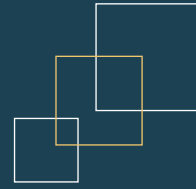


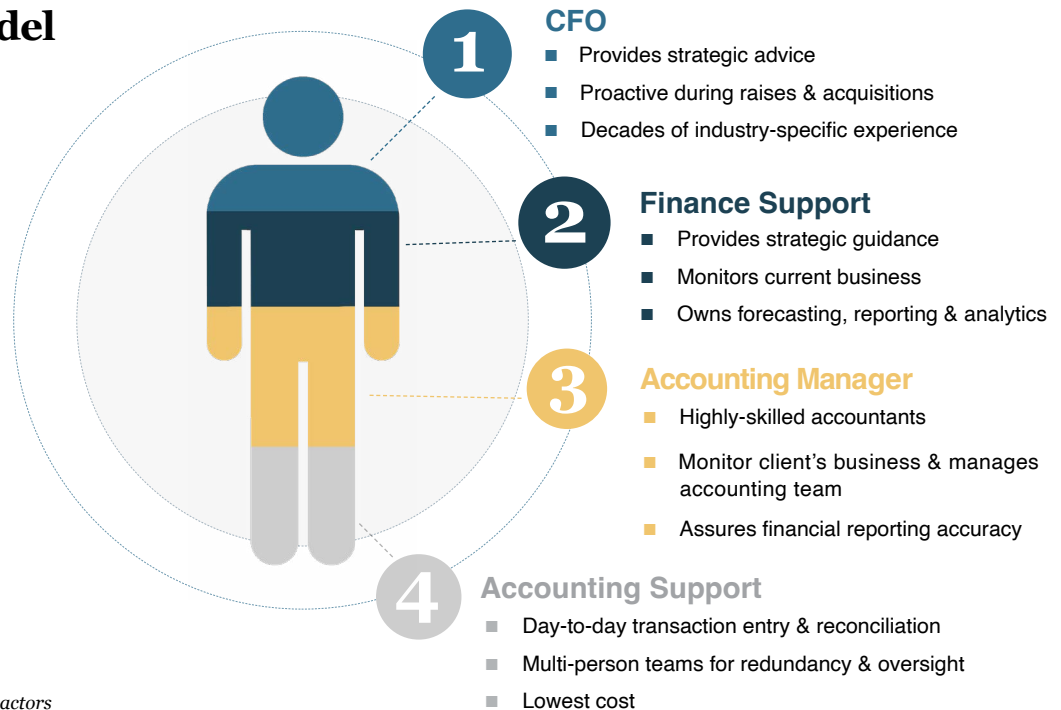
The Propeller Way: A scalable, professional team



Flexible Team Model

Venture-Stage: CFO-led teams of finance and accounting professionals* at a lower cost than comparable FTEs

Growth-Stage: Client-led teams specialized by function: A/P, A/R, G/L, deductions management, etc. deliver global workforce leverage, pattern-recognition and unlimited scalability* without W2 overhead.



**Propeller uses all full-time talent, no contractors*

Why top investors recommend Propeller

Armed with years of data working with startups and venture-backed companies, we know what it takes to make an early-stage or high-growth company successful.



Real CFOs

Propeller was built by experienced startup CFOs, so we know what it takes to do the job right. Our average CFO has the wisdom of over 20 years experience, across dozens of venture-backed startups and with it, a deep understanding of how to navigate the challenges of growth.



Unparalleled Track Record

Over 15 years, our teams have been embedded inside over 1,000 companies that have raised over \$20B and built over \$70B of enterprise value. Our playbook approach institutionalizes learnings from every client to make us better as we get bigger, and our pattern-recognition is unmatched.



Enterprise-Grade Support

Our teams are 100% full-time employees (not contractors) enabling us to invest in the best talent (and teamwork) and drive consistency across our client portfolio. We've invested millions to build the best security and scalability in our industry for long-term partnerships.



A Trusted Partner

Great CFOs are wired for accountability and at Propeller, the trust between a founder and their CFO is the foundation of everything we do. No one understands or appreciates the consequences of poor financial support like investors do and we've earned the trust of some of the world's best.



Built for the Best

Propeller's business model isn't for every company, and we're optimized primarily to build enterprise value rather than to be cheap. We might cost more than competitors, but our teams deliver better results for longer, enabling companies to defer W2 hires, save money over the long run and eventually recruit better talent.

Supporting your portfolio companies from launch to exit



**Propeller Industries is the most experienced CFO partner
for high-growth portfolio companies**

15+

Unicorns

250

Full-time staff

20B

Capital raised
by our clients*

1,000+

Current and
alumni clients

\$70B

Enterprise value
created*

15+

Unicorn
Alumni

*Pitchbook data, excludes crypto

In our client's words

“Because I had the right systems and processes in place and an experienced partner like Propeller, **I was able to focus on other areas of the business that led to our growth and ultimately our sale to Unilever.** As a startup, it's sometimes hard to justify the upfront investment in a premium outsourced financial partner. But in my opinion, it's well worth the cost to set yourself up correctly from the beginning.

-MARK RAMADAN | FORMER CEO, HU (ACQ. BY MONDELEZ)
CO-FOUNDER/FORMER CEO OF SIR KENSINGTON'S (ACQ. BY UNILEVER)

[View Our Case Studies](#)



A selection of clients who trust Propeller:

