

# MY VIRTUAL CFO

*A New Breed of CFO - Creating Value Together*



As the force of the global recession recedes and the economy picks up, having access to timely, accurate & reliable financial information is vital for any business to grow. Unfortunately, many businesses paid the ultimate price during the downturn by not having it. Most that survived, flourished and grew because their owners & managers knew the importance of having reliable management information at their fingertips.

## **Access to specialist skills and expertise**

Enlisting the help of an astute and forward thinking CFO will provide valuable insight and have a positive impact on your business. Traditionally, this level of support and expertise was beyond many small businesses' reach. They often reach a point when they need professional financial advice but can't afford a full-time CFO or Financial Controller. Until now that is.

## **Introducing MyVirtualCFO**

To discover if **MyVirtualCFO** is right for you, ask yourself the following:

- Do I need more time to focus on new customers, new products or services, or other core business issues, rather than spending time on number-crunching?
- Would I like fewer surprises and more control over my cash and the confidence that someone is overseeing and improving the financial side of my business?
- Could I use an experienced finance professional as a sounding board when I need to bounce tough ideas or decisions around?
- Would I benefit from having reliable & timely information and business performance metrics sent to me by the 7th working day every month?

- Do I relish the idea of not having to continually train and manage accounting staff or pay for the accounting software and hardware that goes with it?

If you answered yes to any of these questions, **MyVirtualCFO** may offer you the solution that you've been searching for.

**MyVirtualCFO** is a revolutionary accounting service that provides access to a level of financial and business expertise that would normally be out of reach.

## **Ingredients to success**

There's no big mystery or secret to acquiring this expertise. Our proven track record has enabled many of our clients to build their own business empires. Our experience has identified a few vital ingredients that are essential to creating this, which we have combined to create **MyVirtualCFO**. The vital ingredients are:

- Qualified & commercially focused accountants and business advisors rather than "beancounters".
- Scalable and agile systems to help facilitate growth.
- Accurate, reliable and timely financial information and performance metrics.
- Transparent pricing models, and well defined service levels and deliverables.

Combining these creates an innovative and revolutionary way for business owners to spend more time focusing on what's essential to them.



## Introducing a new breed of CFO

Securing access to a Virtual CFO is an extremely cost effective way to secure an experienced business advisor. They provide valuable strategic experience and insight, as well as recommend best practice processes & reporting that creates a positive impact on business performance.

## Business Finance Partner

Your **MyVirtualCFO** is an experienced Chartered Accountant who will communicate with you regularly to translate and present your information to you. They provide insight and challenge, as well as work with you to help you grow your business.

## Value for money and cost effective from day 1

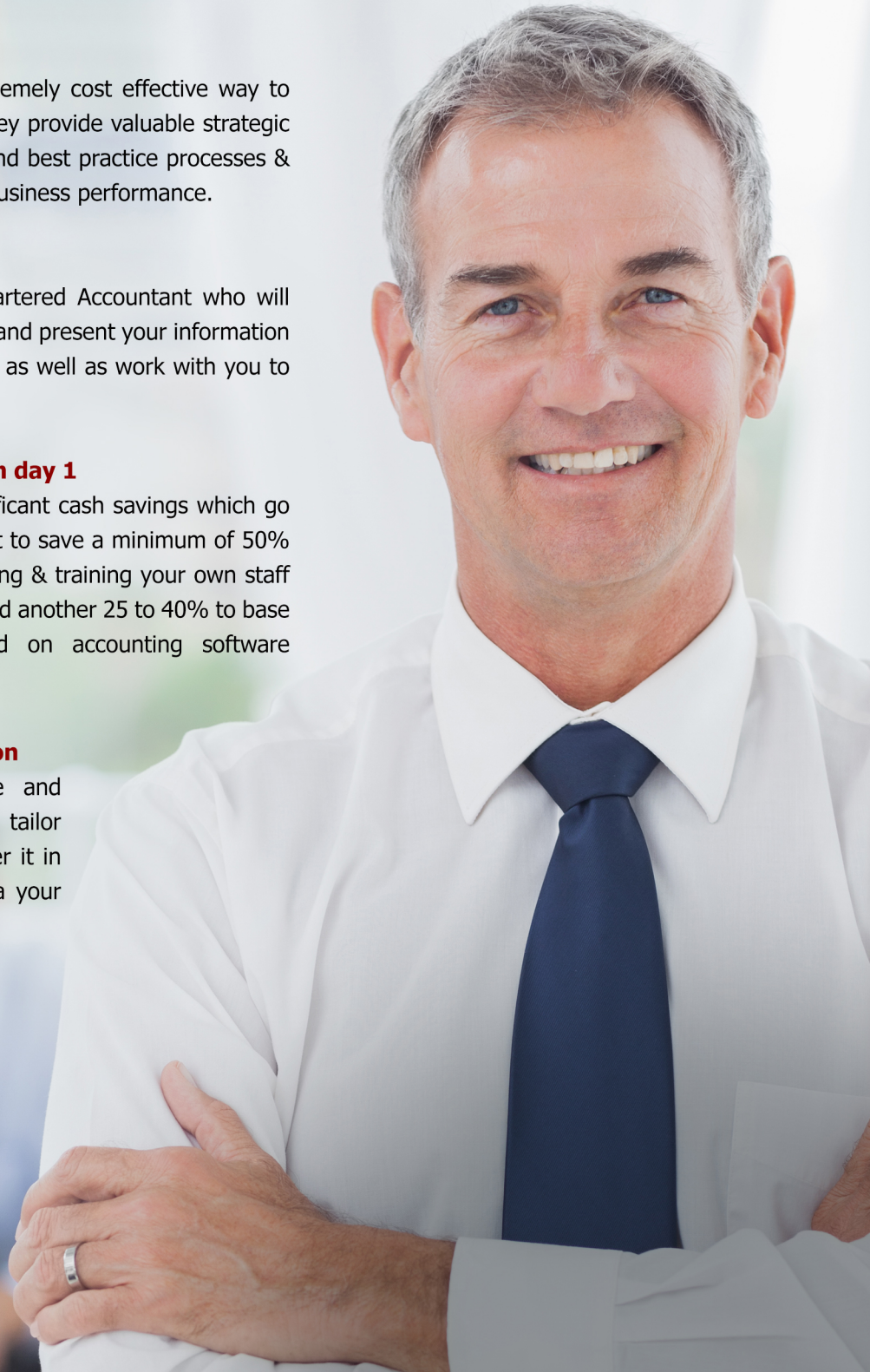
Engaging a **MyVirtualCFO** will create significant cash savings which go straight to your bottom line. You can expect to save a minimum of 50% as well as eliminate hidden costs of employing & training your own staff (leave, illness, training, etc which typically add another 25 to 40% to base salaries). Add to this the costs saved on accounting software subscriptions and infrastructure/hardware.

## Accurate, reliable and timely information

**MyVirtualCFO** delivers accurate, reliable and timely information. That's a given; but we tailor these to meet your requirements and deliver it in both traditional and highly visible ways (via your iPad, DropBox, Google Drive etc).

## Scalable and agile

We recognise that a "one size fits all" solution isn't flexible enough with many of our clients as they grow. **MyVirtualCFO** is tailored to your business and for your needs and is flexible enough to be changed as your requirements change.



To find out more about how **MyVirtualCFO** will help you to manage a better business, visit [www.chakrapartners.com/myvirtualcfo](http://www.chakrapartners.com/myvirtualcfo) or email [info@chakrapartners.com](mailto:info@chakrapartners.com)

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## Our vision & principles

"We aim to be a world class professional services organisation that helps our clients & people succeed. We will achieve this by consistently delivering outstanding value & service; by providing fulfilling careers & professional satisfaction for our people; and by achieving financial success so we grow and prosper".



### Client focus

We are committed to our clients by developing strong relationships with them to deliver long-term value



### Quality

We set ourselves the highest standards and aspire to surpass them at every opportunity



### Pride

We are proud of who we are, what we do and how we do it



### Integrity

We act with high integrity and professionally by being honest, fair and accountable



### Teamwork

We collaborate with each other to create high performing teams and deliver what we promise



### Fun

We work with passion, have respect for others and have FUN while we are doing it