

We help great entrepreneurs build great companies.



Our vision is to transform the way businesses are built using scaled, shared services.

Our fractional model offers the value of a full-time team for a portion of the cost and provides the flexibility that agile businesses need. We have dedicated teams to help with your needs beyond finance and accounting.

A selection of clients who trust Propeller:



Partnering with brands to accelerate growth

Armed with years of data working with startups like yours, we know what it takes to make an early-stage company successful.



Improve Cash Flow

Stabilize your cash flow and extend your runway with expert foresight that anticipates future needs. any successful.



Secure Funding

Raise more money by leveraging our team to help you pick the right partner who aligns with your vision and negotiate terms.



Simplify Trade Spend Management

Our specialized team will extract and analyze your trade spend data to provide insights and advice, and assist with disputes.



Connect with Industry Experts

Get expert advice from the Propeller team to navigate the changing startup ecosystem.



Streamline Inventory Management

We'll help you evaluate, select, and implement the optimal system for your business's needs.



Run Your Business With Confidence

We'll equip you with the tried-and-tested knowledge to make smarter sales and financial decisions.

Why Choose Propeller?



Deep Industry Experience

We have served over 1000 startups including 15 unicorns. We know what challenges founders face and we have decades of experience amongst our 20+ CFOs on staff.



Dedicated Client Experience Team

You'll have an expert CFO guiding finance and accounting professionals at a lower cost than hiring in house.



A Trusted Partner

We leverage our fractional team model, deep industry pattern recognition, scalable technology stack, and global operating platform to deliver an unfair advantage to leaders navigating the challenges of growth.



Unrivaled Operations

Audited accountability, controls, governance, data security, and a best-in-class tech stack.



No Strings Attached

No long-term contracts.

In our client's words



*The question that **Propeller** helped us solve was, **'Do we grow or remain a lifestyle business?'** If it were not for their guidance, we would not have had the experience or expertise to raise money, conduct proper due diligence, acquire a business and eventually assemble a Board."*

-HELEN RUSSELL, CO-FOUNDER & EXECUTIVE CHAIR, EQUATOR COFFEES



Core services



**CFO Strategy
and Insights**



**Financial Planning
& Analyses**



**Experienced
Accounting**



**Best-in-Breed
Tech Stack**



**Fundraising &
Deal Support**

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