



# On-Demand CFO

Your On-Demand team to take you from startup to exit

November 2020



An On-Demand CFO team, for less than the cost of a bookkeeper.  
Perfect for:



Startups planning to raise substantial capital, or looking ahead to an exit.



Businesses looking to operate overseas, in multiple currencies and tax jurisdictions.



Founders spending nights and weekends keeping up with their finance, payroll and corresponding compliance requirements.



Startups with reporting demands from their board and investors that takes them away from running their business.

## Smooth scaling – How we can take the pain out of growing

With your KPMG On-Demand CFO team you'll be guided around the financial and business roadblocks many companies face on the path to investment and growth.

We focus on your financials so you can focus on your business.

### Learn from niche specialists and know your bases are covered

Gain access to thousands of Australian-based specialists through your KPMG On-Demand CFO team. Feel confident your questions can be answered by those who've seen and done it all before.

### Get local advice with a global perspective

Looking to expand overseas or need help in a foreign jurisdiction? That's no problem with our global KPMG network of over 200,000+ advisers operating in 147 countries spanning from the US, to Asia and Europe.

### A business adviser who gets investors

As one of Australia's largest providers of services to investors including high net worth individuals, institutional and family offices; you'll have onboard a specialist invested in your ecosystem, and who knows and understands your investor needs.

### Make data driven decisions with accurate, relevant and timely information

Optimise your financial systems and receive reports tailored to your needs. Get a complete picture of your business, beyond the historical numbers.

Monitor KPI's that matter to you and receive actionable business insights from your On-Demand CFO team; allowing you to make more informed decisions.

### Close the gap on getting investor or exit ready

Your KPMG On-Demand CFO team not only assists with operational execution, but delivers on great governance and strategic advice aligned with your business goals.

Help from your KPMG team in embedding appropriate processes and systems for your startup means you'll have the best chances of success, whether it be for your next funding round or exit.

# A few less things for you to worry about

**You'll have your finances managed from end-to-end with our On-Demand CFO finance function.** Whether it's strategic advice, accounting, tax or bookkeeping, from set up to exit, we support your growth as you scale.



## CFO advisory

Ongoing objective planning & advice to help you make informed tactical and strategic business decisions.



## Business performance meetings

Regular discussions with you on business performance against KPI's.



## Financial & management reporting

Preparation of annual financial reports & regular tailored management reporting that is easy to understand and access.



## Tax compliance

Preparation and lodgement of tax return and activity statement.



## Budgets and cashflow

Creation of budgets and reporting to assist you in managing the business.



## General ledger maintenance

Oversight and maintenance of your ledger accounts.



## Accounts payable

Processing of your supplier bills and payment preparation.



## Accounts receivable

Assistance in reporting and managing customers and their accounts.



## Payroll

Efficient management of all payroll related matters.

## Can my startup afford an On-Demand CFO team?

The average salary for a bookkeeper in Australia is around \$64k\*. You'll get the specialist skills, experience and credibility that comes with working with KPMG for a fraction of the cost of a full time in-house bookkeeper.

Our complete packages with a fixed monthly fee start from as little as **\$3k** monthly, or **\$36k** yearly.



## Bookkeeper

cost

64k



## KPMG On-Demand CFO

cost

36k

\*Sourced from [www.joboutlook.gov.au](http://www.joboutlook.gov.au) as at January 2020.

# This is the team to take you to exponential success

KPMG High Growth Ventures is purpose-built for startups in the Seed, Series A and Series B growth stages.

We help Founders fully manifest their potential, the potential of their team, and the potential of their business by providing access to the specialisations, skills and resources they need to achieve sustained high performance.

On-demand CFO is one of many services designed for startups looking to raise capital, attract talent and grow revenue.

Some startups we work with include:

daisee

Shipeezi

School Bytes

a•kin

YNOMIA

sendle

InDebtEd

AgriDigital

CALUMINO

Fat Zebra



Unyoked



# Your On-Demand CFO Team



## Robyn Langsford

Robyn is networked in to family office investors and understands their needs and how they operate as head of KPMG Family Business & Private. She is your strategic partner when dealing with investors and helping define and implement your business strategy.



## Adam Wayling

Adam knows how to take companies global. His tax and accounting experience in fast growing consumer and industrial markets means he's the perfect guide for startups looking beyond our shores.



## John Lin

John understands business commercials and has helped companies such as MoneyMe on their path to IPO. He's your relationship manager providing commercial guidance on all finance matters.

## Request a meeting with a High Growth Ventures Specialist today

Meet with the team to explore the biggest opportunities and challenges in your business – and how KPMG can launch you into exponential success.



[KPMG.com/au/highgrowthventures](https://www.kpmg.com/au/highgrowthventures)



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