



Helping technology companies maximise value

Contents

Two brothers with a passion for finance, technology and data	3-10
The problem you are facing...	11-14
How can we help?	15-25
Why Finomatic?	26-28
What does the end result look like?	29-40
Our solutions	41-43



Two brothers with a passion for finance, technology and data



Our story

We optimise the financial reporting and forecasting of private equity-backed technology companies. This allows our clients to make more informed data-driven decisions using robust real-time KPIs, without the need to implement new software.

We spent years preparing companies for institutional investment. Founders repeatedly commented that the most insightful information they had about their business was at the point of sale.

So we thought.. “why don’t we work with technology companies and provide these valuable insights earlier in their growth journey?”. This led us to found Finomatic Consulting.



Your project team

Cameron Hay

Cameron has spent eight years providing M&A and fundraising advice to technology companies. Before his corporate finance career, Cameron spent four years working with FTSE 100 companies at PwC.

Cameron is our main contact for client liaison and provides both the commercial and the accounting expertise for corporate finance transactions.

Certifications: CA, Full Stack Modeller.



Nicholas Hay

Nick has seven years of experience specialising in investment management, data analysis and automation solutions at top 50 banks, globally. He has worked in four countries and speaks six languages.

Nick is our data and automation expert, in charge of developing our solutions to ensure they remain best in class and always on top of industry trends.

Certifications: CFA, MBA, Full Stack Modeller.



Who do we work with?

High-growth technology companies with institutional investors looking to:



Have an accurate real-time view of KPIs ;



Spend less time collating information and more time focussing on growth ;



Make more informed data-driven decisions ;



Deploy follow-on capital more efficiently ; or

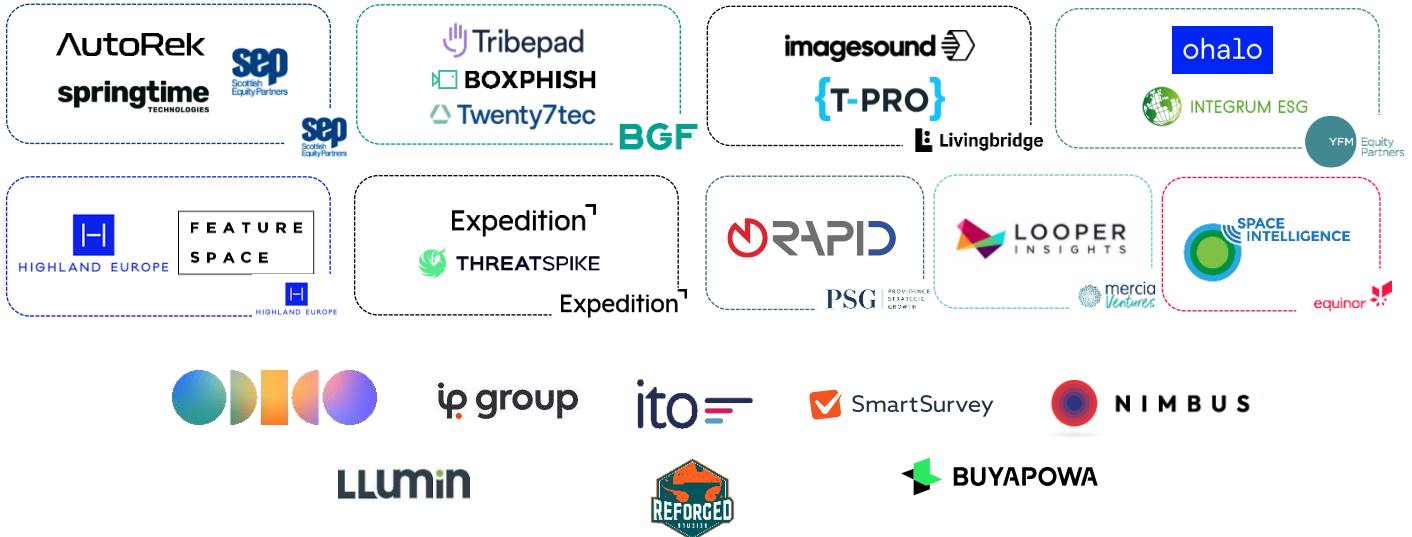


Ensure their portfolio companies are ready for corporate finance transactions at any time.



Who do we work with?

Our clients*



*Only the investor logos shown inside the boxes represent clients. Logos placed outside the boxes indicate investors that own the companies within.



Investor testimonials

Livingbridge

"Finomatic built a well-structured and highly detailed analysis of customer revenue, cost structure and key operational metrics. They distilled complex data from a range of sources into clear reports for both management and board reporting on an ongoing basis. Their solution will directly inform future strategic decisions to drive long-term value."

**Steve Jones, Head of
Data & Analytics**

"Finomatic has provided Tribepad with timely access to robust KPIs and a flexible forecasting tool. The additional insights into customer metrics and financial performance are helping to inform Board discussions and strategic planning as well as tighten up the company's month end reporting process. Given the positive experience on Tribepad, I am actively looking for opportunities to introduce Finomatic to other portfolio companies"

Rob Johnson, Investor

HIGHLAND EUROPE

"Finomatic streamlined the process of reporting and benchmarking the data from our portfolio companies. Their bespoke solution unlocked valuable insights that off-the-shelf portfolio monitoring platforms are not able to provide. We look forward to working with them further, both as a fund and across our portfolio."

**Ronan Shally, Partner &
CFO**

YFM Equity Partners

"Finomatic Consulting helped transition cash accounting records into robust SaaS KPIs, which streamlined the investment process. In addition to facilitating the fundraising, their solution is now in place to help run the business on an ongoing basis. This means that we have a solid reporting framework in place from day 1 of our investment. Therefore, our future board meetings will be focussed on the growth strategy rather than verifying the data."

**Roshan Puri,
Partner**



Client testimonials



"Finomatic delivered significant strategic value. We realised an immediate 4.2x ROI in identified cost savings, and the improvements to our reporting and forecasting have accelerated decision-making. Just as importantly, we can now communicate our performance and strategy to external stakeholders with far greater clarity, with our data, operations, and growth priorities fully aligned."

Paul Davis,
Co-CEO



"Finomatic built a comprehensive financial pack which allowed us to communicate effectively with potential investors. We received feedback from investors that this was in the top 1% of materials they had seen. Finomatic supported us throughout the transaction by responding to detailed financial questions and helping to align the operational and financial messaging."

Murray Collins,
CEO & Co-founder



"Finomatic built us bespoke solutions that have given us greater insight into our core metrics and cut our monthly reporting time by five days. Their deep understanding of our challenges led to a robust, integrated system for accurate and auditable metrics calculation. This allows me to spend less time collating financial data and more time growing the business. We have fed back our positive experience to our investors, BGF, and recommended they use Finomatic on other portfolio companies."

Tom Webb,
COO



"Finomatic built a dynamic reporting and forecasting solution that underpins strategic discussions at board level. After aligning on the key metrics and segments we wanted to track, they guided us in configuring our internal systems to support that detailed analysis. Since the model drives from our source systems, it has a clear audit trail and now acts as the single source of truth for internal reporting."

Kenny Bain,
CFO



Recent deals



We advised Expedition Growth Capital on their investment in ThreatSpike



springtime
TECHNOLOGIES

We acted on behalf of SEP on this transaction



We served as Space Intelligence's exclusive financial adviser for its funding round with AzurX



We unified financial data from various sources to support their roll-up investment strategy



INTEGRUM ESG

We acted on behalf of Integrum ESG to prepare for its funding round with YFM



We acted on behalf of Ohalo to prepare for its funding round with YFM



**The problem you
are facing...**



Your problems

You want your portfolio to grow, but obtaining accurate and timely data is difficult. If you do not trust the numbers, you may hesitate in making the pivotal decisions.

At the moment, you and your portfolio companies might be:



Spending hours trying to reconcile data from different sources instead of discussing growth strategies ;



Making strategic decisions using management information which is incorrect, incomplete or outdated ;



Unable to access the relevant information at a moment's notice to capitalise on inbound acquisition opportunities ; or



Seeking more information about current market patterns, prospective investment opportunities or KPI benchmarking in the technology industry.



Your solutions

We work with your portfolio companies to build bespoke FP&A solutions which ensure they report KPIs in an accurate, appropriate and automated manner.

We help investors to:



Focus on adding value – reduce staff time spent collating and reconciling their portfolio's financial data ;



Increase returns – accurate real-time data allows them to make better strategic decisions and supercharge the growth of their portfolio ;



Maximise exit valuations – our clients are always ready for a transaction. They can capitalise on inbound acquisition interest and run a more competitive process ; and



Enhance market intelligence – as we work with companies on an ongoing basis, we are aware of market trends in funding requirements and transaction appetites.



Making data-driven decisions

In a high-growth technology business, change is constant and capital is often constrained.



The health of your business can be demonstrated through a unique combination of financial metrics.



Understanding and monitoring these data points in real time allows you to pivot, make better decisions and maximise growth.



These same financial metrics are also what an investor or acquirer will use to assess your business, so why not start tracking them now?



How can we help?



Our guarantee

We guarantee our clients greater:



Speed and efficiency in their finance functions



Accuracy and understanding of their accounting information



Confidence in presenting this information to an investor/buyer



Knowledge about how potential investors perceive the data



What we do

Data diagnosis

- ◆ Identify areas for improvement by reviewing your existing:
 - ◆ Financial model, forecasts and customer-level information
 - ◆ Board reporting outputs and underlying workings/processes
 - ◆ Source system data (accounting, in-flight projects, CRM, payroll, HR)

System-integrated financial model

- ◆ Perform a detailed review of your historical accounting information to ensure:
 - ◆ KPI calculations are based on clean and accurate financial data
 - ◆ projections align with historical trading and business trends
- ◆ Integrate your source system data to build a rolling 3-way financial model
- ◆ Work with you to determine the appropriate assumptions to build into the model
- ◆ Create a customisable dashboard with all management reports and analysis

Board pack optimisation suite

- ◆ Provide a breakdown of revenue by customer and revenue stream, split into: Actuals, Contracted, WIP and Pipeline
- ◆ Analyse the data to give you new insights into the behaviour of your customers and the performance of your various revenue streams
- ◆ Benchmark your financial metrics against others in the industry to help you identify potential areas for improvement
- ◆ Streamline the update process so that this dynamically shifts as months pass

After we have cleaned your historical data, transformed your processes and created your bespoke reporting and forecasting solutions, you will always be ready for a corporate finance transaction. This will help maximise your valuation in your next fundraise or at the point of acquisition.



Our process

The four steps

1. Investigation



Scoping Exercise

2. Validation



3. Transformation



4. Integration



1. Investigation



Data Quality

ACTION

We analyse your current reporting packs, financial processes and the quality of your data.

METHOD

We review your current analysis methods and data extracts from your CRM, payroll and accounting systems.

PURPOSE

This gives you confidence that we know your business and can build solutions to address your specific pain points.

2. Validation



Data Integrity

ACTION

We clean any inconsistencies or duplications and identify the accounting procedures which caused these errors.

METHOD

We communicate with you regularly to ensure we understand the 'why' behind your numbers.

PURPOSE

This gives you confidence that financial and operational information are aligned, with a clear audit trail to prove it.



3. Transformation



4. Integration



Data Availability

ACTION

We build your bespoke tools and ensure you have visibility of all required financial data and KPIs.

METHOD

We create interactive dashboards with the ability to filter, drill down and audit the underlying data.

PURPOSE

This gives you confidence that the information is suitable for all relevant stakeholders (senior management, department heads and investors).

Data Continuity

ACTION

We hand the bespoke solution over to you so that it can be managed independently.

METHOD

We integrate with your systems and provide detailed instructions for the ongoing maintenance of the tools.

PURPOSE

This gives you confidence to make better strategic decisions and monitor the trajectory of your business using relevant real-time KPIs.



How long does it take?

A typical project lasts 4-6 weeks. At the end, you will receive:

- Bespoke FP&A solution with lifetime bug fixes
- Detailed written and video tutorials explaining how to use and maintain the tool
- Walkthrough of your first month's update to ensure a smooth transition

Tasks	W/C 03-Feb	W/C 10-Feb	W/C 17-Feb	W/C 24-Feb	W/C 03-Mar	W/C 10-Mar
Finomatic		Preparation		Review		Implementation
Initial review of data and current processes						
Data integrity review + cleaning						
Building first draft of the solution						
Identifying relevant KPIs for the company						
Submitting first draft to client						
Refining model and data following 1st round comments						
Submitting second draft to client						
Processing feedback and refining						
Board pack structuring and preparation						
Discussing questions on update process						
SaaS enterprises (4 days)						
Provide access to source systems (FC)	0.25 days					
Kick-off meeting (FC & FD)		0.25 days				
Ad-hoc data questions(FC)		0.25 days	0.25 days			
Review first draft of project draft (FC & FD)			1 day			
In person session at client site (FC, FD, CEO/COO)				1 day		
Review second draft of project work (FC & FD)					0.5 days	
Perform monthly update of model under Finomatic supervision (FC & FD)						0.5 days



Why we do it

Problem

High-growth tech companies often:

1. Lack confidence in strategic decision making due to incorrect or incomplete data

- Reconcile and analyse data points from different sources
- Gain new insights from your data
- Track key data on a real-time basis

2. Have little experience of fundraising from institutional investors

- Learn how an investor would analyse your business
- Calculate the financial metrics which are most valuable to your investors
- Highlight the key selling points of your business

3. Overlook the finance function – stretched teams, time-consuming processes and little expertise in data analytics

- Embrace automation and optimise your finance function
- Streamline manual internal processes and reduce training time
- Increase the speed, quality and reliability of your financial data

Solution

We can help you to:

Motivation

It is important because then **you** can:

- Ensure that all of your information tells the same story
- Improve the daily management of your company
- Make decisions using reliable and current data

- Have more meaningful discussions with your investors
- Focus on optimising these metrics to maximise your valuation
- Prove the commercial viability of the business and show why you are the right team to run it

- Lower recurring staff costs and increase employee engagement
- Keep managers out of the detail so that they can analyse and add more value
- Concentrate on the important areas, such as client satisfaction and product development



Why we do it

Problem

High-growth tech companies often:

Solution

We can help you to:

Motivation

It is important because then **you** can:

4. Are not prepared for a financial due diligence process at short notice

- Align the financial data with your vision of the business
- Implement more robust financial processes
- Ensure data is ready for a corporate finance transaction at any time

- Communicate a clear and consistent message to your investors
- Reduce adviser transaction fees as they do not need to spend time reconciling your financial data
- Capitalise on inbound interest for your business and sell at the opportune moment



5. Do not have instant access to relevant KPIs

- Move away from password protected spreadsheets
- Present information in a clear format
- Control access permissions

- Ensure content is only available to those who need it
- Have information which is ready to use
- Keep sensitive data confidential (e.g. salaries)

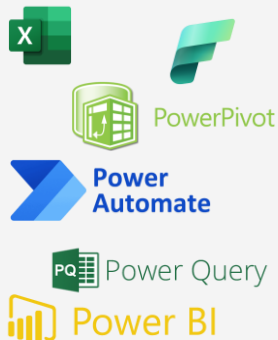


How we do it

1. Investigation



2. Validation



3. Transformation



Why you need to act now

You may think... “can I just wait until we are ready for a fundraising process?”. However, it is critical to act early so that you can:

Capitalise on opportunities

- Corporate finance transactions often take six to nine months to complete and by then, the opportune moment to sell may have passed.

Maximise company value

- Potential investors need to see all of your financial data in this format anyway. Why not leverage these valuable insights in the day-to-day management of your business?
- This direction will help you to grow and optimise your positioning at the point of sale. Common focus areas include: identifying optimal customer profiles and enhancing productivity.

1 Example: during a previous experience while working in M&A, a company went through the investment process. They found the additional financial insights so transformative that they hired a new member of staff to produce these outputs every month.



Why Finomatic?



Before and after Finomatic

What your bankers
currently do



What they can now do
instead



What this means for
them



Reconcile the client
breakdown to the P&L

Speak to potential
buyers

Make deals faster



Why choose Finomatic?



Corporate finance expertise – We identify key drivers of business performance and understand their impact on future growth.



Outstanding client feedback – We have 100% client satisfaction thanks to our highly collaborative approach and bespoke software-specific solutions



Team continuity – We are a family business committed to building long relationships. Our clients have a single point of contact for the entire project.



Sector expertise – 90%+ of our clients are software businesses, so we have the industry expertise required to deliver a high-quality solution.



Financial process expertise – More than just data specialists, we enhance accounting workflows, streamlining financial processes alongside your data project.



Investor perspective – Software investors engage us to better understand target companies. Therefore, we understand how they assess opportunities.



**What does the end
result look like?**



Case study (1)

We transformed system data into analytics and KPI dashboards which now inform management decisions



Company profile: High-growth private equity-backed global SaaS business that supports major financial institutions.

Background

Due to our client's size, complex business model and rapid growth, they had extensive amounts of data but required a consolidated real-time view of the business.

This involved two separate stages:

1. **Historical revenue analysis** – conducting a deep dive into customer behaviour ;
2. **Current year and pipeline analysis** – building a dynamic bespoke tool to monitor in-year performance, both on a customer and revenue stream basis.

During this engagement, we worked with the CEO, CFO, COO, head of revenue operations, and senior financial controller.

The main goal of the engagement was to improve the understanding of how changes in operations impacted revenue and cash flow on an ongoing basis.



Case study (1)



Problem



Solution



Impact

Historical revenue analysis

Management could not analyse past performance due to data inconsistencies.

We built repeatable processes to transform raw revenue data into clear analytics. Our interactive dashboards are now used to make more informed data-driven decisions.

Our transparent analysis allowed management to focus on: developing growth strategies and monitoring the SaaS KPIs driven by the detailed customer analysis. This increased their confidence in making strategic decisions.



Current year and pipeline analysis

There is an intricate business model with 100+ live professional services projects being managed simultaneously.

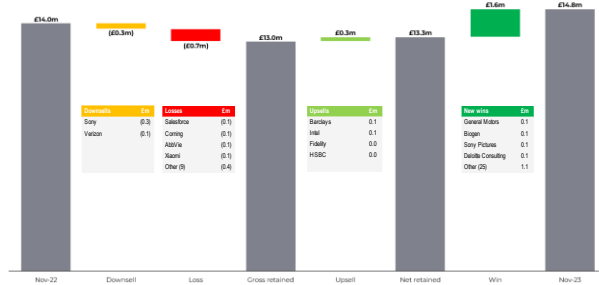
We collated data sources and built a forecast model, analysing revenue by type and customer. Our model also allowed management to track weekly changes to projects.

Management gained confidence in the financial data and could see how operational changes impacted revenue and cash. The finance team were also now able to monitor delivery timelines and ensure revenue recognition in line with.

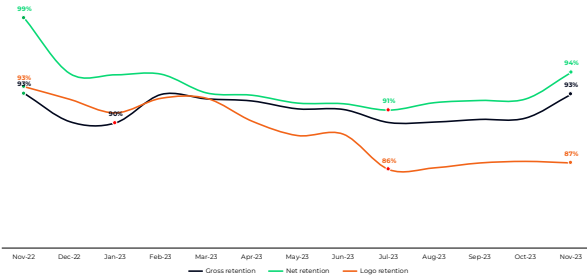


Dashboard – customer insights

ARR waterfall (Nov-22 to Nov-23)



Retention (Nov-22 to Nov-23)

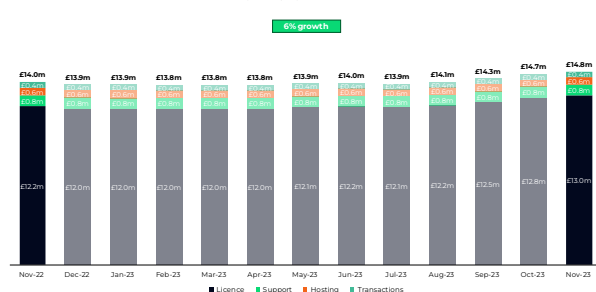


Gross retention = (Prior year ARR - LTM downsell - LTM losses) / Prior year ARR

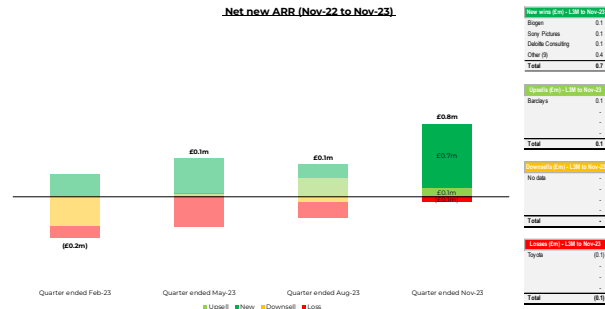
Net retention = (Prior year ARR - LTM downsell - LTM losses + LTM uplift) / Prior year ARR

Logo retention = (Closing # of customers - LTM # of new customers) / Opening # of customers

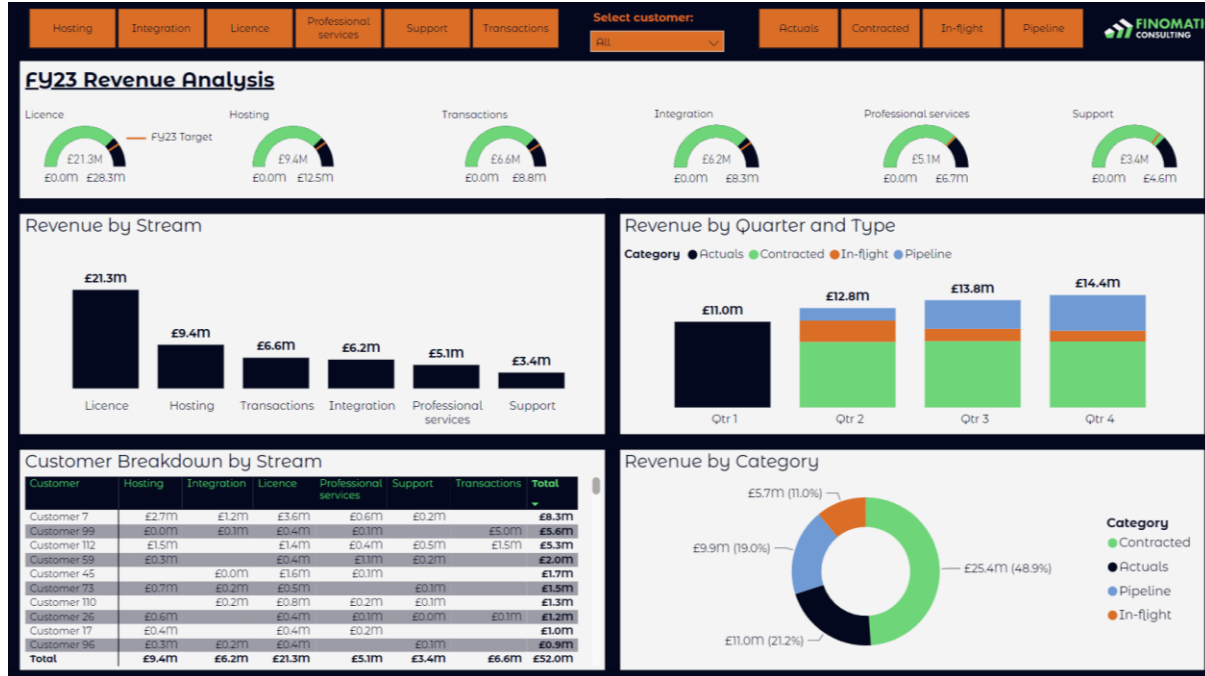
ARR by category (Nov-22 to Nov-23)



Net new ARR (Nov-22 to Nov-23)



Dashboard – revenue analysis



Case study (2)

We analysed historical data and calculated SaaS KPIs to facilitate strategic decision-making and investor dialogues.



Company profile: Market-leading data aggregator providing services to a variety of clients, including prominent global giants in the technology industry.

Background

Our client was an established SaaS company seeking to improve their financial reporting mechanisms. The core element of this was to gain a better understanding of historical customer behaviour to create a detailed financial model to help inform pivotal business decisions.

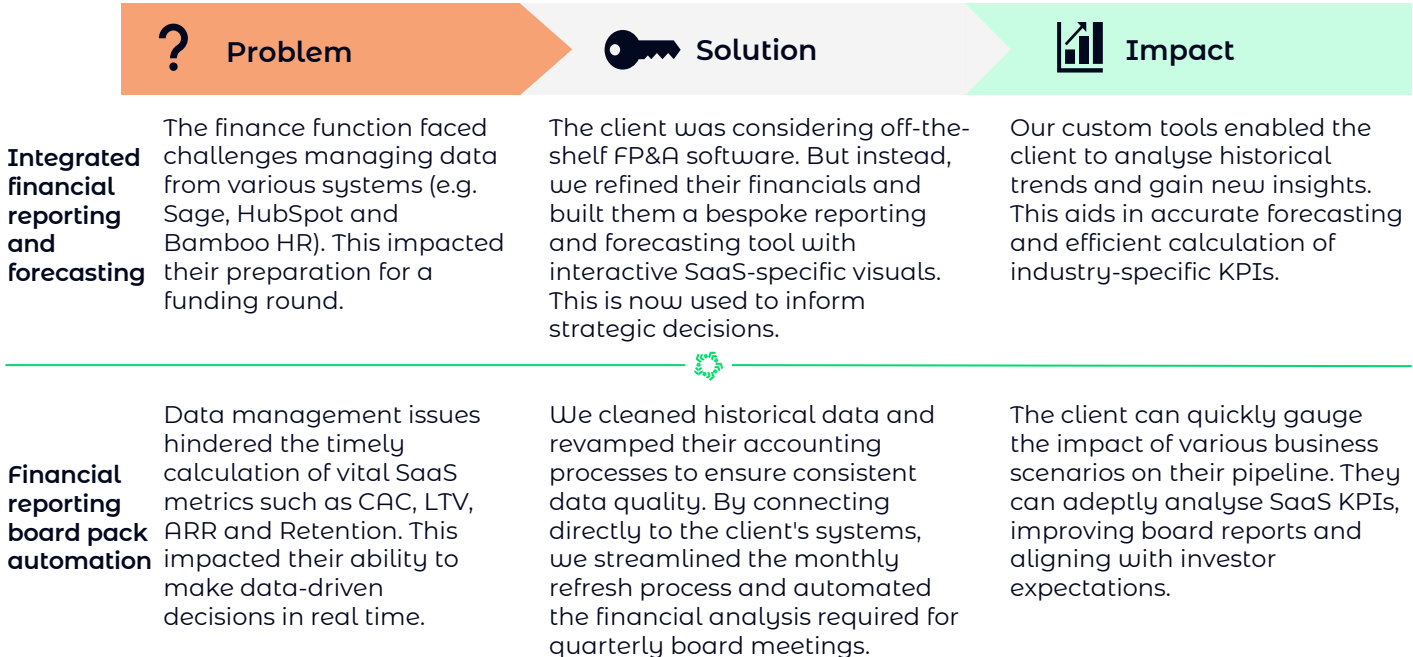
This involved two separate stages:

1. **Integrated financial reporting and forecasting** – tidying up historical financials and then streamlining into a SaaS P&L format ; and
2. **Financial reporting board pack automation** – refining accounting procedures and connecting directly to source systems.

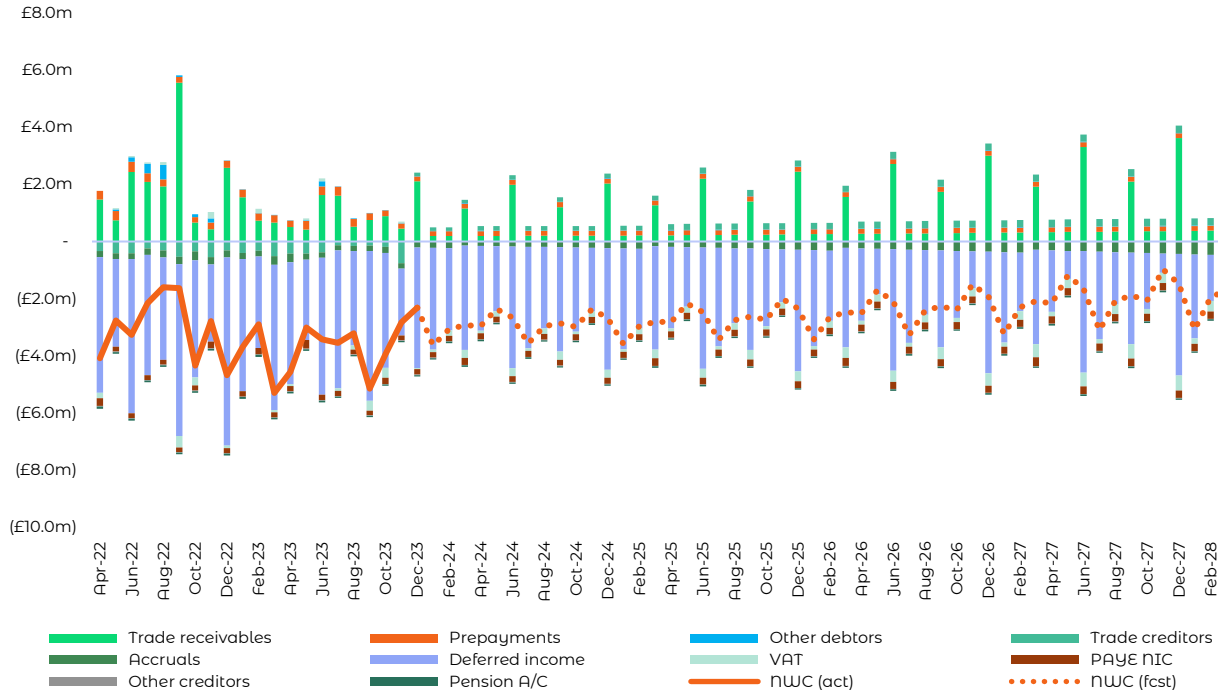
Proceeding with a fundraising initiative was also a key medium-term objective. It therefore became imperative to start reporting primary SaaS KPIs and optimising the process for maintaining this information on an ongoing basis.



Case study (2)

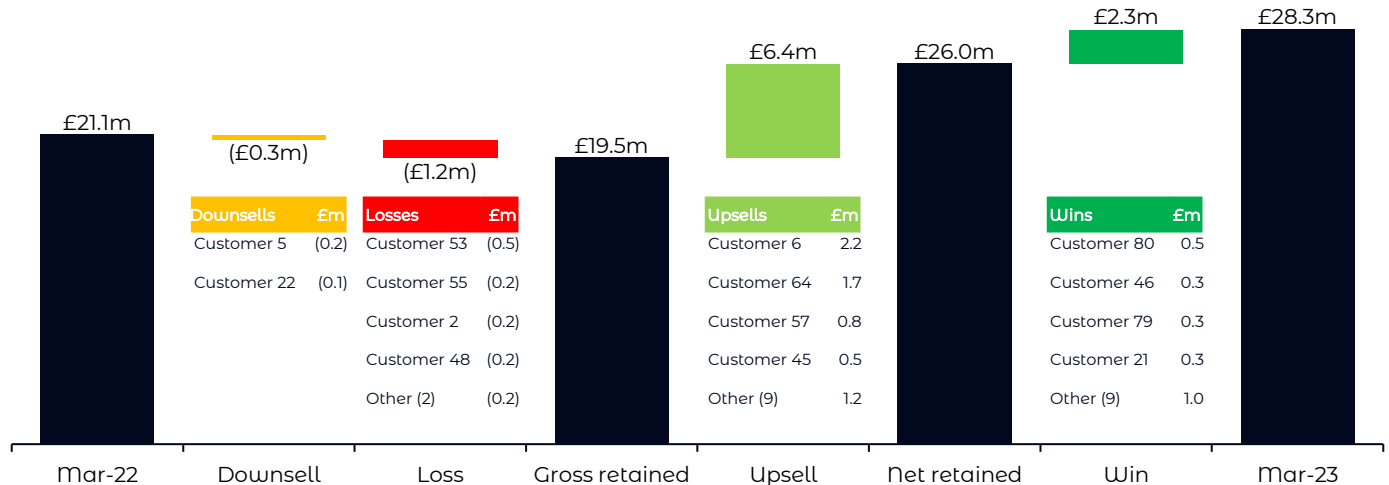


Board pack – working capital



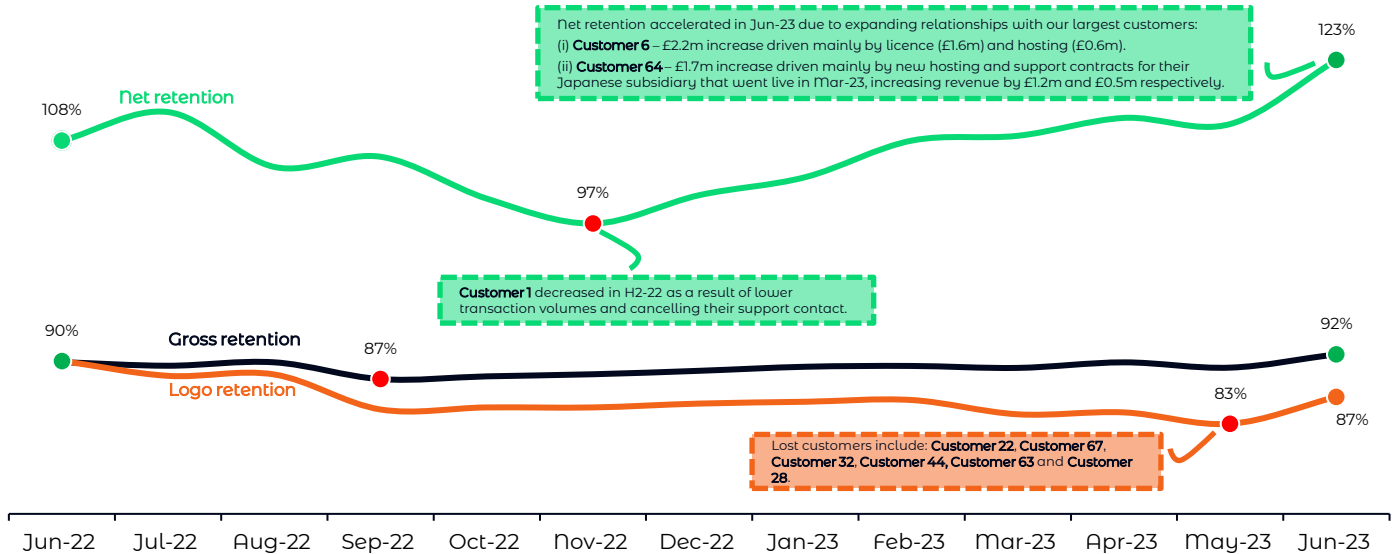
Board pack – ARR waterfall

Company X has experienced strong ARR growth (+34%) over the last 12 months. This was primarily due to expanding key customer relationships with **Customer 6** (new product Y contract) and **Customer 64** (new services B contract). The **Customer 80** and **Customer 46** new wins also present good cross selling opportunities over the next quarter and will be a key focus for the sales team.



Board pack – customer retention

Gross retention has remained relatively flat over the last 12 months, meaning that movements in upsells drive the changes in **net retention**.



Case study (3) – Highland Europe

We built bespoke reporting solutions which unlocked previously unavailable insights into portfolio company performance.



Company profile: Growth-stage investment firm located in London and Geneva. They have over 50 active investments and over €2.8bn in assets under management. As at November 2023, they are deploying their **€1bn fifth fund which closed in January 2023.**

Background

Highland wanted to send their portfolio companies quarterly review documents that provide KPIs and benchmark performance against their peers. The purpose of this benchmarking was to help their portfolio companies accelerate growth and allocate resources effectively.

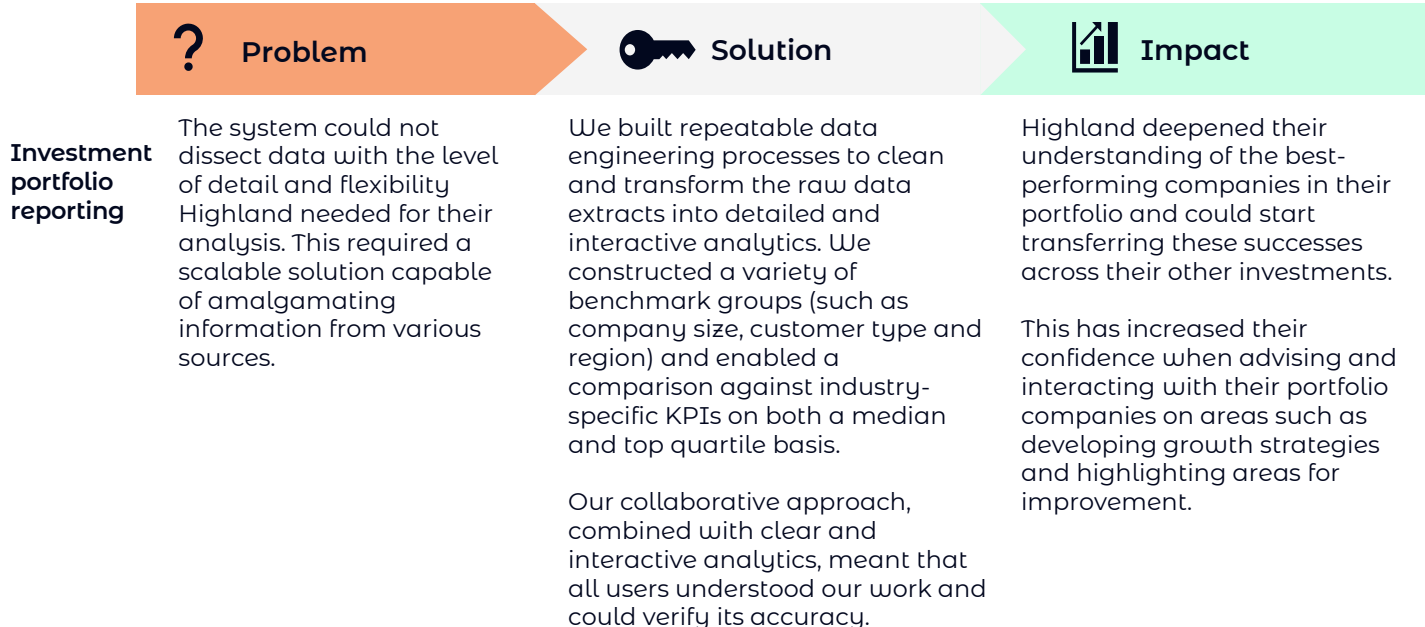
Highland use a cloud solution to store the key metrics reported by their portfolio companies.

Result

Our bespoke solution unlocked valuable insights from portfolio company data that off-the-shelf portfolio monitoring platforms cannot provide. Highland can now easily benchmark their portfolio companies against their peers. This allows them to provide the management teams with data-driven insights to help supercharge growth.



Case study (3) – Highland Europe



Our solutions



One-off packages

Our standard package is a full FP&A review (similar to the preparation phase of a corporate finance transaction). Where the project is not a full FP&A review, we conduct a scoping exercise and then provide a fixed-fee quote.



Start up *4 weeks*

- ◆ Revenue <£5m
- ◆ Single entity
- ◆ Domestic business
- ◆ 1-2 revenue streams
- ◆ <100 customers
- ◆ <50 employees



Scale up *6 weeks*

- ◆ Revenue £5m-£30m
- ◆ Multiple entities
- ◆ International business
- ◆ 3-4 revenue streams
- ◆ 100-600 customers
- ◆ 50-300 employees



Enterprise *8 weeks*

- ◆ Revenue £30m+
- ◆ Multiple entities
- ◆ International business
- ◆ 5+ revenue streams
- ◆ 600+ customers
- ◆ 300+ employees
- ◆ Different divisional and legal entity view



Ongoing packages



Quarterly support *CFO employed*

We support your senior team by keeping the FP&A tools up to date on a quarterly basis. This is usually used in preparing presentations for board meetings.



What is included:

- One key contact at client
- Answer queries via email within one working day
- Investigate key moves in underlying data to ensure alignment of the operations and finance



Monthly support *Strategic CFO/COO*

We support your finance team by keeping the FP&A tools up to date on a monthly basis. This ensures that you are always prepared for a corporate finance transaction and allows you to focus on growing your business.



Quarterly support' plus:

- Perform updates monthly, rather than quarterly
- Work closely with your finance team to develop enhancements to the FP&A tools when new logic or functionality is required



Transaction support *M&A or fundraising in progress*

Having been through numerous due diligence processes, we are well positioned to support our clients through this hectic period. This involves us working with the client's finance team and corporate finance advisers.



Monthly support' plus:

- Multiple points of contact at client and their bankers
- Attend relevant deal meetings
- Support wider management team with the due diligence process



**Two brothers with a passion
for finance, technology and
data**

**Helping technology
companies maximise value**





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