

## Mini Case Study & Pricing Sample

### Pre-Revenue Pricing Sample

**Finance & Accounting expertise**  
for every stage of your business

#### Client Profile:

**Investor-backed**

**Annual Revenue:** Pre-revenue, \$50M in VC funding

**Employees:** 15

**Industry:** Digital Media

**Implementation Duration:** 30 days



5 Year  
EBITDA  
Improvement  
\$850K

#### Company Challenges:

- No existing finance & accounting team to support rapid scaling needs
- Difficulty aligning financial operations with investor growth expectations
- Needed to build people, processes, and systems from scratch quickly
- Lack of efficient systems to track revenue, time, and expenses with clients
- Absence of strategic CFO guidance, delaying readiness for funding milestones

#### Consero Impact:

- Implemented a pre-integrated and cloud-based Finance & Accounting tech stack and skilled team in 30 days for a lower cost than building in-house
- Closing the books by business day 10, delivering rapid financial clarity
- SIMPL<sup>®</sup> platform included best-in GL, T&E software, customer invoicing, and vendor billing system and enabled quick access to statutory reporting
- Consero's CFO Advisory Services brought strategic thinking and experience
- \$849K savings and EBITDA impact over a 5-year period

## Pre-Revenue Pricing Sample

IMPACT	In-House	Consero
Baseline F&A Systems	No	Yes
Systems Integrated	No	Yes
Process Documentation & Automation	Some	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	20+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant / Audit Ready	No	Yes
Management Reporting & KPIs	No	Yes
Acquisition Readiness	No	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days

* EBITDA Improvement Details	In-House (Optimized)	Consero (Optimized)
CFO (20 hours per month)		\$60,000 in Yr 1
Team (Controller & Bookkeeper)	\$190,000	Included
Technology	\$30,000	Included
Setup Fees	\$50,000 (est)	\$5,000 in Yr 1
Annual Cost Summary Yr 1	\$313,800	\$108,000 (66% Yr 1 Savings)
Annual Cost Summary Yr 2	\$263,000	\$102,000
Consero 5 Year EBITDA Improvement \$849,800		

## Mini Case Study & Pricing Sample

< \$10M Revenue Pricing Sample

Finance & Accounting expertise  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue:** \$9M

**Employees:** 11

**Industry:** Biotechnology

**Implementation Duration:** 30 days



5 Year  
EBITDA  
Improvement  
\$1.2M

### Company Challenges:

- Needed to professionalize accounting for future investor confidence
- No formal policies or documented procedures in place
- QuickBooks and bookkeeping were only handling basic AP/AR tasks
- Lacked financial leadership, making it difficult to present a compelling Investment narrative to follow-on investors

### Consero Impact:

- Provided an accounting team, from Controller level down, to fully own the finance and accounting function with ability to layer on additional support as the business scales at lower cost than an in-house team
- Standardized policies and procedures across business units, leveraging Intacct's native consolidation features
- Transitioned from QuickBooks to a mid-market ERP capable of supporting complex revenue recognition, accrual accounting, and reconciliation needs
- Delivered \$1.2M in savings and EBITDA impact over a 5-year period

## < \$10M Revenue Pricing Sample

IMPACT	In-House	Consero
Baseline F&A Systems	No	Yes
Systems Integrated	No	Yes
Process Documentation & Automation	Some	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	> 20 days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	No	Yes
Management Reporting & KPIs	No	Yes
Acquisition Readiness	No	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days
EBITDA Improvement Details	Optimized In-House w/ PT Controller	Consero
Strategic Finance Lead	PE Firm	T&M if needed
Operational Finance Lead	TBD	Included
Bookkeeper/Controller/Staff Accountant	\$87,000	Included
Technology (New GL, AP, adv modules, etc.)	\$18,000	Included
Consultant FP&A / Financial Analyst	TBD	Included
Total Annual Fees	\$105,000	\$66,360
One-time Setup Fees	Optimized In-House	Consero
VAR/Consultants/Etc. vs. Consero Implementation. Includes financial statement true-up project, FP&A budget/forecast package & cash forecast setup	\$45,000	\$22,100
Yr 1 Cost	\$150,000	\$88,460
Annual Savings Yr 1		\$61,540 (41% savings)
Annual Savings Yr 2		\$38,640
Consero 5 Year EBITDA Improvement \$1,235,887		



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## Mini Case Study & Pricing Sample

**\$10M - \$15M Revenue**  
**Pricing Sample**

**Finance & Accounting expertise**  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue: \$10M**

**Employees: 30**

**Industry: IT Cybersecurity & Compliance Services (Carve Out)**

**Implementation Duration: 60 days**

5 Year  
EBITDA  
Improvement  
\$1.5M

### Company Challenges:

- Closing the books was taking 45+ days
- Covenant breaches led to concerns from lenders and investors
- Lack of systems, process and skilled finance & accounting team
- Invoicing inefficiencies and lack of financial visibility
- Struggled to obtain clean audits and was not prepared for due diligence

### Consero Impact:

- Provided VP Finance support and a full accounting team to streamline transactional accounting and reporting needs
- Established and documented standardized policies and processes to professionalize financial operations
- Upgraded finance & accounting tech stack to include enterprise-level GL, FP&A Dashboards and KPIs such as Rule of 40, CAC, LTV, etc.
- Reduced month-end close to 10 business days, improved cash forecasting and order to cash process
- Delivered \$1.5M in EBITDA improvement over 5 years, positioning the company on a stronger financial footing

## \$10M - \$15M Revenue Pricing Sample

IMPACT	In-House	Consero
Baseline F&A Systems	Partial	Yes
Systems Integrated	Partial	Yes
Process Documentation & Automation	No	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	45+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	Partially	Yes
Management Reporting & KPIs	No	Yes
Acquisition Readiness	Somewhat	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days
EBITDA Improvement Details	Optimized In-House	Consero
Strategic Finance Lead	PE Firm	T&M if needed
CFO (\$250K plus burden/bonus)	\$312,492	Included
Staff Accountant	\$87,492	Included
Tech (ERP, Bill, Nexonia, AvaTax, Blackline)	\$31,200	Included
Consero Tech (service/tech/process)		\$131,736
Total Annual Fees	\$431,184	\$131,736
One-time Setup Fees	Optimized In-House	Consero
VAR: 200 hours @ \$200/hr. T&M Billing	\$40,000	
Consero Implementation Team Fixed Fee		\$34,753
Financial Statement Clean-Up Project	\$40,000	\$16,600
Yr 1 Cost	\$511,184	\$183,089
Annual Savings Yr 1		\$328,095 (64% savings)
Annual Savings Yr 2		\$299,448
Consero 5 Year EBITDA Improvement \$1,525,887		



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## Mini Case Study & Pricing Sample

**\$10M - \$15M Revenue**  
**Pricing Sample**

**Finance & Accounting expertise**  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue: \$12M**

**Employees: 15**

**Industry: Rental Management Software**

**Implementation Duration: 30 days**

5 Year  
EBITDA  
Improvement  
\$555K

### Company Challenges:

- COO was overseeing accounting, required a skilled team well versed in contracts, rev rec, and US GAAP to take over day-to-day responsibilities
- Outgrew Xero GL software, needed a way to share departmental budgets and improve operational performance
- Lacked a T&E system and scalable reimbursement process
- Unable to generate reliable reporting and KPIs for investors
- Needed scalable systems to handle future business lines (insurance products, commercial lines, a SaaS monthly billing option)

### Consero Impact:

- Provided a fully staffed accounting team to handle the transactional accounting needs of the business so COO could focus on strategy
- Implemented standardized policies, procedures and processes across all business lines and leverage Intacct's native consolidation feature
- Converted GL to a enterprise- level tech stack which included a mid-market ERP capable of handling revenue recognition, account reconciliation and accrual-based accounting, T&E software and customer invoicing and vendor billing system
- \$554K savings and EBITDA impact over a 5-year period

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# \$10M - \$15M Revenue Pricing Sample

IMPACT	In-House	Consero
Baseline F&A Systems	Inadequate	Yes
Systems Integrated	Partially	Yes
Process Documentation & Automation	No	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	45+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	Partially	Yes
Management Reporting & KPIs	No	Yes
Acquisition Readiness	Somewhat	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days
EBITDA Improvement Details	Optimized In-House	Consero
Strategic Finance Lead	COO acting as CFO	NA
VP of Finance	N/A	Included
Controller (\$112K plus burden)	\$134,400	Included
Sr. Staff Accountants	N/A	Included
Staff Accountants	N/A	Included
Technology: New GL, AP, T&E, etc.	\$30,000	Included
Monthly Consero Cost (services+tech+process)	N/A	\$64,620
Total Annual Spend	\$164,400	\$64,620
Annual Savings		\$99,380
One-time Setup Fees	Optimized In-House	Consero
VAR: 200 hours @ \$200/hr. T&M Billing	\$40,000	
Consero Implementation Team Fixed Fee		\$12,300
Policy and Procedure Creation 50 – 120 hours	\$30,000	Included
Total One-Time Fees Yr 1	\$70,000	\$12,300
Annual Savings Yr 1		\$157,400 (67% savings)
Annual Savings Yr 2		\$99,380
Consero 5 Year EBITDA Improvement \$554,920		



## Mini Case Study & Pricing Sample

**\$15M - \$20M Revenue**  
**Pricing Sample**

**Finance & Accounting expertise**  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue: \$20M**

**Employees: 119**

**Industry: Software as a Service**

**Implementation Duration: 30 days**



5 Year  
EBITDA  
Improvement  
\$462K

### Company Challenges:

- New CFO had no Private Equity company experience, and the in-house accounting team lacked necessary expertise
- HR Operations was partially managing accounting tasks, creating inefficiencies
- Reporting and KPIs were inadequate, particularly for tracking SaaS metrics
- Outgrew QuickBooks and relied on Google Sheets for consolidations, requiring excessive manual effort

### Consero Impact:

- Skilled and fully-staffed accounting team to handle the transactional accounting needs of the business
- Implementation team reviewed accounting policies, procedures and processes and made any necessary adjustments
- Consero's team produces and maintains the financial reports and KPIs for the business
- \$462K savings and EBITDA impact over a 5-year period, driving greater financial efficiency and positioning the company for future growth

# \$15M - \$20M Revenue Pricing Sample

IMPACT	In-House	Consero
Baseline F&A Systems	Inadequate	Yes
Systems Integrated	Partially	Yes
Process Documentation & Automation	No	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	45+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	Partially	Yes
Management Reporting & KPIs	Poor	Yes
Acquisition Readiness	Somewhat	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days
EBITDA Improvement Details	Optimized In-House	Consero
CFO/Strategic Finance Lead	Client CFO	Client CFO
VP of Finance	N/A	Included
Controller (\$200K plus burden)	\$249,996	Included
Sr. Staff Accountant (\$90K plus burden) Fractional FP&A (\$48 per year)	\$160,500	Included
ERP System (\$60K per year)		Included
Total Annual Spend	\$410,496	\$320,160
Total Annual Savings		\$90,336 (22% savings)
One-time Setup Fees	Optimized In-House	Consero
VAR Implementation 350 hours @200/hr	\$70,000	
Consero Implementation Team Fixed Fee		\$59,360
Policy and Procedure Creation (incl. 606 Memo)		Included
FP&A Budget/Forecast/KPI setup		Included
Annual Savings Yr 1		\$100,976 (31% savings)
Annual Savings Yr 2		\$90,336
Consero 5 Year EBITDA Improvement \$462,320		



## Mini Case Study & Pricing Sample

**\$25M+ Revenue**  
**Pricing Sample**

**Finance & Accounting expertise**  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue: \$25M**

**Employees: 70**

**Industry: Professional Services**

**Implementation Duration: 60 days**

5 Year  
EBITDA  
Improvement  
\$706K

### Company Challenges:

- Strategic CFO had finance background but no accounting background
- Current outsourced provider gave 6-month notice and said they could no longer support the business
- Outgrew accounting technology stack and needed to systemize and automate existing manual processes
- Needed more transparency and output reports (project/customer profitability and resource utilization)

### Consero Impact:

- Consero placed a VP of Finance, Controller and Ops Team to manage the day-to-day accounting, trained and credentialed on US GAAP
- Implementation a fully scalable F&A tech stack with best-in-class 3rd party tools and supporting process in 60-days
- Consero's SIMPL<sup>®</sup> platform provides reporting by business day 10 with monthly financial highlights and key takeaways
- Cost savings compared to hiring in-house team and a scalable solution
- \$706K savings and EBITDA impact over a 5-year period

# \$25M+ Revenue Pricing Sample

IMPACT	In-House	Consero
Baseline F&A Systems	Inadequate	Yes
Systems Integrated	Partially	Yes
Process Documentation & Automation	No	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	45+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	Partially	Yes
Management Reporting & KPIs	Poor	Yes
Acquisition Readiness	Somewhat	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	5-9 months	60 days
EBITDA Improvement Details	Optimized In-House	Consero
CFO/Strategic Finance Lead	Client CFO	Client CFO
VP of Finance	N/A	Included
Controller w/ Technical Accounting Experience (\$160k plus burden)	\$211,200	Included
AP Staff Accountant (\$35k plus burden)	40,944	Included
Technology: ERP (Sage/Bill.com/Nexonia/Blackline/Avalara)	84,996	Included
Consero Cost (services+tech+process)	-	\$201,096
Total Annual Spend	\$337,140	\$201,096
Total Annual Savings		\$136,044 (40% savings)
One-time Setup Fees	Optimized In-House	Consero
VAR Implementation of GL (400 hrs @ \$200/hr.)	\$80,000	
VAR Implementation of Tax/AP/Expense/Blackline	\$20,000	
Consero Implementation of all Tech/policy/process		\$74,340
Annual Savings Yr 1		\$161,704 (37% savings)
Annual Savings Yr 2		\$136,044
Consero 5 Year EBITDA Improvement \$705,880		



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## Mini Case Study & Pricing Sample

**\$25-\$50M Revenue**  
**Pricing Sample**

**Finance & Accounting expertise**  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue: \$45M**

**Employees: 15**

**Industry: Multi-location healthcare**

**Implementation Duration: 30 days**

5 Year  
EBITDA  
Improvement  
\$2.7M

### Company Challenges:

- Reporting and KPI's were #1 challenge as they had weak SaaS KPI's and in-house team lacked the necessary skillset
- CEO was spending too much time on accounting
- Looking for ways to upgrade their systems, outputs and team in the finance function
- Current F&A cost was higher than benchmark standard
- Unable to scale with PE's growth plans

### Consero Impact:

- Consero placed a VP of Finance, Controller and Ops Team to manage the day-to-day accounting
- Team is technically trained and credentialed on US GAAP
- Implementation a fully scalable F&A tech stack with best-in-class 3rd party tools and supporting process in 60-days
- Consero's SIMPL platform provides reporting by business day 10 with monthly financial highlights and key takeaways
- \$2.7M savings and EBITDA impact over a 5-year period

# \$25M+ Revenue Pricing Sample

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IMPACT	In-House	Consero
Baseline F&A Systems	Inadequate	Yes
Systems Integrated	Partially	Yes
Process Documentation & Automation	No	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	45+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	Partially	Yes
Management Reporting & KPIs	Poor	Yes
Acquisition Readiness	Somewhat	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days
EBITDA Improvement Details	Optimized In-House	Consero
CFO/Strategic Finance Lead (Client CEO was a former CFO)	Client CEO	Client CEO
VP of Finance	\$286,250	Included
Controller	\$179,072	Included
Accountants/Assistants (5 team members)	\$451,531	Included
Technology: ERP (Sage/Bill.com/Nexonia/Blackline/Avalara)	75,000	Included
Consero Cost (services+tech+process)	-	\$307,032
Consero CFO (16 hours @\$330/ hr)		\$63,360
Consero Additional VPF (30 hours @ \$250/hr)		\$90,000
Total Annual Spend	\$991,853	\$460,392
Total Annual Savings		\$531,461 (54% savings)
One-time Setup Fees	Optimized In-House	Consero
VAR Implementation of GL (400 hrs @ \$200/hr.)	\$80,000	
Consero Implementation of all Tech/policy/process		\$30,940
Annual Savings Yr 1		\$581,521 (37% savings)
Annual Savings Yr 2		\$531,461

Consero 5 Year EBITDA Improvement \$2,707,365



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## Mini Case Study & Pricing Sample

**\$50M+ Revenue**  
**Pricing Sample**

**Finance & Accounting expertise**  
for every stage of your business

### Client Profile:

**Investor-backed**

**Annual Revenue:** \$65M

**Employees:** 104

**Industry:** Software

**Implementation Duration:** 90 days

5 Year  
EBITDA  
Improvement  
\$2.1M

### Company Challenges:

- Was a large public company but PE investor purchased in hopes of selling 3 divisions off to individually maximize return
- Needed a finance function that enabled smooth transaction of multiple divisions in the coming years
- Accounting team was bloated with too many staff members
- Current F&A cost was higher than benchmark standard
- Was in process of hiring a CFO and wanted that individual to be focused on adding business value vs. managing team

### Consero Impact:

- Cost effective finance & accounting solutions and mitigated business continuity risks with Consero managing all the hiring, training, and backfilling finance talent
- Provided audit and due diligence management along with transaction support for their acquisitions
- Multi-entity and Global Consolidation modules allowed for continuous multi-entity consolidation to make growth easier and closing faster
- Kept incoming CFO focused on value-added activities rather than managing the back-office and team
- \$2.1M savings and EBITDA impact over a 5-year period

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# \$50M+ Revenue Pricing Sample

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IMPACT	In-House	Consero
Baseline F&A Systems	Inadequate	Yes
Systems Integrated	Partially	Yes
Process Documentation & Automation	No	All
Operational Finance Lead	No	Yes
Team Structure and Skillset	No	Yes
Month End Close Timing	45+ days	5-7 business days
Month End Close Quality	Poor	Excellent
US GAAP Compliant and Audit Ready	Partially	Yes
Management Reporting & KPIs	Poor	Yes
Acquisition Readiness	Somewhat	Yes
Benchmark w/ Consero Diagnostic Scorecard	Below	Above Average
Speed to Optimization	6-12 months	30 days
EBITDA Improvement Details	Optimized In-House	Consero
CFO/Strategic Finance Lead	Client CEO	Client CEO
Controller	Client In-House	Client In-House
Accounting Controller to report into Controller	-	Included
Accounting Mgr (1 PT and 1 FTE)	\$232,516	Included
FP&A Manager	\$145,452	Included
Senior Accountant /Staff Accountant/AP/AR	\$269,738	
Technology: ERP (Sage/Bill.com/Nexonia/Blackline/Avalara	\$165,000	Included
Consero Cost (services+tech+process)	-	\$383,580
Total Annual Spend	\$812,706	\$383,580
Total Annual Savings		\$429,126 (51% savings)
One-time Setup Fees	Optimized In-House	Consero
VAR Implementation of GL (400 hrs @ \$200/hr.)	\$140,000	
Consero Implementation of all Tech/policy/process		\$145,000
Annual Savings Yr 1		\$424,126 (45% savings)
Annual Savings Yr 2		\$429,126
Consero 5 Year EBITDA Improvement \$2,140,630		