

Case Study

Preparing a Bootstrapped Tech Startup With Global Operations for an IPO

Background

A bootstrapped tech startup with operations in India, the US, and the Middle East had been facing financial obstacles that were negatively affecting its ability to expand and grow its business.

The startup's financial management team was significantly fractured and was struggling to access real-time visibility into its financial performance. In addition, the finance and accounting function of the company was not well established, which led to difficulties in managing accurate financial reporting and cash flow in general.

Challenges

1

The company's financial hurdles were further complicated by the significant lack of a robust accounting and finance team, in addition to an absence of clear financial processes and policies.

2

This made it difficult for the company to effectively manage its finances, monitor its financial performance, and prepare for an initial public offering (IPO).

3

Given these challenges, the company's management team began asking themselves how they could improve their financial management, as well as streamline their finances to support their expansion and prepare for an IPO.



Founded: 2008

Industry: IT (SaaS based)

Revenue: US \$5 million ARR

Employees: 150+

Solution

Financial

- Enhanced financial insights, allowing for more informed decision making and competent cash flow management.
- Achieved accurate and efficient financial reporting through a process-oriented, streamlined accounting and finance function.
- Established clear, concise financial protocols and guidelines for improved, more effective financial management.
- Implemented an ongoing financial review mechanism to assess and therefore improve financial performance.
- Provided capable preparation tools for an IPO through improved financial management and reporting.

Essentially, KayOne assisted the company in addressing its financial challenges so they could achieve and enjoy more optimized financial management. This effectively allowed the company to focus on its core operations and continue its growth trajectory towards an IPO.

Results



7x Revenue Growth

The company grew from \$400k in annual revenue to \$5 million within seven years.



Path to Profitability

The company went from burning cash and mismanaging its finances to becoming EBITDA positive.



IPO Ready

The company became adequately and capably prepared for an IPO.

“ KayOne Consulting and their team have done an excellent job in putting various accounting, finance, compliance processes, and MIS in place, and has helped us run the company more efficiently. ”



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