Evolution of Financial Infrastructure in the Startup or Small Business

Drivers: increasing magnitude of financial complexity, body count, revenue, outside funding

CEO/Founder DIY “lean startup” comfort zone

Constant consultation with virtual CFO

Quik Books, chart of accounts set up by virtual CFO

CEO/Founder DIY

Bookkeeper, P/T

Bookkeeper, F/T

Accountant Bookkeeper

Controller Accountant(s) Bookkeeper

CFO Controller Accountants Bookkeepers

Venture funding in hand or 30 employees or generating revenue

Virtual CFO assists in new software installation

Data entry

Proof of concept, $10,000,000 + revenue projection, real company

Pro tips:
- Find a good virtual CFO and use him
- Never do your own taxes
- Use a payroll service — always

Quik Books, Enterprise Software

Crystal Reports FRx report generator

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