



## CA Prasanna Shenoy | YourCFODesk

### Your Full-Lifecycle Strategic Finance Partner

I'm CA Prasanna Shenoy, founder of YourCFODesk. We are a vCFO and strategic advisory firm that bridges the gap between your ambition and your execution.

Whether you are a startup raising your first round, a scaling business, or a global firm entering India, we provide the complete financial strategy, systems, and compliance you need to scale with confidence.

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### Our Core Services: From Strategy to Compliance

We are a full-service partner, providing leadership across your entire financial lifecycle.

**1. Virtual CFO & Strategic Advisory** High-level financial leadership. We manage your growth with forecasting, budgeting, custom MIS dashboards, and investor-readiness.

**2. Startup Mentorship & Fundraising** Getting you "investor-ready." We provide hands-on pitch preparation, Go-To-Market (GTM) strategy, cap table advisory, and guidance for VC, Angel, and government grant funding.

**3. Business Turnaround & Recovery** A clear path to stability. We conduct Independent Business Reviews (IBRs), implement immediate cash-flow stabilization, and manage exit or succession planning.

**4. India Entry Strategy & Support** Your on-the-ground financial partner. We manage your entry from start to finish, including feasibility studies, entity structuring, and partner onboarding.

**5. Outsourced Accounting & Compliance** Your complete, reliable finance backbone. We manage all GST, TDS, and statutory compliance, payroll, and provide clear monthly management reports, including all CA coordination.

**6. Business Documentation & SOPs** Building a scalable foundation. We help you define and document your Standard Operating Procedures (SOPs), Key Performance Indicators (KPIs), and internal policy handbooks.

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### Who We Partner With

- **Tech Startups (AI, SaaS, BioTech)** seeking VC, Angel, or grant funding.

- **Scaling Businesses (MSMEs)** needing robust systems and profitability.
  - **Stressed Businesses** seeking a clear turnaround plan.
  - **International Firms** requiring a trusted "India Entry" partner.
  - **Founders & CEOs** needing an expert financial co-pilot.
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### **Let's Connect at Bangalore Tech Summit**

Let's discuss how I can be a valuable partner for your growth.

- **Find me on the Interlinx platform to book a meeting.**

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