



# ECOMCFO

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**Outsourced CFO,  
bookkeeping, & bill pay  
services for 8-figure  
e-commerce brands**

# **SERVICE OVERVIEW**

**How to work with us instead of why to work  
with us**

— Project SA

# Client Journey

1. Less than \$10M
2. \$10M - \$50M
3. \$50M+



**EcomCFO**



# Services Overview

Service	One Time / Recurring	Overview	Description	Key Deliverables / Pain Points	Notes
Soft Audit	One Time	Intro services that’s been a really nice way for a client to get a lot of value and us to better scope a project. \$5k one time, when it’s really complicated and we don’t know	Made by Mary, Etta Vita	I have someone but I'm questioning how good of a job they’re doing. I don’t know how to audit / check their work. I just want some validation if this is good or not	paid diagnostic, “You can just pay us \$5k, we’ll do this soft audit, we’ll have a much clearer idea of scope and price going forward”, win/win for complex clients, ie: might be \$8k vs 12k if we guess
CFO Core Service	One Time	\$5k up front + \$3k/mo (20 fix + 10/mo)	Nads, Tortuga		CFO + Financial analyst, relying on their accountant or external accounting team (stipulating accuracy)
Controllership + Hourly CFO (Accounting Oversight/Director for many clients)	One Time	We provide accounting oversight to their existing team. Works really well. \$4k-\$6k per month	Made by Mary, Support Pets, Stikwood, OmniLux		Supervising but not doing bank reconciliation, invoices, lower level bookkeeping work, has staff handling most of it or internal Controller
Fixed Accounting + Fixed CFO	One Time	This is what we really want to move towards, ~\$6-8k depending on complexity + size, won’t charge anything less than \$4k + CFO hours	Mira Safety, Dr Ruscio ideal, HFH, XSUIT, \$10-50mil range (Futureline, Zappy Sales, Dius, Kenny Flowers, Status, ITAD, Kush Queen, GT)		Supervising but with bookkeeping, no external or internal resource doing bookkeeping. (bank reconciliation, invoices, etc)
Fixed Accounting Only	One Time	Usually not ideal but this is where we only do the accounting work, really large clients, \$10-15k/mo range	Knockaround		Not super common, but Knockaround has been an AMAZING client. Califloors may be one. Takes 60-90 days just to scope.
Other Services (consider as upsells)	One Time	We also do accounts payable/payroll, accounts receivable, and 1099 filing at end of year, typically add \$500-1k/mo for AP. Accounts receivable: \$1000-1500/mo, only wholesale, only if they’re more complicated,	Clients we do this for: Kenny Flowers, Knockaround, Mira Safety, GT, Zappy Sales, Dr Ruscio		These can be added to basically any service above except controllership. I’ve avoided pitching this up front because it sometimes makes it more complicated. Notice we don’t do this for any controllership clients



# SERVICE DETAILS

# Soft Audit Detail

1. Deliverables
2. Pain Points Address
3. Who this is a best fit for
4. Screenshot of Output
5. Timeline
6. Engagement Team

# CFO Only Detail

1. Deliverables
2. Pain Points Address
3. Who this is a best fit for
4. You can use your existing bookkeeper
5. Communication
6. Minimum of 10 hours - use or lose
7. Screenshot of Output
8. Timeline
9. Engagement Team

# Services Overview

Service	Brief Description of Services	Brief Description of Team
<b>Soft Audit</b>	A one-time project to review your books and processes, identify issues, suggest improvements, and assess your business' needs	<b>Key team:</b> Controller and staff accountant. <b>Optional:</b> Chief Accounting Officer,, CFO
<b>Fractional CFO</b>	High-level financial and strategic advice for your business, 10+ hours per month	<b>Key team:</b> CFO and Financial Analyst <b>Optional:</b> Chief Accounting Officer, Controller
<b>Controllershship + Oversight</b>	Overseeing and directing your existing team to produce accurate, on-time Investor Ready Financials	<b>Key team:</b> Controller and financial analyst <b>Optional:</b> Chief Accounting Officer
<b>Full Accounting Department</b>	A full-service, done-for-you team to produce accurate, on-time Investor Ready Financials	Key team: Controller, staff accountant, and financial analyst <b>Optional:</b> Chief accounting officer + CFO





# SERVICE DETAILS

## — Project SA

# Soft Audit

### 1. What you get

A comprehensive review of your current financial processes and the state of the company's finances, a diagnostic report highlighting issues and opportunities, as well as a roadmap for future financial improvements, all presented in a report that you own

### 2. What does this solve?

The soft audit is intended to resolve any uncertainty about your current financial health, address any lack of clarity about the state of your finances, and help us clarify exactly what the scope would look like for either our team, your team, or another firm to resolve those issues. If you have an eight-figure ecommerce company with complicated financials and aren't sure exactly where your problems lie, or exactly what help your company needs, the soft audit can be a great way for us to help you diagnose those problems.



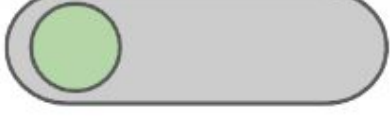





Areas of focus will include your P&L, balance sheet, COGS, revenue recognition, monthly close process, and more. Generally it takes 6-8 weeks to fully complete our interviews with your team, review of your books and processes, analyze our findings, and prepare a detailed plan for you.

### 3. Engagement team

While the full force of our team will be available to assist, your core team will include a controller and staff accountant/bookkeeper to review your financials. Our Director of Accounting and a CFO will be available to assist your designated controller and accountant to prepare this report for you.

# Soft Audit Example

## Summary

Area	Audit Conclusion	Key Findings
Structure		Improvements to Profit and Loss structure to support additional metrics and analysis of all variable costs versus fixed costs.
Revenue Recognition		[CLIENT'S ACCOUNTANT.] exhibits a good understanding of revenue recognition.
Cost of Good Sold		The COGS correlate with revenue correctly and the value used for the SKUs sold is the average cost.
Purchasing		Implementing PO generation within your accounting system would provide for completeness of financial oversight and cash flow visibility.
Inventory		Purchasing Deposits should be maintained separately on Balance Sheet as distinct from physical inventory.
Clearing Accounts Accounts Receivable		E-Commerce clearing accounts are not being reconciled regularly as of the date of our soft audit.
Intercompany Transactions		Review of owners equity and intercompany transactions may require cleanup and/or consolidation. We recommend discussing with your CPA.
Monthly Close Process		Overhead expenses are recognized on a cash basis. We recommend a review for segregation of personal expenses/owner's draw.



# Fractional CFO

## 1. What do our fractional CFO do?

Our fractional CFO services are recurring arrangements to provide high level financial advice and analysis for our ecommerce clients. The core service includes ten hours a month, including a monthly meeting to review financials, discuss the growth of the business, and discover projects we can help with, then executing on those projects with the help of our financial analysts. Examples include 13-week cash flow forecasts and demand planning. **This can be easily combined with and of our other offerings.**

## 2. What does this solve?

As ecommerce businesses grow, they quickly run into escalating levels of complexity and sophistication that are difficult to handle alone. Founders often waste months or years trying to figure it out on their own or working with advisors that simply don't understand ecommerce at a high level, but are perfectly competent bookkeepers and accountants. Our CFOs allow them to afford a true financial expert, without abandoning their existing team.

## 3. Who this is the best fit for this?

If you have a rapidly growing ecommerce business and you feel like you're start the max out the financial abilities of your team, that's the perfect time to talk to us about this. While our best clients are in the range of \$5-50mm a year, we do work with smaller brands experiencing explosive growth.

If you know you need to better understand your numbers to keep growing, and Investor Ready Financials to secure loans for POs, investors in your business, or a potential exit, let's talk

— Project SA

# CFO Example



**EcomCFO**



# Oversight and Controllership

## 1. What does a fractional controller do?

Our controllers work with your internal team to make sure that all of your accounting is done correctly, as well as provide guidance to your team about best practices and answering questions they might have about e-commerce accounting. Their north star is ensuring your team produces Investor Ready Financials for your business.

## 2. What does this solve?

Ecommerce businesses run into unique challenges that many accountants and bookkeepers are capable of handling, but not equipped with the experience or knowledge to do it correctly. Controllership adds an additional layer of sophistication on top of your existing team to make sure everything done is correctly, while minimizing the amount of attention they need from you.

## 3. Who is the best fit for this?

If you have a rapidly growing ecommerce business and you feel like you're starting to max out the financial abilities of your team, that's the perfect time to talk to us about this. While our best clients are in the range of \$5-50mm a year, we do work with smaller brands experiencing explosive growth.

## 4. Engagement team

You'll have a dedicated controller assigned to your account who'll get to know your business in intimate detail and build a great working relationship with your team. They'll be assisted by a financial analyst as well for research and reports. **Many clients choose to pair this with a CFO**

— Project SA

# Controllership Example



**EcomCFO**



# Investor Ready Accounting Details

## 1. What does a fractional accounting team do?

In addition to our CFO work, Ecom CFO runs a full-service accounting firm and services a number of 8 and 9 figure ecommerce companies. Through our fractional model, we're able to provide a complete team of controllers and bookkeepers for the same rate as a single experienced accountant.

## 2. What does this solve?

Our team will take over the accounting function in your business, similar to our controllership agreement except that we'll be handling all the of the day to day bookkeeping work as well, tasks like bank reconciliation, paying invoices, etc. Of course, the end goal is still Investor Ready Financials, which will be completed on time, every time, with the books closed and presented for you review on approximately the 20th of each month.

## 3. Who is the best fit for this?

If you run a growing but substantial ecommerce business and want a one-stop-shop to provide you with timely, correct financial statements to support your growth, this is the best fit for you. It's easily paired with our CFO packages for additional insights and advice so your finances are centralized with one team, without the expense and management of internal hires.

## 4. Engagement team

For this engagement, you'd have a dedicated controller, bookkeeper, and financial analyst, with the oversight of our Director of Accounting and the option to add an hourly CFO.



— Project SA

# Full Service Accounting Example

# Timeline Overview

1. External Kickoff
- 2.

## — The Challenge

For series  
e-commerce brands,  
“hope and gut  
decision making  
is not a winning  
financial strategy.”

-US

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 **90%** of e-commerce brands fail.

“Poor financials” stands among the top 5 reasons

[Failory.com](#)

In eCommerce, less than

 **0.1%** of brands achieve >\$50M in sales.

[Crunchbase Hub](#)

## — The Challenge

# Why? Frequent and complex decisions in the 000,000's

As brands scale, the same **core challenges** emerge:



Generalist accountants become perplexed by **nuances of e-commerce**.

Many offer basic financial reporting, but **fall short in the advanced financial planning, KPIs or insights required** in the unique world of e-commerce.



**Still unsophisticated financials** despite increased complexity.

**As sales revenue grows, so does risk and confusion** around taxation, regulatory compliance, cash flow, ads, budgets, modeling, & more.



**Not large enough to hire, not small enough to ignore.**

Brands **may not be ready for an in-house CFO & accounting/bookkeeping team**, yet still need next-level budgeting, forecasting & financial reporting.





That's the unique specialty behind...



**Outsourced CFO & Financial Services**  
for 8-Figure eComm brands

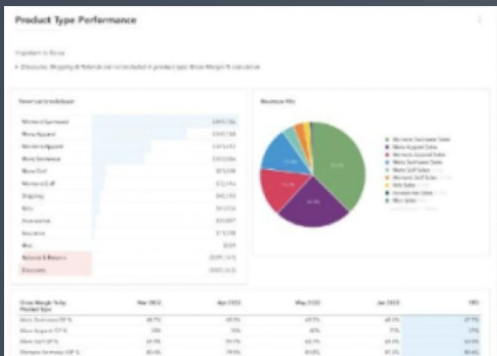




# Investor Ready Financials. Strategic Guidance. SOPs. **More Profit.**



Your new **fractional CFO and accounting team** delivers...



- ✓ **Investor-Ready Financials and Operations**  
Decades of experience at Big 4 accounting firms means airtight, investor-grade financials every time.
- ✓ **Strategic Guidance & Advisory**  
More than simply crunching numbers, we give you clarity, confidence and peace of mind as you scale.
- ✓ **Deeper Financial Insights**  
Comprehensive, complex analyses and modeling around the fundamentals of your business.

...getting you to the **next level of scale:**

- ✓ Future-Proofed Financials
- ✓ Strategic Decision Making
- ✓ Optimized Financial Operations
- ✓ Actionable Budgets



— e-commerce Experts

Ecom CFO exclusively  
services **8 & 9 figure**  
**e-commerce brands.**

Our clients represent...

**\$500M+**  
in Annual Revenue, including...

Top 15 Sellers on  
**amazon**

&

Brands featured on  
**SHARK TANK**

Selling Worldwide...

...across Industries:

- CPG
- Health & Wellness
- Apparel
- Automotive
- Home goods
- HVAC
- Marine
- Industrial

...on all Channels:





— Your Team

# The right roles of a fractional finance team

Working with us, your new team looks like...

CFO	Accountant / Controller	Bookkeeper	Financial Analyst
<ul style="list-style-type: none"><li>✓ Team manager</li><li>✓ Senior financial leadership</li><li>✓ Potential financial projects guide</li><li>✓ Chief interpreter for monthly financial reports</li><li>✓ Monthly calls leader</li><li>✓ Point of contact for high-level strategic projects</li></ul>	<ul style="list-style-type: none"><li>✓ Accounting Project manager</li><li>✓ Main accounting point of contact</li><li>✓ Responsible for:<ul style="list-style-type: none"><li>• Financial statements</li><li>• Accounts payable</li><li>• Payroll</li><li>• Day-to-day financial operations</li></ul></li><li>✓ Monthly quality checklist</li></ul>	<ul style="list-style-type: none"><li>✓ Responsible for core monthly procedures:<ul style="list-style-type: none"><li>• Bank reconciliations</li><li>• A2X configurations</li><li>• Monthly journal entries</li><li>• Preparing bills</li><li>• Misc. financial operations</li></ul></li></ul>	<ul style="list-style-type: none"><li>✓ Compilation of financial reports</li><li>✓ Evolving and editing reports</li><li>✓ Projects outside original scope:<ul style="list-style-type: none"><li>• Discounts</li><li>• Shipping analysis</li><li>• Budget</li><li>• Ad hoc projects</li></ul></li></ul>

Our Clients also get access to:

## Our Library of SOPs & Playbooks

Our seasoned, CPA-certified team has compiled a **series of ready-made playbooks to help you with the most common issues** you are likely to face when scaling your brand—you get access, for free.



## Speedy, Professional Communication

We know the world of e-commerce moves quickly—pivotal strategic decisions can't wait. **We guarantee frequent, efficient communication** for every client.

Always on:

  
slack





## — Clients

# Trusted by dozens of thriving brands.

KUSH QUEEN

REVANT.

healfree  
HAIR

Dr. Ruscio  
DC



Kenny Flowers  
EST. NOW

RYZE

STATUS

FanPrint™

goOats

FUTURE LINE  
— TRUCK EQUIPMENT —

OMNILUX

GREATER  
THAN

the  
Cereal  
School

Zappysales!

MIRA®  
SAFETY

ANGELINO'S  
COFFEE

**2** Average  
client tenure  
YEARS

**\$10** Minimum client  
annual sales  
MILLION+

**5-10x** After 18 months  
working with us  
AVERAGE ROI



*eComCFO has been digging into our books since the spring and I just enjoy the clarity we have. **Their skill set around e-commerce is unmatched and I somehow sleep better at night** knowing my margins and contribution margin are taken care of.*

Olivia Alexander  
CEO at Kush Queen



*eComCFO helped us put together a really solid 3-year financial plan, establish an even better banking relationship, and helped as a strategic advisor. **They are excellent with the evaluation of different financial strategies and providing insight in areas that I hadn't really considered.***

Jason Bolt  
CEO at Revant

## — Success Story 1

# Mighty Brands



**\$15M**  
revenue

### ✕ Brand Challenge

The brand was growing rapidly and seeking venture capital investment. They not only needed a team to solve the day-to-day financial operations, but also a CFO to manage and execute strategic projects to secure financing, improve profitability, and map out a 3 year plan.

### ✓ Services Provided

- 3 Year Financial Plan
- Massive cost savings
- \$6m In total financing
- Investor Ready Financials
- AR / AP management

## ✓ Results



quickly identified  
core **cash flow**  
**issues** and  
opportunities



Built a **financing**  
**strategy** to solve  
the issue



**\$100K**  
cut of **monthly**  
**fixed costs**



Supported a  
**\$5M Venture**  
**Capital Raise**



## — Success Story 2

# BŌKU Superfoods



### ✗ Brand Challenge

The brand had a very complex supply chain, managing hundreds of raw ingredients from multiple suppliers around the world – each with their own MOQs, pricing, and terms. Ecom CFO was tasked with optimizing the supply chain and reducing costs. Ecom CFO was also tasked with optimizing the pricing structure with customers.

### ✓ Services Provided

- 3 Year Financial Plan
- Pricing strategy
- Bank and Investor Financing

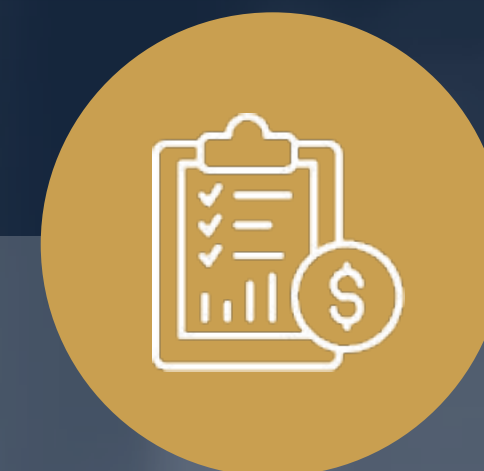
## ✓ Results



**8%**  
profit increase



fixed a **confusing pricing structure**



built a robust  
**financial plan**



**created an actionable plan**  
to focus on key  
issues & metrics

— Next Steps

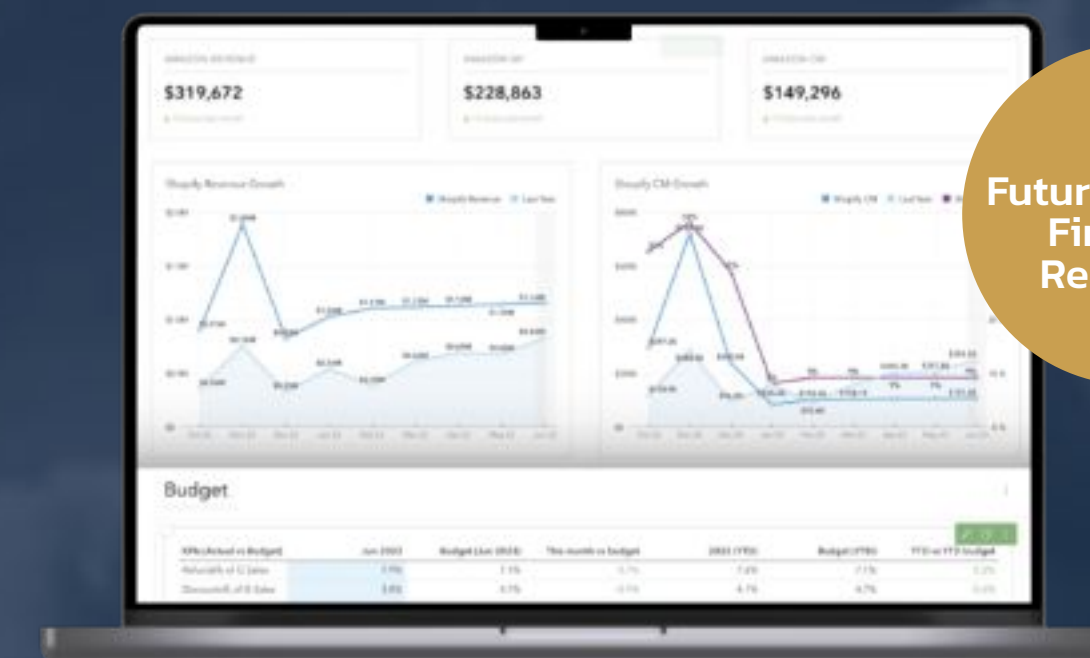
# Beyond the fundamentals, we offer a strategic brain trust.

## Additional Strategic Capabilities

- ✓ Team Offsites
  - ✓ BFCM Pricing Strategies
  - ✓ ROAS Scenario Analysis
  - ✓ Discount / Offer Strategies
  - ✓ CAPEX Management
  - ✓ Sophisticated Demand Forecasting
  - ✓ Inventory Forecasting
  - ✓ Investor Q&A Management
  - ✓ Contribution Margin Optimization
  - ✓ Expense Reduction Consulting
  - ✓ Board Representation
  - ✓ Profitability Optimization
  - ✓ Budget Planning and Management
  - ✓ Strategic Vision Alignment
- (Don't see it here? **Ask us!**)

## Core Monthly Deliverables

- ✓ **Investor-Ready Financials**  
*Financial accounts/categories are formatted and grouped together in a manner appropriate to an ecommerce business to maximize clarity for all relevant stakeholders including management, banks, auditors, investors, and board members. (GAAP compliant)*
- ✓ **Financial Reporting**
- ✓ **Bill Pay / Payroll**
- ✓ **Expertise and Resources for seamless task execution**
- ✓ **Monthly CFO-Led Review (90 min)**



STRATEGIC, SUPPORT



8-FIGURE FUNDAMENTALS





— Next Steps

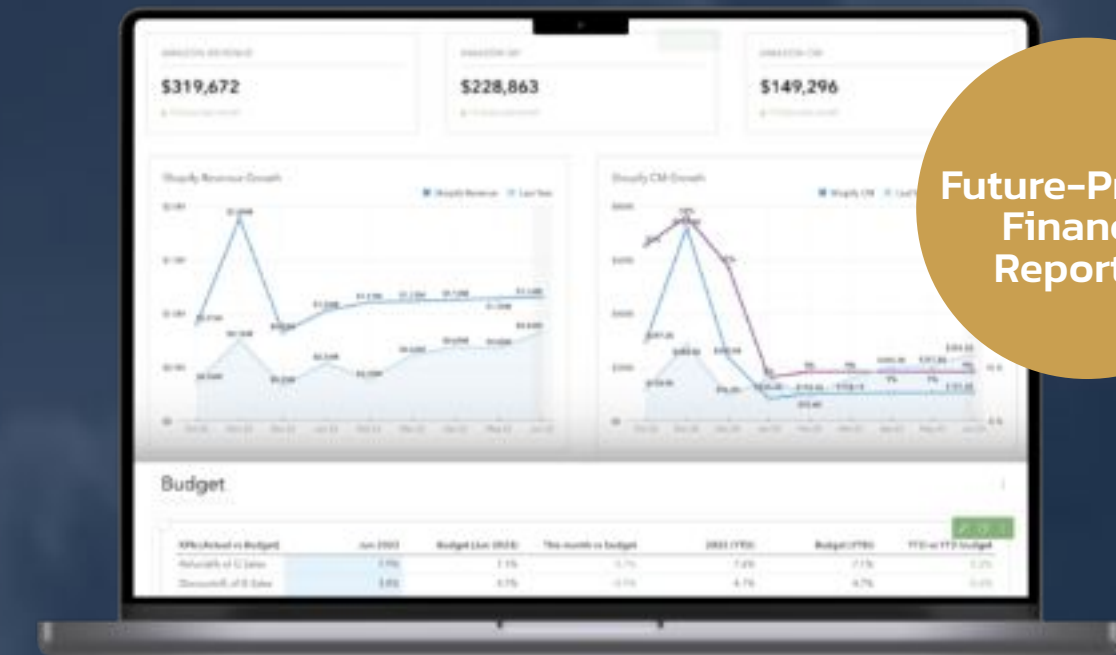
# You get the core fundamentals with strategic CFO capabilities

## Periodic Strategic Projects

- ✓ Attend / Facilitate Team Offsites
  - ✓ BFCM Pricing Strategies
  - ✓ ROAS Scenario Analysis
  - ✓ Discount / Offer Strategies
  - ✓ CAPEX Management
  - ✓ Sophisticated Demand Forecasting
  - ✓ Inventory Forecasting
  - ✓ Investor Q&A Management
  - ✓ Contribution Margin Optimization
  - ✓ Expense Reduction Consulting
  - ✓ Board Representation
  - ✓ Profitability Optimization
  - ✓ Budget Planning and Management
  - ✓ Hiring Plan
- (Don't see it here? **We've probably done it**)

## Monthly Deliverables

- ✓ **Investor-Ready Financials**  
*Financial accounts/categories are formatted and grouped together in a manner appropriate to an ecommerce business to maximize clarity for all relevant stakeholders including management, banks, auditors, investors, and board members. (GAAP compliant)*
- ✓ **Monthly CFO Financial Review**
- ✓ **Financial Reporting**
- ✓ **Bill Pay / Payroll**
- ✓ **Expertise and Resources for seamless task execution**





— Contact

**Sam Hill**

CEO

sam@ecomcfo.co



**EcomCFO**

## — FAQs

- ▶ 1. Frequently Asked Question Number 1

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- ▶ 2. Frequently Asked Question Number 2

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- ▶ 3. Frequently Asked Question Number 3

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- ▶ 4. Frequently Asked Question Number 4

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- ▶ 5. Frequently Asked Question Number 5

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- ▶ 6. Frequently Asked Question Number 6

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- ▶ 7. Frequently Asked Question Number 7

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- ▶ 8. Frequently Asked Question Number 8

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## — Next Steps

# Full service, customized and scalable

## Core Services

### ✓ Investor Ready Financials

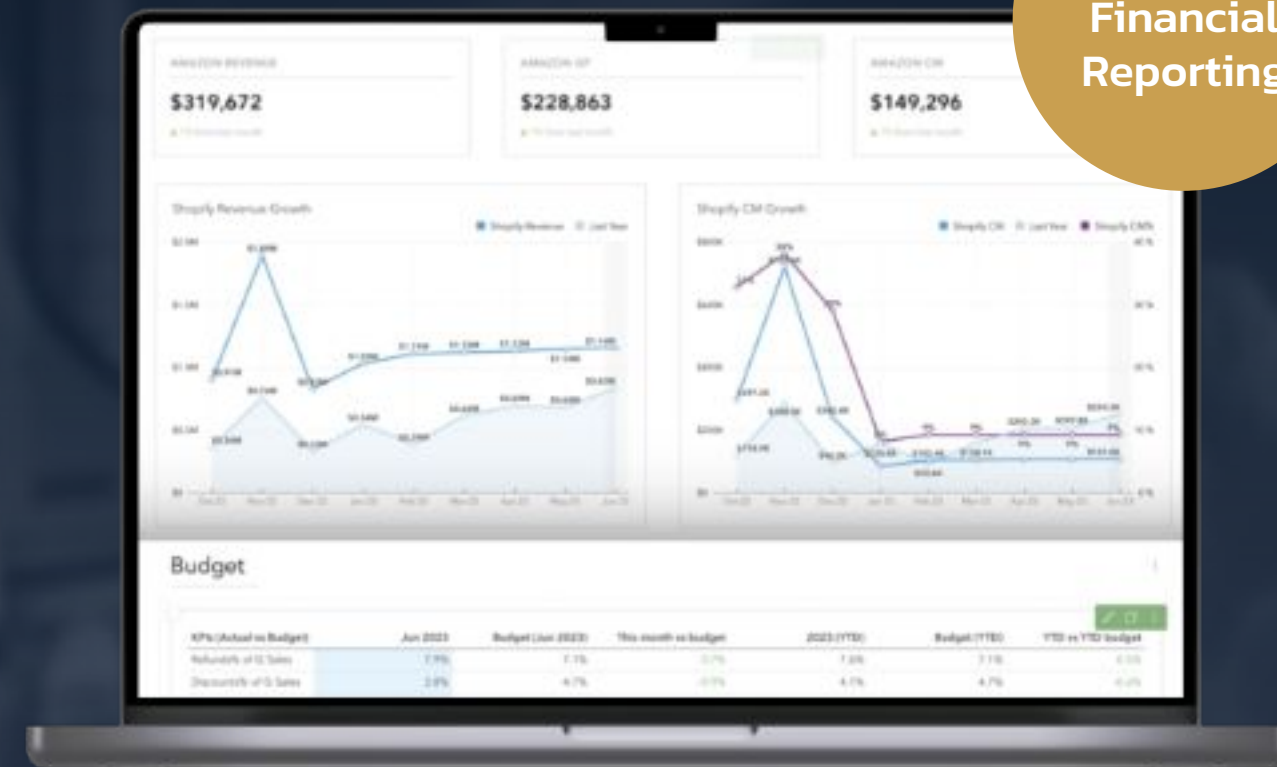
*Financial accounts/categories are formatted and grouped together in a manner appropriate to an ecommerce business to maximize clarity for all relevant stakeholders including management, banks, auditors, investors, and board members. (GAAP compliant)*

### ✓ Monthly CFO led review (90 min)

### ✓ Financial Reporting

*Complete financial reporting package for owners and relevant stakeholders*

- P&L and Balance Sheet KPIs
- Cash Flow



Typical  
Financial  
Reporting

Fixed Rate

## Optional Specialized Services

### ✓ CFO/FP&A (Financial Planning & Analysis)

- Representing you and/or your company in front of:
  - Board
  - Investor
  - Auditor
  - Bank
- Deep data analytics and dashboarding
- Decision support
- Negotiation support
- Weekly cash flow reporting

### ✓ Supply Chain / Operations consulting (COGS / Inventory)

### ✓ Technology platform integration support (accounting)

### ✓ Financial Operations

- Accounts Payable
- Payroll

Fixed / Hourly Rate



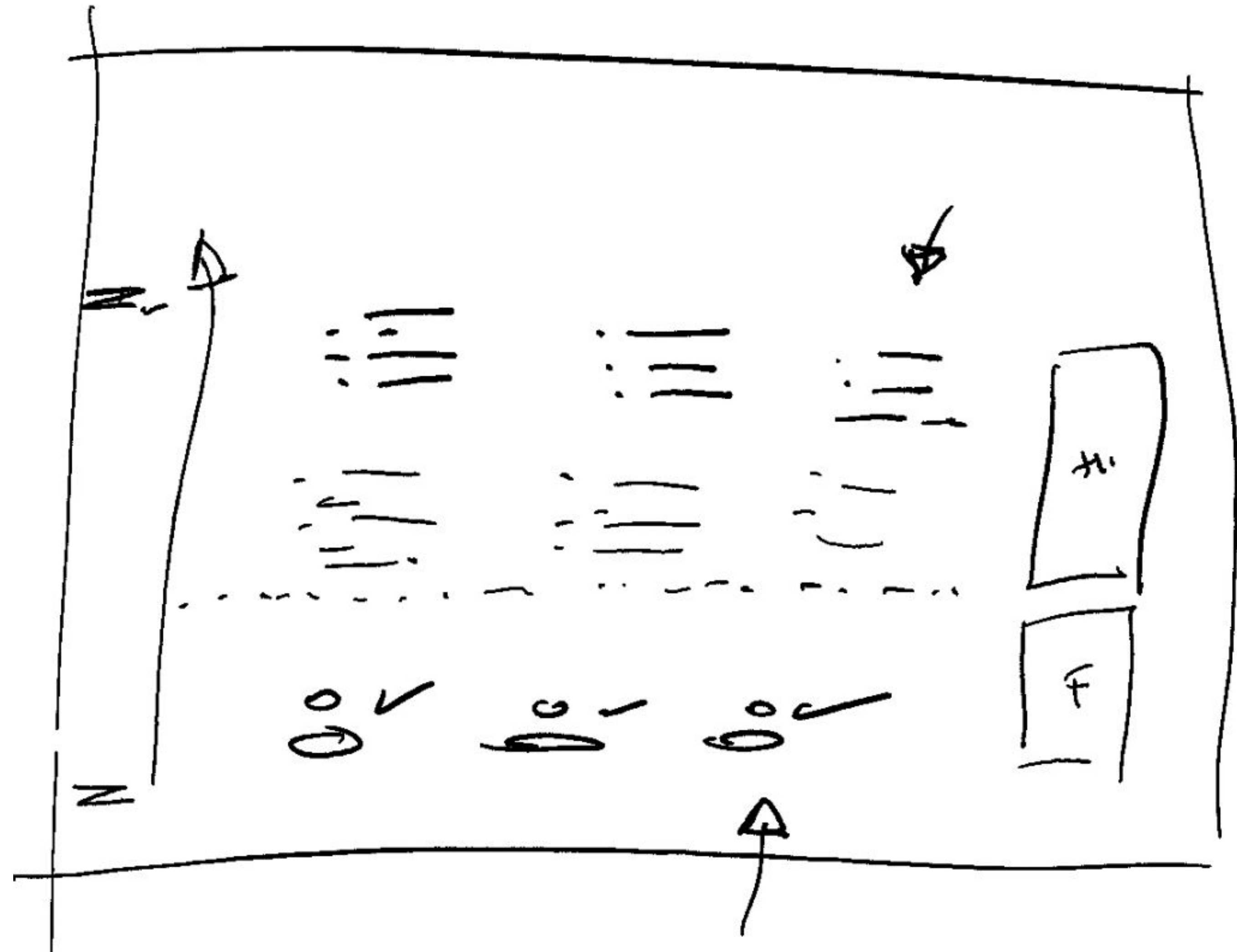


## — FAQs

- Attended offsite for
- Pricing strategy for BFCM
- ROAS scenarios
- Discounting strategies
- Offer strategies
- CAPEX
- Capital Planning
- Built sophisticated demand plan models
- Inventory forecasts
- Answered investor questions
- Helped improve contribution margin
- Help cut \$100,000s of dollars of expenses
- Board
- helped go from negative profitability to positive
- Built and managed complex budgets
- Facilitated difficult conversations about founder's vision

### Typical Engagement

- Fixed Fee Monthly Core Deliverables (Foundation)
  - Investor ready financial
  - Bill Pay / Payroll
  - CFO Led Monthly Review
- Additional Flex Capabilities when you need us
- Brains and the bandwidth



## ▼ 1. Frequently Asked Question Number 1

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— Success Story #

# Brand Goes Here



## ✕ Brand Challenge

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## ✓ Services Provided

- Service #1
- Service #2
- Service #3
- Service #4

## ✓ Results



Result #1



Result #2



Result #3



Result #4



## — A Typical Engagement

# CPG eComm brand

### Services provided (Operational Focus)

- ✓ Investor Ready Financials
- ✓ Bill pay
- ✓ Mergers & Acquisitions
- ✓ Financial planning
- ✓ Supply chain consulting

### ✓ Results

- Result #1
- Result #2
- Result #3
- Result #4

