



FINANCIALLY POSITIONING YOUR COMPANY FOR GROWTH



Companies may come and go, but there's one constant about those that last—they have a solid financial infrastructure. The leaders know the numbers behind their business, they understand what drives them, and they grasp how the company's finances affect their future and potential to achieve their mission.

If you're an entrepreneur or a venture capital-backed firm looking to financially position your business for growth, we may be the perfect fit for each other.

G-Squared Partners provides strategic financial, accounting and operational expertise to companies that recognize that an outsourced CFO and finance team can accelerate their success.

With G-Squared, you receive the breadth and depth of financial knowledge you need to make intelligent decisions for your company. Whether your goal is to secure the next round of funding, sell your company or generate profits, you can trust us to fulfill your finance and accounting needs while you concentrate on what you do best... running your business.

OUTSOURCED FINANCE TEAM

For a growing business, there is logic in paying for resources only when you need them. Our flexible service structure allows you to increase or decrease your level of engagement based on your company's needs or stage in its development. This comes to you at a fraction of the costs associated with comparable in-house hires.

Consider us your "finance team in a box" that thinks well beyond the box.

I'd highly recommend G-Squared Partners to companies seeking flexible CFO services. They've been instrumental in building a solid financial forecast, identifying key performance metrics and helping to source three layers of capital to help us grow. *—Horganix*

SERVICE STRUCTURE

CFO Strategist/Managing Director

Whether you need an outsourced full-time or part-time CFO, or a CFO for a specific project for your company, this leader provides top-tier finance, accounting, business, operational strategy, and transaction guidance.

VP of Finance/Controller/Director

This expert provides leadership and coordination of your company's financial planning and budget management functions and also ensures your company's accounting procedures and reporting conform to generally accepted accounting principles (GAAP).

Senior Accountant/Senior Associate

This seasoned professional is responsible for high-level, day-to-day and monthly accounting functions.

Staff Accountant/Associate

This professional handles standard day-to-day and monthly accounting functions.

CFO & BOOKKEEPING SERVICES

Our outsourced CFO and bookkeeping services are uniquely designed for growing businesses. Engage our services at full capacity or scale them up and down based on your needs. We're comfortable working as your full finance team or as an extension of your existing in-house team.

CFO Services

- Audit and tax support
- Bank packages
- Board packages and attendance
- Budget/forecasting
- Cap table maintenance
- Cash flow forecasting and management
- Equity fund raising support
- Financial statement preparation
- Metrics/KPI's
- New debt financing
- Obtaining 409 A valuations
- Tax planning assistance

Bookkeeping Services

- Accounts receivable collection
- Accounts payable processing
- Cleaning up and closing the books
- Transaction processing
- Vendor management

INDUSTRIES

Our results-driven team helps companies across multiple industries and at different stages of growth to establish and maintain solid financial footing.

Industries we serve include:

- Technology / SaaS
- Life Sciences & Diagnostics
- Professional Services
- Manufacturing / Distribution
- Robotics
- Food & Beverage

G-Squared Partners is our "go-to" firm for part time CFO services. G-Squared provides value beyond the classic CFO responsibilities, including participating in strategy sessions, obtaining financing, identifying key performance indicators and getting significant transactions completed.

—Osage Venture Partners

● Every individual we interact with at G-Squared is professional, responsive and super smart with work that is precise, timely and appreciated...

PROFIT IMPROVEMENT PLANNING (PIP) & TURNAROUND MANAGEMENT

From profit margin analyses, to financial modeling, to measuring key performance indicators of your business, G-Squared delivers impactful strategies to accelerate profitability. We work with growing firms and know their business lifecycle and need for a solid financial infrastructure. Whether your sales dropped, your market shifted, or your business is in distress, our PIP and turnaround management services can get you back on track.

SALE READINESS

A sale is a once in a lifetime experience for most entrepreneurs. Buyers are professional and are savvy and take advantage of under-prepared sellers. To ensure a good outcome and efficient process, sellers need to be prepared. G-Squared has helped hundreds of clients completed transactions and can help you to prepare and evaluate your readiness to engage with prospective buyers.

...Simply stated, G-Squared helps me run a better business. Their work quality is exemplary, which helps me run a tighter business. The budgeting tool they developed is the best I've ever seen or used. It helps me and our leadership team track our goals against actual financial performance at a detailed level every month.

–365DIRECT



GENE S. GODICK
CEO

With over 30 years of financial and executive experience, including eight years of Big Five accounting experience, Gene has expertise in all areas of business finance. He led the Verticalnet IPO, where he helped the company raise \$64 million in equity. During his tenure there, he raised over \$300 million and completed over 25 M&A transactions. After the internet bubble crashed, Gene led the restructuring of Verticalnet, transforming it into a leading spend management software company.

Gene is a Certified Management Accountant and a Certified Public Accountant.



JON COHEN
Managing Director

Jon has over 25 years of financial and executive experience and, throughout his career, held various roles in publicly traded and privately held companies in the software, e-commerce, manufacturing and distribution industries. He participated in dozens of M&A transactions on the buy and sell sides.

Jon earned an MBA with a concentration in finance from LaSalle University and is a Certified Public Accountant.



KEITH FISHER
Managing Director

With over 25 years of experience in public accounting and private industry, Keith worked primarily in manufacturing for companies ranging in size from \$20 million to \$1 billion. He has extensive experience in financial statement preparation and analysis, budgeting and forecasting, and cash flow forecasting.

Keith earned an MBA from St. Joseph's University and is a Certified Public Accountant (inactive).



LET'S TALK BUSINESS. YOUR BUSINESS.

G-Squared Partners, LLC

501 Office Center Drive, Suite 100

Fort Washington, PA 19034

888-731-4034 | info@gsquaredcfo.com

gsquaredcfo.com