

From Financial Blindness to Investor Confidence

How finity automated finance to accelerate reporting, support fundraising, and scale long-term growth



Your Financial Clarity Partner.

Situation

Financial Infrastructure Was Limiting Growth

Leadership couldn't answer fundamental questions about revenue, customers, pricing, or business performance



4-MONTH DELAYED BOOKS

Finance data was practically unavailable for operational decision-making due to massive reporting lags



UNINTEGRATED ACQUISITIONS

Over 7 companies had scattered data and revenue streams created irreconcilable financial siloes



ZERO FINANCIAL VISIBILITY

Leadership lacked real-time insight into ARR, revenue quality, pricing structures, or accounting entries

Task

Build an Audit-Ready Finance Function

Success meant creating a finance organization that investors could trust to supercharge Finance and Accounting functions

finity achieved this through five objectives:

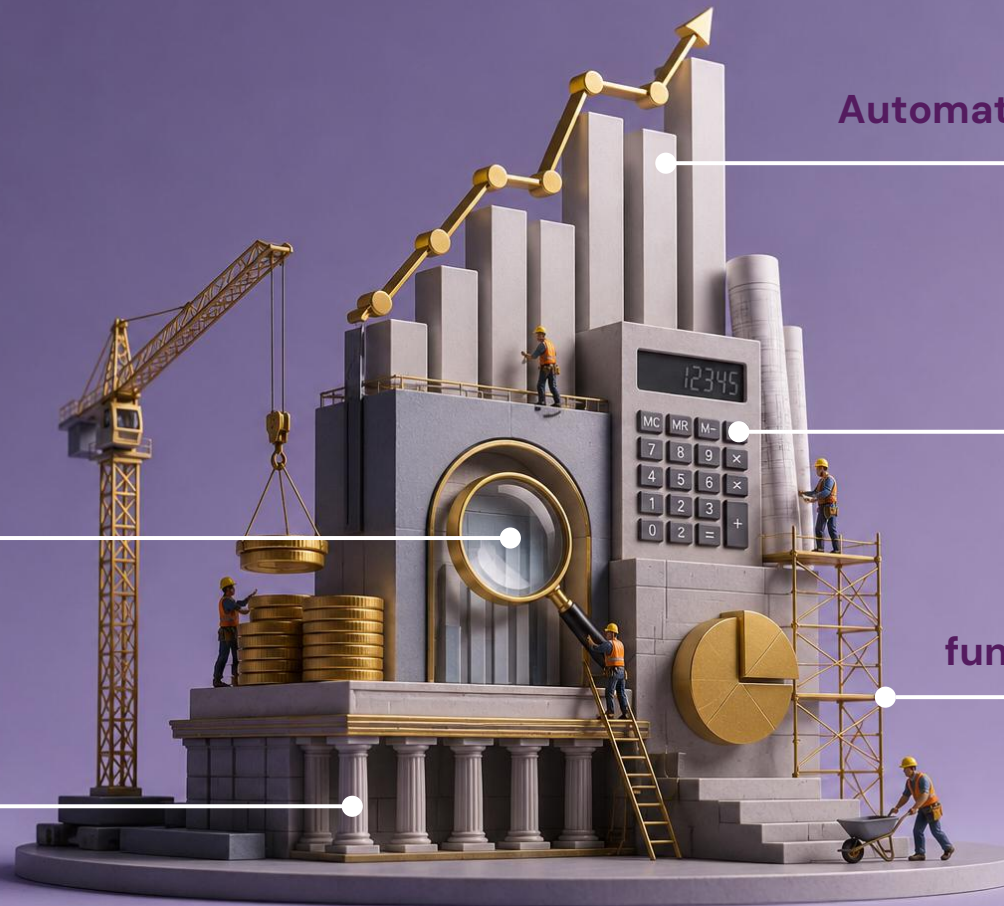
Improve financial visibility

Build a finance function capable of supporting long-term scale

Automate reporting

Build institutional grade accounting

Prepare for fundraising and audit



Action

Stabilization & Infrastructure Rebuild

01 REBUILD

REVENUE RECONSTRUCTION

Manually rebuild the customer base and revenue streams to establish a baseline understanding of business drivers

02 CONSOLIDATE

ENTITY CONSOLIDATION

Untangle and merge financial data across unintegrated acquisitions into a single, cohesive reporting structure

03 AUTOMATE

CLOSE TRIAGE

Automated manual workflows to aggressively clear the accounting backlog



**BROUGHT
BOOKS
CURRENT
IN 2-
WEEKS**

Action

Audit Readiness Foundation



DELIVERED 16 COMPLEX TECHNICAL ACCOUNTING MEMOS



Complete U.S.
GAAP preparation
and alignment



Restarted
historical
financials for
auditor and
investor scrutiny



Standardization of
financial reporting,
aligning outputs directly
with investor-grade
expectations.

finitly engineered the financial foundation that enabled audit readiness through the following initiatives:

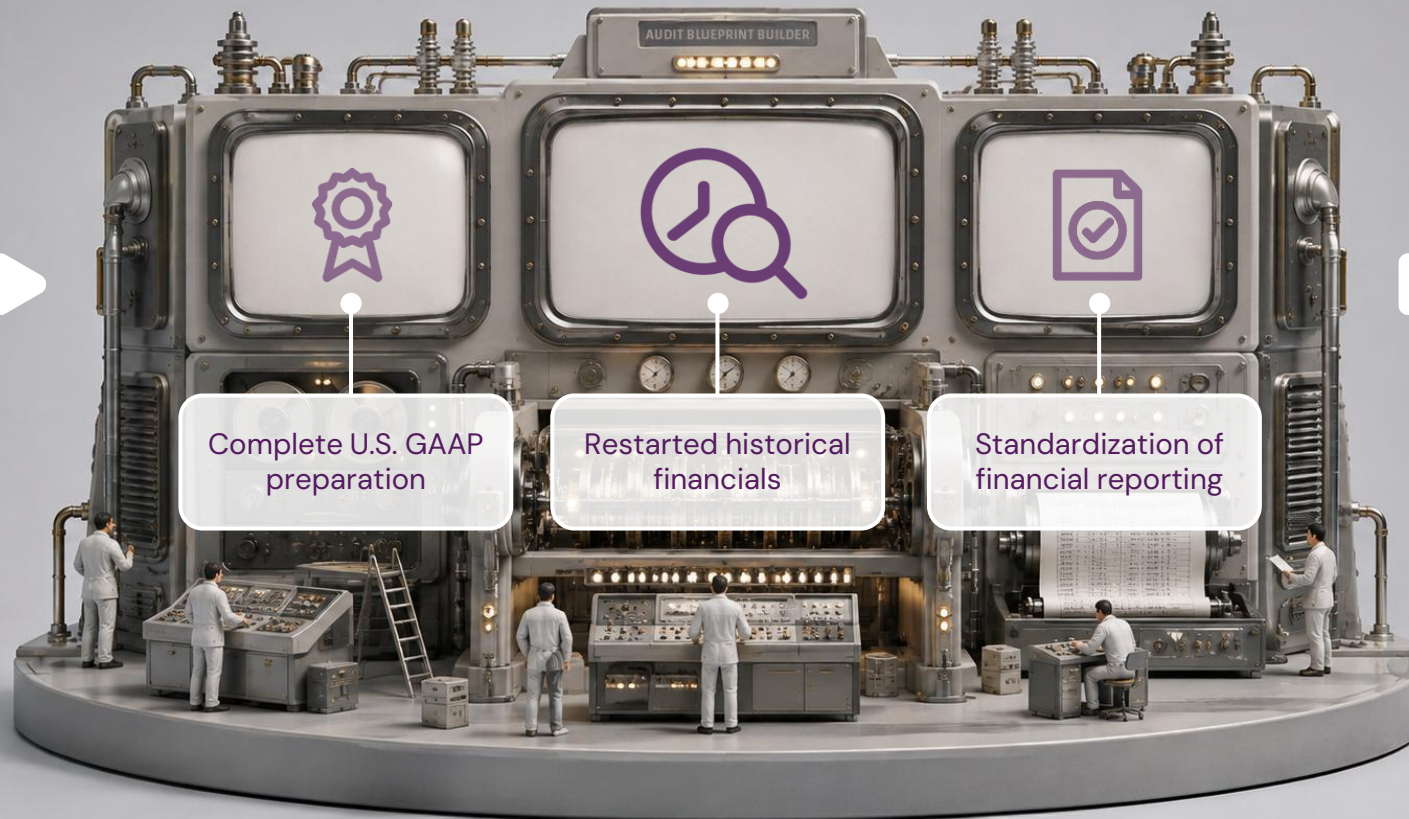
Action

Audit Readiness Foundation



**UNORGANIZED
BOOKKEEPING**

finity took the historical financial data and built an audit blueprint to achieve U.S. GAAP Compliance



**COMPLETED
U.S. GAAP
AUDIT**

Action

Activating FP&A Strategic Enablement

Corporate Financial Models

Built dynamic, fully integrated financial models to forecast cash runway, operational scalability, and capital requirements

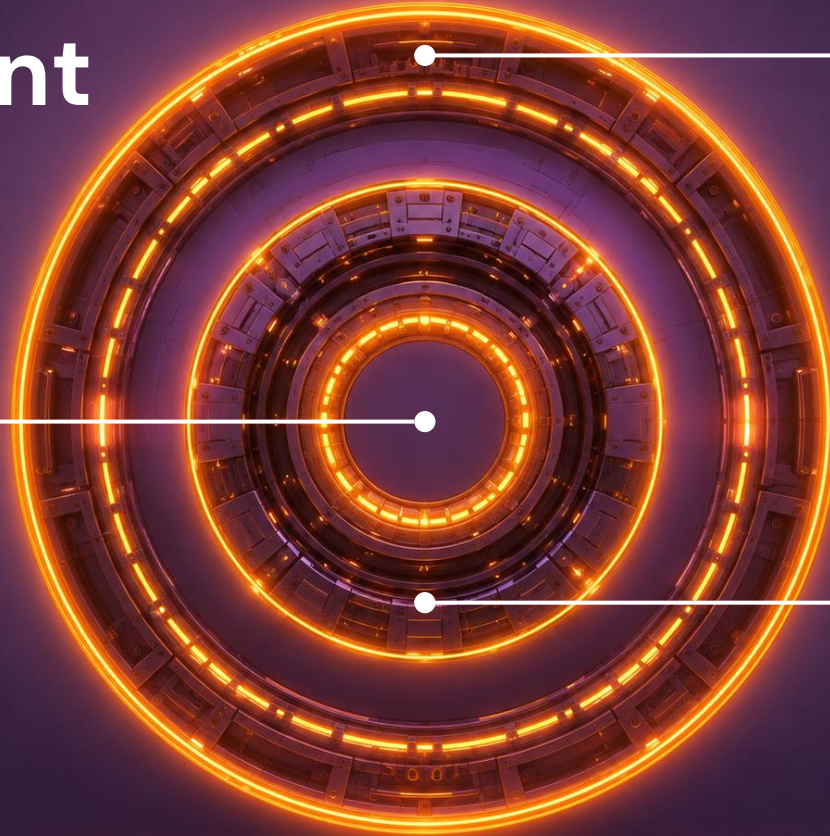
Empowered leadership with real-time insight to support operational execution and long-term strategic initiatives

Streamlined Board Reporting

Developed highly visual dashboards and reporting frameworks that surface key insights, providing the company's venture firms and Board with total transparency into ARR and operational performance

Dynamic Budgeting

Shifted the organization from reactive spending to disciplined budget frameworks, tracking pricing structures and operational inefficiencies in real-time



Results

The Operational Transformation

BEFORE FINITY

4-Month Reporting Lag

Manual Processes

Fragmented Entity Silos

Blind, Reactive Operations

THE FINITY STANDARD

5-7 Business Day Close (1-Week Close)

Automated U.S. GAAP Accrual

Real-Time ARR & Revenue Quality Insights

Data-Driven Strategic Enablement



Results

The Financial Outcome: Securing Capital

\$6M EQUITY RAISE

\$5M TERM LOAN SECURED



\$11M
TOTAL CAPITAL INJECTION

Results

Value Creation & Capital Protection

ASC 805 SAVINGS

Positioned the business' accounting to avoid ~\$250k in business combination accounting fees

TECHNICAL ACCOUNTING SAVINGS

~\$135k saved by authoring 9 more technical memos, eliminating the need for expensive auditor drafts

EXTERNAL ADVISOR REPLACEMENT

Replaced overpriced legacy advisor retainers with finity's highly efficient, technology-enabled deployment



\$700K+

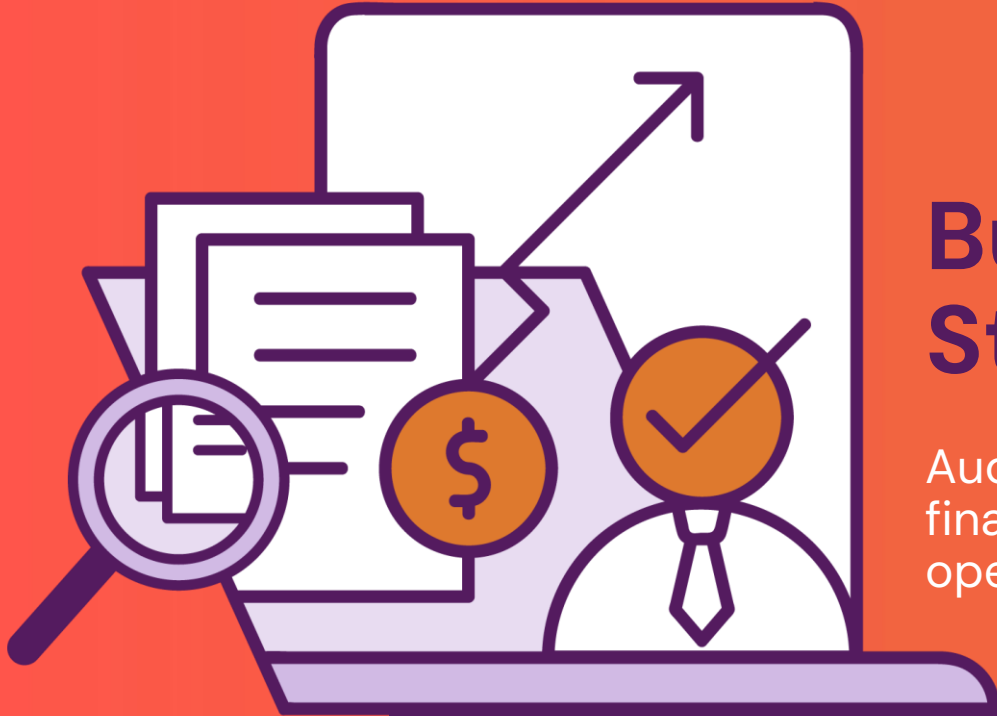
In direct cost savings realized during the engagement

4 MONTH
Reporting Lag



1 WEEK
Close

Compressed financial reporting cycles by **90%+**



Built for the Next Stage of Growth

Audit readiness isn't the finish line. It's the financial foundation that enables fundraising, operational scale, and long-term value creation.



Reach out to let us help you find
financial clarity for your business
www.finitynow.com