

CFO AND FINANCIAL SERVICES

We own, perform and transform

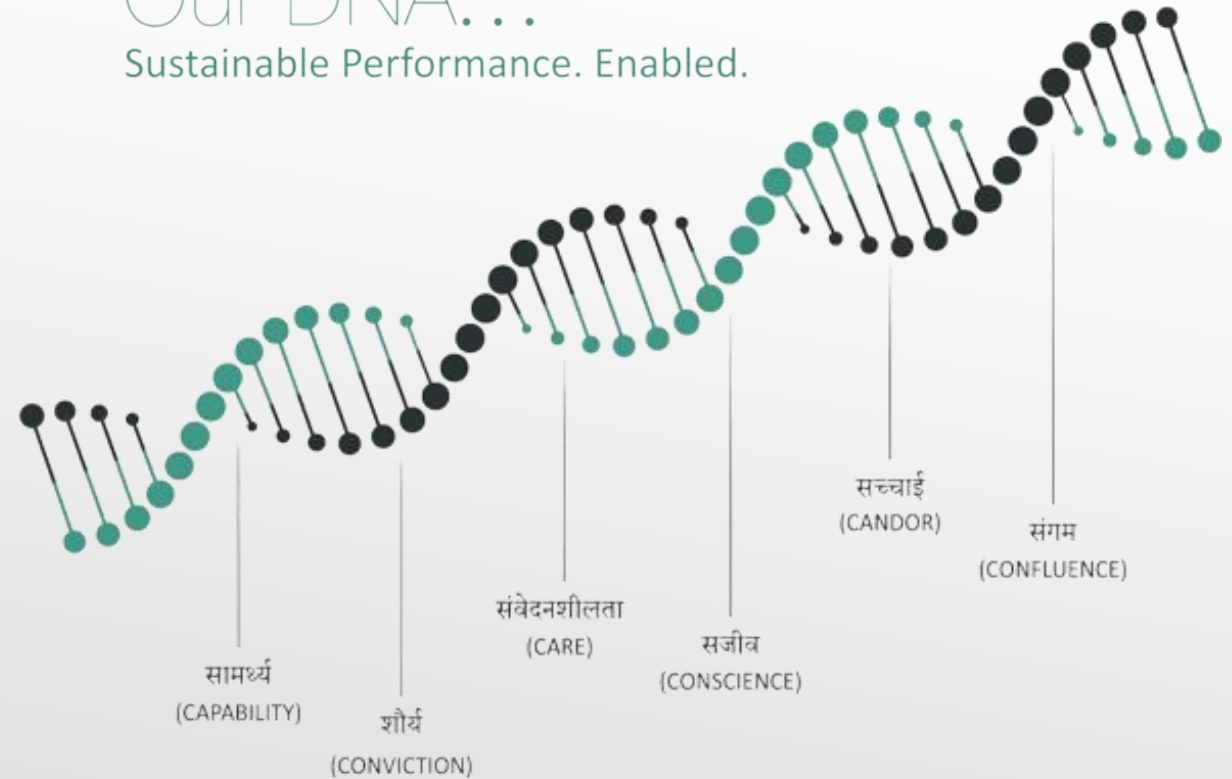
Our Dream

We partner with clients for the fulfillment of their dream. We catalyse and enable sustained business performance through alignment of strategy and people

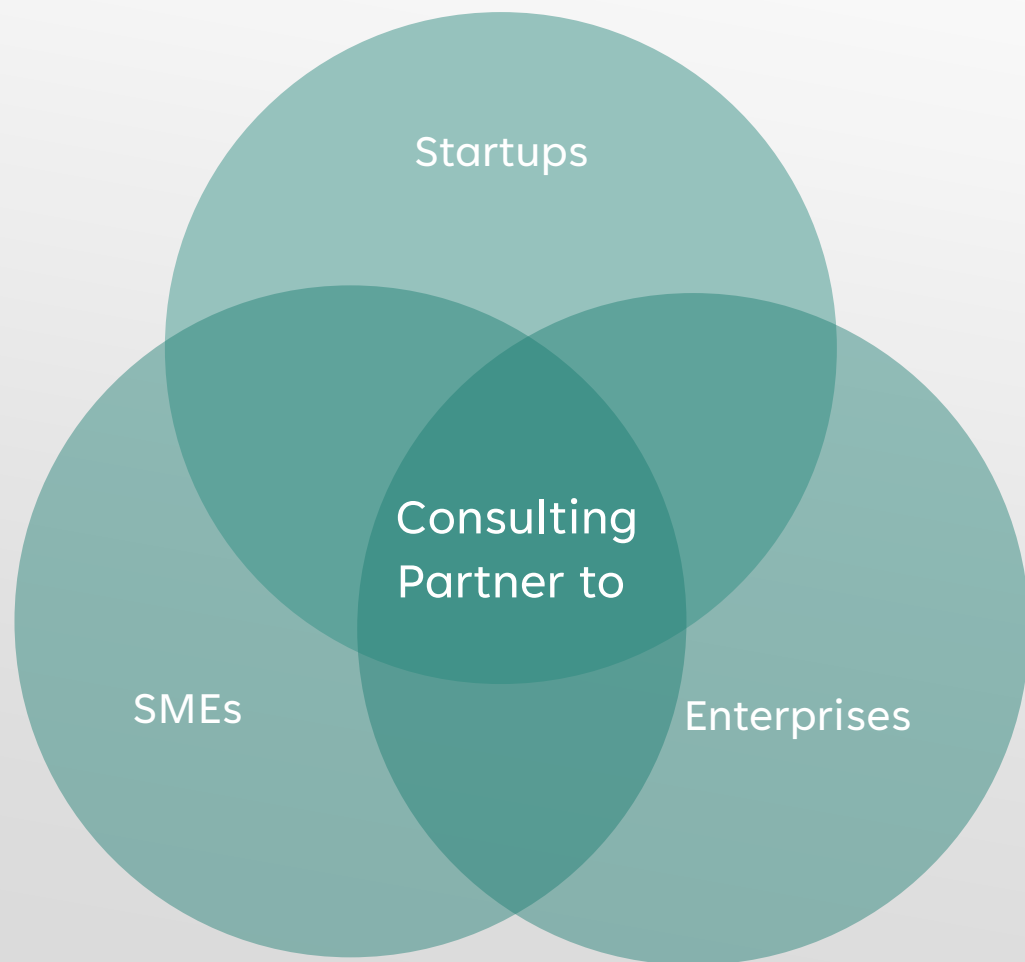
Our Driver

Infinite Possibilities- Thinking big is our driver and we keep pushing our own capabilities to be ready for a larger future

Our DNA...
Sustainable Performance. Enabled.



OUR CORE TENETS



Founded in **2014**



100+ Happy Clients



400+ years of Management Experience

WHY FLIPCARBON



Data-Driven
Processes



Tailor-Made
Solutions



Multi-Industry
Expertise



Agile
Approach

GLOBAL CONSULTING EXPERIENCE

Kirby
BUILDING SYSTEMS

Arvind
FASHIONING POSSIBILITIES

انكاس
ENHANCE
SERVICES

ACC
cement

PEPSICO

ABInBev

SAB
MILLER

PERFETTI
van Melle

Reliance
Industries Limited
Growth is Life

OUR CLIENTS

ANMERKUNG

b:live
E-BIKE TOURS

ADITI

PMD

Go
seeko

CrossAsyst

SecureLayer7
Time and Again, Securing you

tusker

NAVRITI
Empowering Lives

spurtree

Qi Ventures

canberg
GLOBAL SOURCING

farmtheory

SUIND

neoniche

MIRRAW

kumilabs

Vervali

THE
PALLIKOODAM

Brew
House
TEA BREWING CO

siply

Sherlock

PANLYS

Lean Apps

econz

COMPREHENSIVE STRATEGY TO EXECUTION SERVICES

Business Strategy



Financial Strategy



Cashflow Management



Process SOPs



Accounting, Tax & Compliance



- Define Winning Aspiration
- Where To Play
- How To Win
- Capabilities Needed To Win
- Management Systems Needed To Win

- Translate Business Strategy To Financial Strategy
- Well Defined Business Goals / Financial KPIs
- Detailed Annual Operating Plans (AOP)
- MIS, Dashboards and rigorous AOP review frameworks

- Working capital management – inventory, accounts receivable, accounts payable
- Forecasting & Budgeting – cashflow and fundflow
- Proper debt management
- Improving cash conversion cycle

- Fit for Purpose / Best-in-Class SOP and processes documented, implemented and monitored
- Order-To-Cash, Procure-To-Pay, Record-To-Report, Capex, Hire-To-Retire
- Standardised SOPs lead to improved efficiency

- Review of Statutory Compliances
- Indirect and Direct Tax advisory
- International Tax Advisory
- Structuring legal entity in Dubai, US, Singapore
- Comprehensive Checklists

HOW IT WORKS



Virtual CFO services can be availed in the form of

Retainers : Annual Or Multi-Year Duration

Projects : 1 – 3 months duration

Virtual CFO Services provide valuable financial expertise and support to a company without the cost and commitment of hiring a full time CFO. This is particularly important for growing organizations facing economic uncertainty and rapidly changing market conditions.

Our Offerings - Snapshot



What differentiates Flipcarbon Virtual CFO Services is that it operates like a **Founder First** financial advisor and execution partner.

OUR OFFERINGS - DETAILED



Strategy & Execution

- Strategic Planning, annual budgets and quarterly forecast
- Business Turnaround
- Business Acquisition (M&A)
- Business Transition
- Board Advisory
- Management Routines
- MIS and dashboards



Governance, Reporting & Compliance

- Financial Control & Reporting
- Best in class systems & processes
- Robust credit control and collection processes
- Tax Efficiency, planning, compliance & litigation management
- Compliance Reporting & Audit Committee



CFO Services

- Driving business & profitability
- Continuous improvement in working capital
- Cash & fund flow management
- Annual Operating Plan - AOP
- Financial planning & Analysis – accurate, timeous and relevant MIS
- Financial Reports & Executive Dashboards



Project Based Service

- Fund Raising – Debt & Equity
- Investment advisory
- IPO support
- Investor relationship management
- Shared services outsourcing – P2P, R2R & O2C
- Restructuring & Change management

OUR OFFERINGS - DETAILED



Start-up For Funding – Pitch to close

- Strategic advisory
- Market research
- Business strategy and business model
- Financial Modelling
- Pricing Strategy
- Creating pitch deck
- Enabling equity funding



Financial & Statutory Due Diligence

- Accounting Health check and Internal controls
- Accounting policies and procedures
- Statutory Compliances & checklist
- ROC & RBI / FEMA compliances
- Indirect and direct tax compliances
- Employee related statutory compliances
- Balance Sheet Audit & Schedules



Transfer Pricing Advisory

- Transfer pricing planning
- Analysis of DTAA
- Benchmarking study
- Transfer pricing documentation
- Develop and implement commercially feasible and fiscally efficient TP policies
- Permanent Establishment evaluation and advisory

OUR OFFERINGS - DETAILED



Start-ups & SMEs Finance Outsourcing and Advisory Services

- Complete Accounting in cloud-based software based on IND AS
- Regulatory compliances related to:
- Income Tax & TDS, GST
- Companies Act
- Monthly MIS on key performance indicators
- Handle statutory audit
- Cash flow and Working capital management
- Ensure due diligence and funding ready
- Tax planning
- Formation of legal entity



ESOP Scheme Design & Implementation

- Comprehensive ESOP Scheme compliant with Indian regulatory framework
- Implementation of the ESOP scheme
- Road show presentation for employees
- Annual Accounting framework of ESOPs
- Annual compliances under Indian Income Tax Act and Companies Act
- Enterprise Valuation for accounting, taxation and compliance purposes

OUR LEADERSHIP



DEEPAK KEWALRAMANI

PARTNER CFO & FINANCIAL SERVICES

[Click here>](#)



PRABHASH NIRBHAY

FOUNDER

[Click here>](#)



ALOK RANJAN

CEO

[Click here>](#)



OUR KEY TEAM




HINA AGARWAL
PRINCIPAL CONSULTANT

Click here> 



GAURAV PRAJAPAT
FINANCE ENGAGEMENT MANAGER

Click here> 



PRAMILA LAKRA
FINANCE ENGAGEMENT MANAGER

Click here> 

Case studies

Our Successful Projects



Strategic Business Consulting: Securlayer7

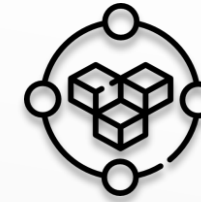
SITUATION:

- Securlayer7, a cyber security company approached us to enable them drive aggressive business growth to achieve their moon-shot target and create a winning culture
- W3M2 (Winning where winning matters most) strategy to execution framework was implemented which enabled the business to focus on
 - Sales and marketing strategy & Implementation
 - Focus on North America Business
 - Management routines
 - Cash flow and funds management
 - GRC- Governance, Risk & Compliance
 - Order to cash process to drive customer delight and drive positive cashflows
- Outcome was 2X growth in revenues in 12 months with EBIDTA and Cashflows over-exceeding the target

PROBLEM STATEMENT



Driving Business Growth



Unclear Operational Framework



Performance Management

SOLUTION

Phase 1

Business Strategy Design
Vision, Mission and Values

Phase 2

OKR - Performance management framework
Annual Operating plan

Phase 3

Management routines framework design & implement

Phase 4

Drive business growth and scalability as a Virtual COO

- Implemented management routines which gave clear visibility on the business and deliverables
- Designing and Implemented the OKR process

OUTCOME



4X growth Quarter on Quarter



Systemized cost administration & control



Continuous Gap Identification & Correction

Strategic CFO Consulting: Anmerkung

SITUATION:

- Anmerkung, an annotation and embedded solutions company wanted to streamline their finance function and expand their business
- Our intervention
 - Global Market research on annotation potential, leading to very clear-cut direction on where to play (America & UK markets, with focus on retail & medical annotation)
 - Research, identification and implementation of lead generation capabilities
 - Advisory in strategic activities like sharing holding structure, investments, M&A/ funding, cost saving strategies
- Outcome was higher revenues, cost saving structure and higher profitability

PROBLEM STATEMENT



Revenue Maximization



Financial Advisory



Project Management

SOLUTION

Phase 1

Project Management And Tools

Phase 2

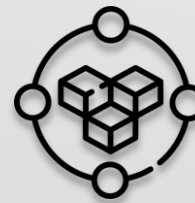
Research, identification and implementation of Lead Generation tools

Phase 3

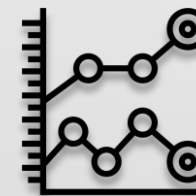
Strategic Advisory in share holding structure, investments, M&A Funding

Facilitated project management and systematized MIS for performance

OUTCOME



Project Management tool Implemented



Executed M & A transaction



Higher revenues and Cost savings leading to higher profitability

Accounting and Compliances: FarmTheory

SITUATION:

- The firm lacked a proper accounting system, wherein the complete accounting was structured in Zoho books which enabled
 - accurate financial record-keeping and reporting,
 - Compliances management
 - Cashflow management
 - Right business decision
- Enabled timely and accurate reporting to investors
- Enabled project funding
- Enabled Equity funding
- All statutory and tax compliances up to date

PROBLEM STATEMENT



Inopportune Financial
book keeping



Unstructured accounting
practices



Disorganized compliance
process

SOLUTION

Phase 1

Structuring the accounting
in Zoho Books

Phase 2

Monthly Compliances
streamlined

Phase 3

Timely MIS and reports

Switched to accrual basis accounting system coupled with proper compliances

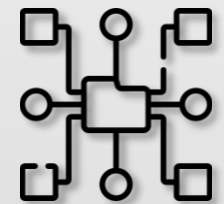
OUTCOME



Structured Accounting



Enabled quick investment
& funding



Improved decision
making

Equity Funding& Financial Advisory: **Glossaread**

SITUATION:

- Glossaread is an ed-tech company dedicated to making education, upskilling and placements and accessible to all
- They came to us for our pitch to close and Financial advisory services
 - W3M2
 - Financial Modelling
 - Exemplary pitch deck
- Outcome
 - Market Ready for Equity Funding
 - Equity Funding od Rs 1.25 cr

PROBLEM STATEMENT



Fund Raising



Enterprise Valuation



Financial Advisory

SOLUTION

Phase 1

Sustainable organizational strategy

Phase 2

Design & Implement Management Routines, MIS Structure

Phase 3

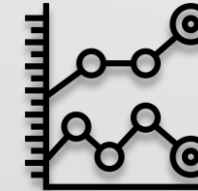
Led the funding round as virtual CFO

Aided the business in funding transaction and enterprise valuation.

OUTCOME



Raised fund –
1.25 Crore



Aligned business
processed with people



Systematized Strategy and
Operation

M&A Consulting: **SpurTree**

SITUATION:

- SpurTree came to us for help in developing a strategic business strategy that would help them hit their sales and profit goals.
- We were able to assist in the creation of value prior to disinvestment by developing a GRC framework, a thorough financial forecast, and creating a "fit-for-purpose" ESOP Scheme that would be advantageous to all parties.

PROBLEM STATEMENT



Driving Business Growth



Value Creation



Financial Migratory

SOLUTION

Phase 1

Business Strategy
Design

Phase 2

Financial
Forecasting

Phase 3

AOP Formulation

Designed and Stimulated the business tactics for M&A

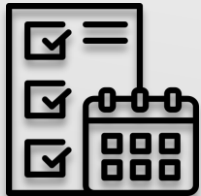
OUTCOME



2x Revenue
Growth



Fit For Purpose SOPS. GRC
Framework



Goal oriented Strategy

Strategic CFO Consulting: Tusker

SITUATION:

Tusker a B2B tech platform for last mile logistics services in tier 2/3 cities approached us to prepare them for equity funding through strategic and tactical interventions

Action

- Script business strategy
- Business strategy converted to financial forecast with clear building blocks to drive the strategy
- Annual Operating Plan created
- Define key critical KPIs to enable the management make smart decisions about the direction of all current activities
- Structure the business performance MIS
- Strategic advisory on various roadblocks – cap table, valuation, DPIIT recognition



PROBLEM STATEMENT



Funding & Valuation
Solutions



Strategic Advisory Services



Sustained Growth

SOLUTION

Phase 1

Business Strategy
Financial Forecast & Annual
Operating plan

Phase 2

Structure business
performance MIS

Phase 3

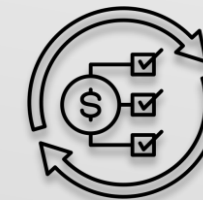
Enabling Equity Funding by
providing solutions for every
roadblock, issues

Managed the front end and backend with the founders to enable equity funding

OUTCOME



Rs 5 crore Equity
Funding



AOP- KPIs and
deliverables for each
function



Long term solutions to
Cap table, valuations and
tax challenges

Capital Structuring Advisory: Brewhouse

SITUATION:

- Brewhouse a niche tea beverages FMCG company required our intervention to reduce stake of foreign partners from majority stake to minority, with a completely compliant solution
- We began by outlining and compiling the data requirements for the solution, and then went on to assessing potential scenarios for practical implementation and compliance
- The result of which was a complete compliant solution with zero investment by the Indian promoters

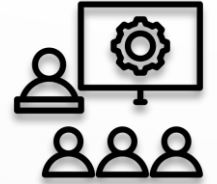
PROBLEM STATEMENT



Cap Table Restructuring



Lower stake of
Foreign Investor



Minimal Investment by
Indian Promoter

SOLUTION

Phase 1

Scenario Evaluation

Phase 2

Brainstorming different
solutions with Client and
Consultants

Phase 3

Completely Compliant
Solution

A complete compliant solution with minimal promoter investment

OUTCOME



Practical, Implementable,
Compliant Solution



Go to action plan

Due Diligence: B:Live

SITUATION:

B:Live, a EV bike company wanted our intervention to ensure a favorable business due diligence for angel investment funding

We rebuilt their MIS, financials, and balance sheet schedules, as well as helped them with cash flow projections for the next three years.

This was augmented by regulatory compliances, FAR, payroll, and a variety of other tasks.

We also ensured Periodic connection with all stakeholders for data, information and query resolution.

PROBLEM STATEMENT



Handle Due Diligence



Enable Funding through Angel Investments

SOLUTION

Phase 1

SPOC for due diligence exercise

Phase 2

All financials / books updated
Compliance Issues and solutioning

Phase 3

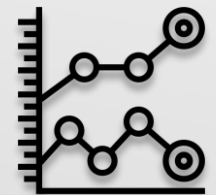
Managed the DD exercise without any red flags

Drove a favourable business due diligence for angel investment funding

OUTCOME



Due diligence completed as per auditor satisfaction



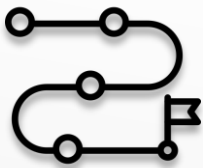
Successful Funding

Strategic Advisory & Equity Funding: The Pallikoodam

SITUATION:

- The Pallikoodam is an ed-tech company dedicated to making art education accessible to all
- They came to us for our pitch-to-close services
 - W3Msquared
 - Financial Modelling
 - Exemplary pitch deck
- Outcome
 - Market Ready for Equity Funding
 - Business Growth & Scalability

PROBLEM STATEMENT



Strategic Clarity



Growth Acceleration



Unlocking Funding potentials

SOLUTION

Phase 1

Business Strategy
& Design

Phase 2

Financial
Forecasting

Phase 3

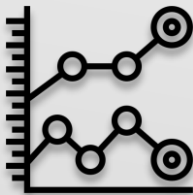
Investor Pitch
Deck

Crafted and Prompted the business tactics and allied with investors

OUTCOME



Market Ready for
funding



Finalized Operational
Strategy



Business growth &
Scalability

ESOP Design & Implementation: Lucro

SITUATION:

ESOPs for startups is a practical solution to attract, compensate and retain the right talent and create a culture of Ownership

The need was to create a fit for purpose, practical and implementable ESOP scheme and at the same time was employee tax friendly and regulatory compliant

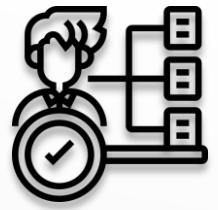
The ESOP scheme created and implemented helped the organization to:

- Motivate & incentivize its employees
- Align business goals with KRA/ KPIs /OKRs of the employees
- Curate salary structures to manage immediate cash outflows

PROBLEM STATEMENT



Hiring & Retaining Critical Talent



Talent Management

SOLUTION

Phase 1

Research and Identification of ESOP Structures

Phase 2

Fit for purpose and regulatory compliant ESOP Scheme

Phase 3

ESOP Roadmap presentation, documentation & implementation

Crafted a 'fit-for-purpose' and regulatory compliant ESOP Scheme

OUTCOME



Incentivized and Motivated Employees



Attractive and tax friendly ESOP Scheme

ESOP Design & Implementation: Sherlock

SITUATION:

- They required ongoing engagement with their vital skills in order to create an ownership culture in addition to attracting, compensating, and retaining people to provide a competitive advantage.
- We developed mutually advantageous 'fit-for-purpose' and regulatory-compliant ESOP systems, followed by a roadmap presentation.

PROBLEM STATEMENT



Attracting Critical Talent



Talent Management

SOLUTION

Phase 1

Research and Identification of ESOP Structures

Phase 2

Evaluating regulatory compliant ESOP Structures

Phase 3

ESOP Roadmap presentations and drafting compliance documents

Crafted a 'fit-for-purpose' and regulatory compliant ESOP Scheme

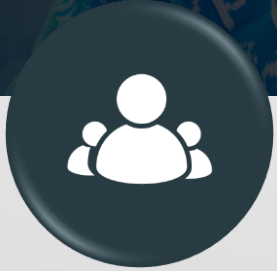
OUTCOME



Incentivized and Motivated Employees



Aligned Business Goals with KPIs, KRAs of employees



OUR DELIGHTED CLIENTS

Hear from our diverse clientele about Flipcarbon's expertise in growth consulting, which has been honed through its work with leaders from a variety of industries.

Sandeep Kamble

Founder & CTO @Securelayer7



“Finance & data analytics helps you and your organization to take the right business decisions.

With the help of Deepak and his team of CFO Services, Securelayer7 got more insight and data endpoints to take important decisions for further growth/expansion. Deepak’s strong leadership has helped us grow our revenues exponentially month on month thereby enabling Securelayer7 to achieve its moonshot targets”

Amit Akkihal

CEO @Tusker Transport



“Flipcarbon’s team has been supporting us for over 10 months and the engagement has helped us understand the value of having a financial strategist on our board. Especially because we’re in the process of raising equity funding and defining business strategy, curating financial forecasts and creating robust annual operating plans is a critical requirement in our business to drive the equity funding and exponential growth. We anticipate the engagement with Flipcarbon to continue for the foreseeable future”

Harish Thalanki

CEO @ Anmerkung solutions



“Flipcarbon has been responsible for directionally streamlining our financial strategy and also helping us plan and invest in our growth and expansion. We’re now leaning on them for acquiring a few companies and setting up a new office as well! With their help, we’re also diversifying into a new vertical in the next 12 months”

Subhod CM

Director & Co-Founder
@SpurTree Technologies



“Deepak has been instrumental in helping us break our 120 people company into a portfolio of diverse offerings and establish each of them as individual P&L centers. The projections, planning and diligence in follow ups have helped us become a better organization with defined metrics and returns to our stakeholders. Also Deepak has prepared us for M&A strategy and transaction”

Contact Us

Website

<https://www.flipcarbon.com/virtual-cfo-services>

Our Presence

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