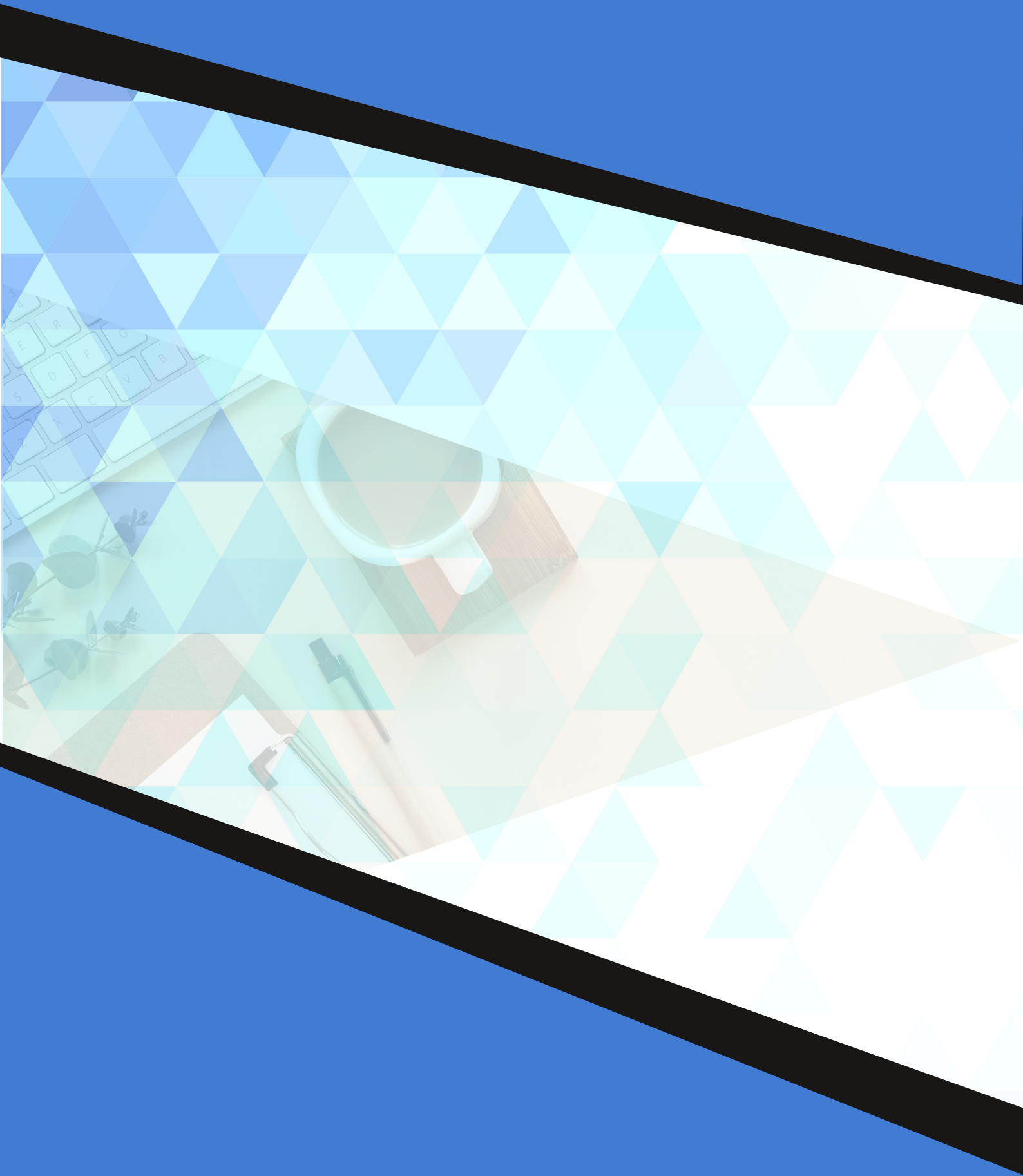


# APINI CONSULTING

Flexible expertise you can trust



# What is a CFO, and why might I need one?

A CFO (Chief Financial Officer), sometimes referred to as a Finance Director or Head of Finance, oversees the financial aspects of a business and is your go to person for all things financial (and often much more). Don't be put off by the grand title which makes it sound like its something only a large company would need. Every business, big or small, needs some level of financial leadership and oversight, regardless of the title they have.

## ***But surely I can just rely on my Accountant?***

Your Accountants are the go to experts for preparing your year end accounts and tax returns and are a great source of accounting and tax advice. They may even be able to offer some management accounting and payroll services. But when it comes to strategic, high level, all around business support and advice, that's something only a CFO can really provide.

## ***OK, but I can't afford to hire a full-time CFO***

If you are just starting out, or in the rapid growth or scale up stages you probably shouldn't be hiring a full-time CFO. Your cash will undoubtedly be stretched thin and you want to make sure that and funds your business generates or that you raise, are focussed on growth. But that doesn't mean you don't need someone with financial experience to help. In fact, at such a crucial stage of your business' development, that experience and support is absolutely crucial. That's where a Fractional CFO comes in, giving you the experience, knowledge and support, but in a flexible way that meets your needs now and as you grow, but at a far lower cost than hiring on a full-time basis.

## ***I've heard the term 'Fractional', but what does it really mean?***

A Fractional CFO simply provides CFO services on a part-time, consultant type basis. They are typically self-employed or work through a company and most often won't need to be on your payroll. They can typically provide flexible support, either a number of days per week or month, on a retainer basis or can be employed for a particular project or exercise on a fixed fee or day rate basis. At Apini we work with you to provide the best option to suit your needs. As you grow, our services can grow with you.

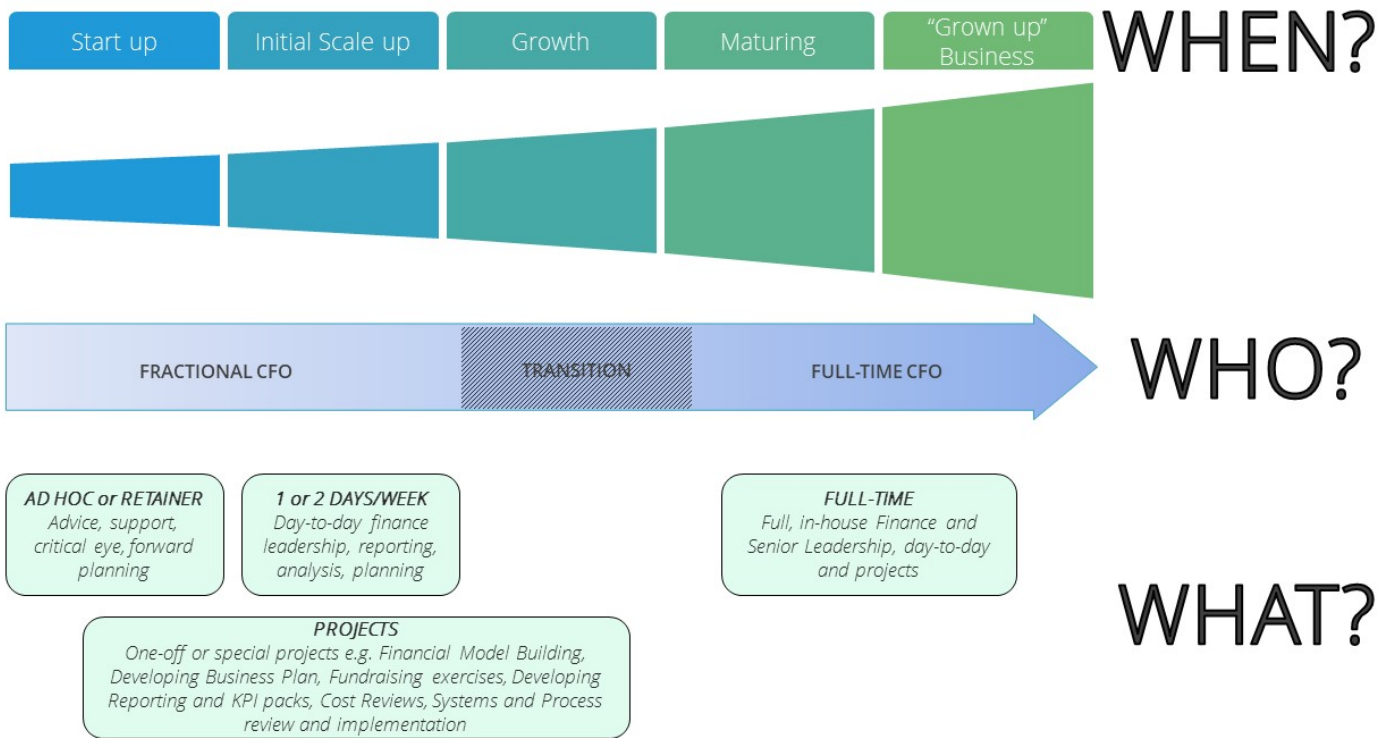


# What does a CFO do?

The CFO undertakes a variety of tasks and functions within a business. The exact role spec will vary depending on many factors such as size, complexity and stage of development of the business as well as the make up of the existing team, but a CFO should be capable of all of the below tasks, and a great CFO should add further value to you and your business beyond the essentials:

Every CFO Should:	A GREAT CFO will:
Produce/oversee Monthly and Annual Reporting	Make reporting valuable to the business by making it engaging, building valuable reporting packs, KPIs and other analysis
Manage Cashflow	Maximise the value of cash. Keep ahead of issues through scenario planning, identifying pinch points etc
Prepare and maintain Budgets (12 mth)	Involve and get buy in from the whole business. Continuously monitor performance against expectations
Prepare and maintain Forecasts (3 or 5 year)	Proactively run scenarios and what-ifs. Make models flexible, fit for purpose and robust
Manage the finance team	Lead, develop and empower the finance team. Make finance central to and a facilitator of the growth and success of the business
Oversee Banking, Company Secretarial, Audits etc	Be proactive, stay on top of developments, be THE expert on finance
Review costs	Actively manage costs. Build and instill a cost conscious culture and philosophy across the whole business
Provide other financial analysis	Link that analysis across the whole business. Ensure all necessary data is kept for analysis needed now and in the future. Make analysis engaging, useful and valuable
Ensure systems, processes, policies and IT are sufficient to run the business	Continuously review and improve. Keep on top of latest trends, ideas and software. Think about the whole business, not just finance.
	Be a Strategic Partner and right-hand person to the CEO/owner. Lead cross function collaboration
	Monitor and manage business wide risks
	Lead and manage non-finance areas as necessary e.g. HR, IT, Property

# The When, the Who and the What



As your business grows, so does the role of your finance team. What was once just a bit of bookkeeping and a few standard reports from your accounting software quickly becomes far more complex and vital to your growth story.

Getting some high-level advice from early on in your journey, even just a few hours here and there, a quick high level finance model, a business presentation that you can share with others or just some advice, support or a critical eye can have real, tangible benefits to you and your business. Planning ahead now can save you time, money and stress in the long run.

When you start to scale, a great Fractional CFO in your business a day or 2 a week can add significant value at a lower cost, and with far more flexibility than hiring a full-time CFO. Should you need more out of your CFO, for example to build a financial model, help with a fundraise, project work can be agreed over and above the day-to-day contracted work, so you only pay for what you really need.

When you reach the point of needing a CFO more than 3 days per week, you can smoothly transition, with the support of your Fractional CFO, to a Full-Time one.

# So how does it work?

When you reach out to us to discuss our Fractional CFO services, the first step in our relationship will be a free Discovery Call. This allows us to understand at a high level what you do, how you do it and what you are looking for from a CFO. It will also give you a chance to find out more about us. If we think your business and Apini are a good match, we will go to the next step which is a more detailed Fact Finding exercise (again, complimentary) ideally in person at your business premises to really get an understanding of where you are and where you want to be. We will provide you with a recommended scope and a quote which we will tailor with you to make sure you are getting exactly what you need from a Fractional CFO.

Once we agree a start date, we will get cracking, allowing you to focus on what you do best, growing your business and achieving your goals, while Apini make the financial side of running a business as stress free and valuable as possible. And as a truly flexible business partner, if you need to flex up or down the commitment, or want to add a particular project into the mix, we are here to help.

Throughout the relationship you will get more than just someone running the numbers. You will get a true Business Partner, a confidante, a supporter and someone who will constantly give honest, constructive and friendly feedback. Most importantly, we care about your business and we want you to succeed almost as much as you do!

## What can you expect?



### Free Discovery Call

We'll have a call to find out how best we can work together and to understand your business needs.

### Information Gathering

If we both see some opportunities to work together I will arrange to visit your business or hold a video call for a more in depth understanding to help tailor a package. Again, completely FREE!

### Scope and quote

We'll agree a scope of work and a quote for you to consider. When we are both happy you'll receive a contract for eSigning.

### Onboarding and kick-off

Time to get started, agree schedules, working patterns etc. and kick things off.

### Making a Difference

From day 1 you'll benefit from a true business partner, with tangible benefits to you and your business that increase week on week.

Minimal X



# Our Philosophy

” As an experienced CFO, I take pride in seeing any business I am involved with thrive, grow and succeed. I also care about the teams I work with and their growth, development and success. This means I make true connections with every business I work with. I believe that only by being passionate about the people, the business and its outcomes, not just the process and the numbers, do you deliver the best results for a client.

I also firmly believe that a great CFO offers so much more than being the No. 1 in Finance. A CFO sees everything in a business, because finance is, or at least should be central to everything a business does. That doesn't mean Finance should control a business, far from it in fact. Finance is a facilitator of the business, there to help it achieve its goals. But by being so central, a great CFO can offer unique perspectives, help pull all elements of the business together and provide invaluable analysis, insights and advice to all concerned.

Our advice will always be in the best interests of your business, right from our very first Discovery Call. If we aren't the right people to work with, we'll tell you. If you out grow a Fractional CFO, we will let you know well in advance so that you can plan and we can help you transition to a full-time hire. Throughout our relationship, we will represent you no differently to how you would expect a full-time, employed CFO to. ”

**Philip Knowles, Founder and Fractional CFO,  
Apini Consulting Limited**



*Apini Consulting*

*Delivering Expertise with  
Passion and Integrity*



# Apini Recruit

Apini Recruit is an innovative recruiter for senior financial roles (CFO, FD, Head of Finance, FC). If you are ready to take on a full-time senior finance position, replacing an incumbent who is leaving, or transitioning from a Fractional to a Full-Time hire, Apini Recruit can help.

Unlike most recruiters, we are seasoned CFOs, with decades of experience throughout the finance function and its roles. Having hired for and been in positions right through to CFO, we know better than anyone exactly what is required. We are also up to date with all things finance, being active FRactional CFOs. No other recruiter can offer the level of detailed, expert advice when it comes to hiring for these roles that we can.

From understanding your business, knowing what it needs from a finance perspective to being able to spot a great finance leader (after all, it takes one to know one!) we will deliver a bespoke, expert service throughout.

And here's the truly unique part. As Fractional CFOs, should you need to cover a period between an existing employee leaving and a new one starting, undertake a proper handover at both ends, or should you want advice, support or assistance while you wait for your first CFO to start, we can offer a service to cover all of your needs. No other recruiter can offer that!

So call or email today to find out how we can help you with your next finance hire.



Image by triachard on Freepik



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