



***Is your business growth ready, to tap capital & achieve scale ?***

***Financial Health for SME's***

**ixCFO Services P. Ltd.**  
**Sanjay Gaggar – Founder Partner & CEO**



## \* Typical business owner's concern

- \* Want to be more “Strategic” or “Big picture” but do not always have an independent holistic view
- \* Want to tap market potentiality but do not have Business & Financial Plan ready
- \* Want to have right aligned Team to scale business but do not know how to induct talent
- \* Want to have right Valuation of business but do not know how to leverage business strength & balance sheet on Financial front

## \* **Big Picture – Inspiring Vision**

- \* *Going from 20 to 200 employees or from Rs.5 cr. to Rs 50 cr. (or from Rs.50 cr. to Rs.500 cr.)*
  - \* *The most significant phase, because you are creating a structure for the first time in those phases*
  - \* *Things that used to be automatic, such as embracing the company's values, now require **real work***
  - \* *Values will be extrapolated from what you ask people to focus on core of your business"!*
- \* *Organisation design*
  - \* *Nimble, lean Organisation that can work at Scale*
  - \* *People will have a better understanding of the company's priorities and with set rules and norms*
  - \* *Empower people to think as a true owner & let they questions system efficiency*

## \* Addressing the Growth – Business Plan

- \* Sound **Business Plan**
  - \* Business owner's vision – Incisive Strategy
  - \* How will one get there – Idea to Execution – Plan
  - \* Projected top-line and profitability – Segment Financial Plan
  - \* Key risks and risk mitigation practices – SWOT analysis
  - \* Corporate restructuring - Performance Oriented Processes
  - \* Governance, Processes, Controls, Systems & Transparency
  - \* Funding aspects ? **The Financial Plan**
    - \* When to raise
    - \* How much to raise
    - \* Mix of funding
    - \* Which source to tap
    - \* How funds will be deployed
    - \* What is there for investor
    - \* Transaction structuring
    - \* East of exit to investor

# \* Transformation & Organise - HR & Finance

## \* Transformation HR Practices

- \* Current skill set and bottlenecks in the system –
- \* Performance oriented processes – Address Key performance indicators ( KPIs) – Learning & Continuous improvement culture
- \* Alignment of key management team skill to reward systems – Aligning fixed, variable and ESOP ( Stock option ownership plan) structure for retaining, attracting talent is key

## \* Integrating Business & Finance – Organise finance function

- \* Budget v Actual – Business Plan tracking
- \* Leveraging debt/equity/mezzanine structuring optimally
- \* Working capital : Cash Conversion Cycle ( CCC )
- \* Benchmarking to Industry/Peers
- \* Analyse the trend to address risk on continuous basis

**( READ BETWEEN THE LINES )**

\* **The Valuation: Executing plan with right controls is key !**



## \* KEYS TO SUCCESSFULLY SCALING YOUR BUSINESS OPERATIONS

- Your strategic plan: Does your scaling initiative fit within your vision and direction?
- Your business activities: Do you know which are core and which are noncore?
- Your processes and products: Are they efficient and stable enough to support growth?
- Your inflection points: Can you identify which ones would significantly drive growth?
- Your capacity: Can you stretch it to leverage growth before investing in infrastructure?
- Your measures of success: How will you determine whether you're scaling successfully?

- “Success while scaling is a moving target; your key factors will change as you evolve from a small to mid-size to large business.”



# \* Contact



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❖ E-Mail [sanjay.gaggar@ixcfo.com](mailto:sanjay.gaggar@ixcfo.com); [info@ixcfo.com](mailto:info@ixcfo.com)

❖ Mobile – 098675 55852

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