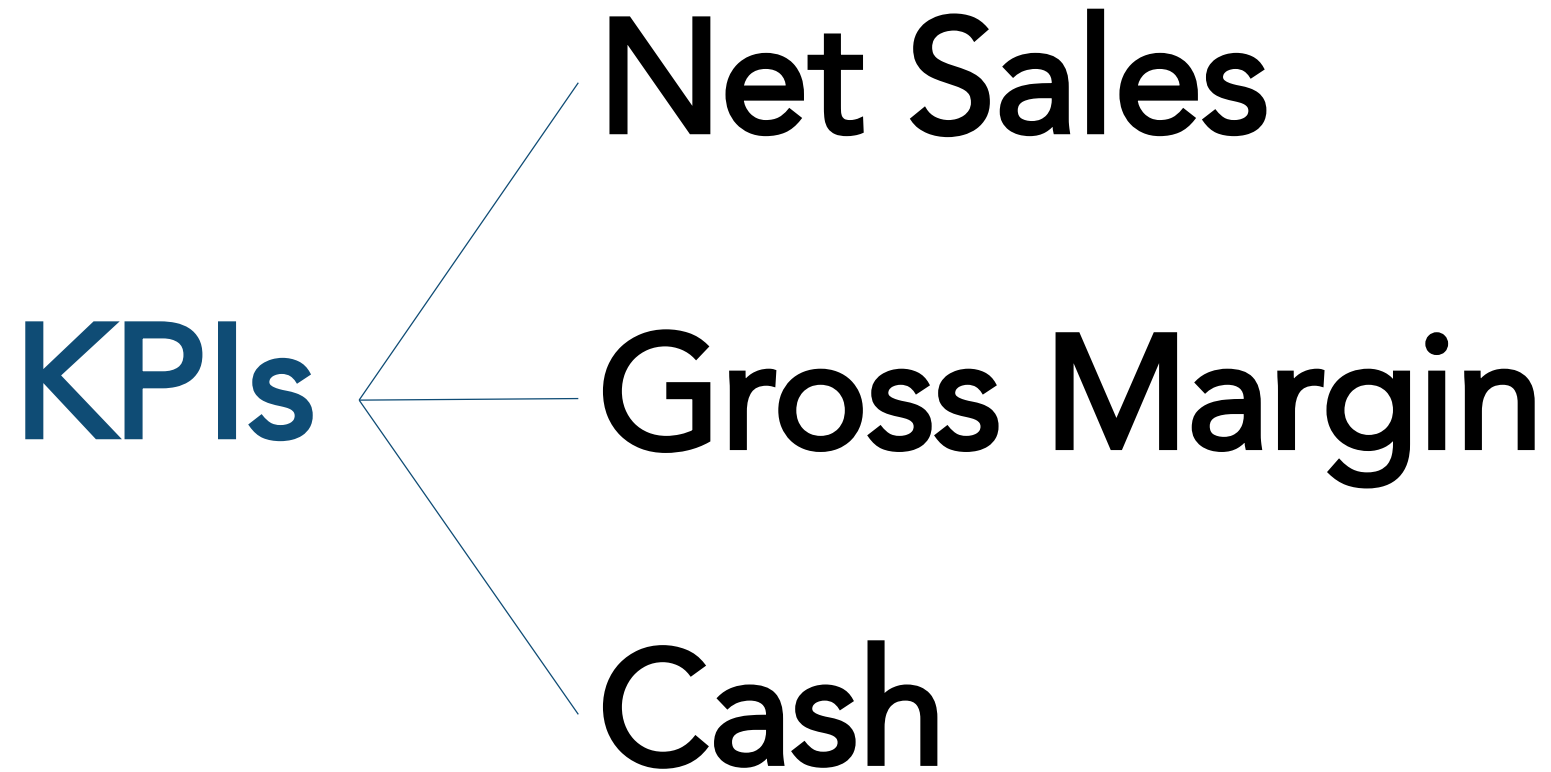
How High Growth Stage Companies Track Cash



- Still using QuickBooks, but financial systems can't keep up
- Losing visibility on sales, profits and cash flow
- Too many surprises
- Reliance on other systems, not getting the whole picture

The Importance of Data in Your Business

Market telling you what it values about your business



Great Companies Know How to Use Great Data

Measure activities that drive performance and track over time

Detect patterns and see how data correlates to increases in KPIs



Takeaways

Takeaways

- Funding options change as business grows
- Test, test, test
- Become a data-driven enterprise
- Invest in systems to maintain rapid growth

Thank You

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