



WESTOVER

STRATEGIC ADVISORS

PARTNERING WITH YOU
TO ADDRESS BUSINESS ISSUES
AND ACCELERATE GROWTH

Who we are



A boutique consulting and advisory firm of senior, credentialed professionals



25+ years of C-Suite experience as CFOs and COO's, with deep experience managing all business disciplines -- Finance, Marketing, HR and Information Technology



Broad industry experience – from VC backed, early stage start ups to privately held family owned businesses and large multi-national public companies



Connected team with strong network of advisors and investors

What we do

We help small to medium size companies obtain capital, accelerate growth and improve margins.

CFO ADVISORY SERVICES

- Development of business & strategic plans
turnarounds, restructurings, M&As, due diligence support for buyers and sellers, company valuations
- Helping CEOs navigate governance issues & prepare for board meetings
- Equity & debt financing & recapitalizations
- Financial planning, analysis & reporting
creating financial models, management reporting and KPI dashboards
- Capital raising strategies
pitch decks, capital raising, structuring and closing transactions

COO ADVISORY SERVICES

- Development of business needed to enhance company growth
- Strategic planning
- Crisis management
- Interim management and management transition
- Systems and business process development and improvement
- Turnaround situations
- Growth and exit strategies
- Business exit planning

CONTROLLER SERVICES

- Closing the books and preparing monthly GAAP financial statements
- Accounting system selection & implementation
- QuickBooks set up and support services for clients
- Preparation of tax and external audit documentations
- Hiring & training new financial staff members
- Internal controls, policies & procedures

Industries and sectors we serve



- Fintech
- Consumer products
- Cloud, Mobile & Traditional Software
- Insurance Tech
- Information services
- International / Cross-Border Businesses
- Energy
- Construction
- Software & Mobile Apps
- Internet & E-Commerce
- Healthcare Services
- Manufacturing & Industrial
- Media & Industrial
- Medical Devices
- Professional Services
- Non-Profit Organizations

Firms we have worked with



How we can help



- Need an experienced advisor who has demonstrated success addressing similar issues, but can't justify the cost for full time hire?
- Need to fill a senior position temporarily while you're looking to hire for a specific role?
- Getting pressure from investors to build out your team?
- Need to connect with investor community?
- Need help understanding how to increase profit margins and EBITDA?

Experienced fractional hires (CFO, COO, VP of Finance)



- Need specific functional experience to lead special projects or complement existing teams (e.g., preparing for acquisition or a new product launch)?
- Need experienced staff to jump in and lead an important project?
- Juggling day-to-day challenges and need to free up in-house resources to focus on core business?
- Looking for experienced, fresh perspective and/or a business advisor, if you're stagnant or facing a critical business decision?

Project-based, advisory consulting

Tough Questions CEO's are asking their CFO's

We help clients answer these critical questions:

FINANCIAL MANAGEMENT

- Do we have the appropriate metrics and KPI's in place to track and manage performance?
- How do we increase credibility with our board, investors and major suppliers?
- How do we increase profit margins and EBITDA?
- How can we manage cash better?
- What management accounting systems should we use?
- What is the current value of our company?

CAPITAL RAISING & INVESTOR RELATIONS

- How do we get strategic business introductions and access to a network of strategic partners, banks, VCs and Private Equity firms?
- What do we do to attract equity investors?
- Do we need to update or fine tune our investor pitch deck?
- Do we need to have a "Waterfall Model" in place that shows how proceeds are distributed among shareholders in the event of a sale?
- At what point do we need to have an exit strategy in place for our company?

Why use fractional C-Suite resources?

Why Hire a CFO or COO?

When you can rent one.

Fast.

From our team.

A fractional hire is often used if you can't justify the costs for a full time, on-staff senior executive, but you need that level of experience and expertise. This strategy is particularly helpful for new and emerging companies, as well as established companies with special projects – such as preparing for an acquisition or a new product launch.

Our results



- Led capital and fundraising raising activities for a VC backed start-up insurance technology company. Closed on Series A financing round and secured a credit facility with a venture bank. Led the M&A process to find a strategic buyer that resulted in a successful exit.
- Created “committee charters” for a company’s new board structure to support execution of strategy and provide the necessary objective governance in key areas. The new governance structure included three board committees: Audit and Finance, Operations and Compensation.
- Researched and evaluated accounting systems for a \$5 million service organization. Implemented QuickBooks, set up company and chart of accounts and converted historical records to new application.
- Developed strategic plans to support a company’s 5 year growth strategy. Worked closely with the CEO to set both strategic and operational goals and objectives. Oversaw development of operating plans and budgets.
- Created and implemented a Project Management Office (PMO) for a professional services firm and implemented balanced scorecards and KPIs to assist in evaluating operating performance for strategic business units
- Negotiated and secured a new \$12 million credit facility with banks and senior lenders that included debt restructuring and a revolving line of credit for a service company.
- Assessed internal controls, established policies and procedures and closing cycles for an early stage development services company.
- Implemented a new capital structure and retained earnings strategy that supported a company's strategic growth plans

A flexible, scalable model



OFFICE OF THE CEO

- Business model and strategy consulting
- Assistance with governance and board presentations



INTERIM

- For companies needing temporary full (or part)-time leadership in finance



FRACTIONAL/PART-TIME

- For smaller companies in need of C-Suite support (CFO, COO, Controller)

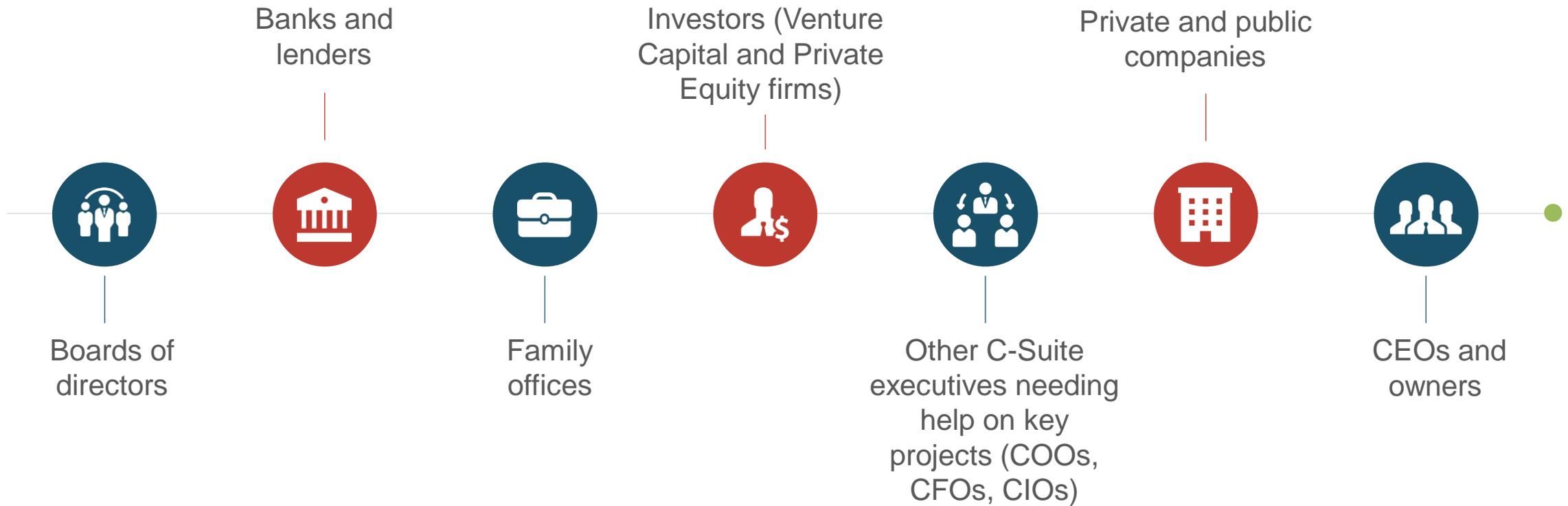


PROJECT-BASED

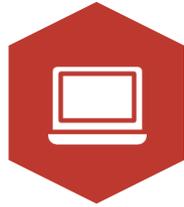
- For engagements with specific deliverables: M&A strategy, exit planning, investor pitches, cost reduction plans, accounting system set up and conversion, capital raising



Who retains us



Our team



- A seasoned staff of successful CFO' and C-Suite executives
- We've been in the trenches and in the boardroom. We bring years of practical working experience to help our clients tackle both strategic and operational business challenges.
- We've walked in your shoes and we understand what you're going through.
- We have deep and broad experience in creating and executing upon business models of all kinds. We have a keen sense of what works in the marketplace and what doesn't. We also have experts in finance, financial modeling, capital raising, market research, competitor research, technology, and much more.
- Visit our website for more information. www.westoverstrategy.com



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