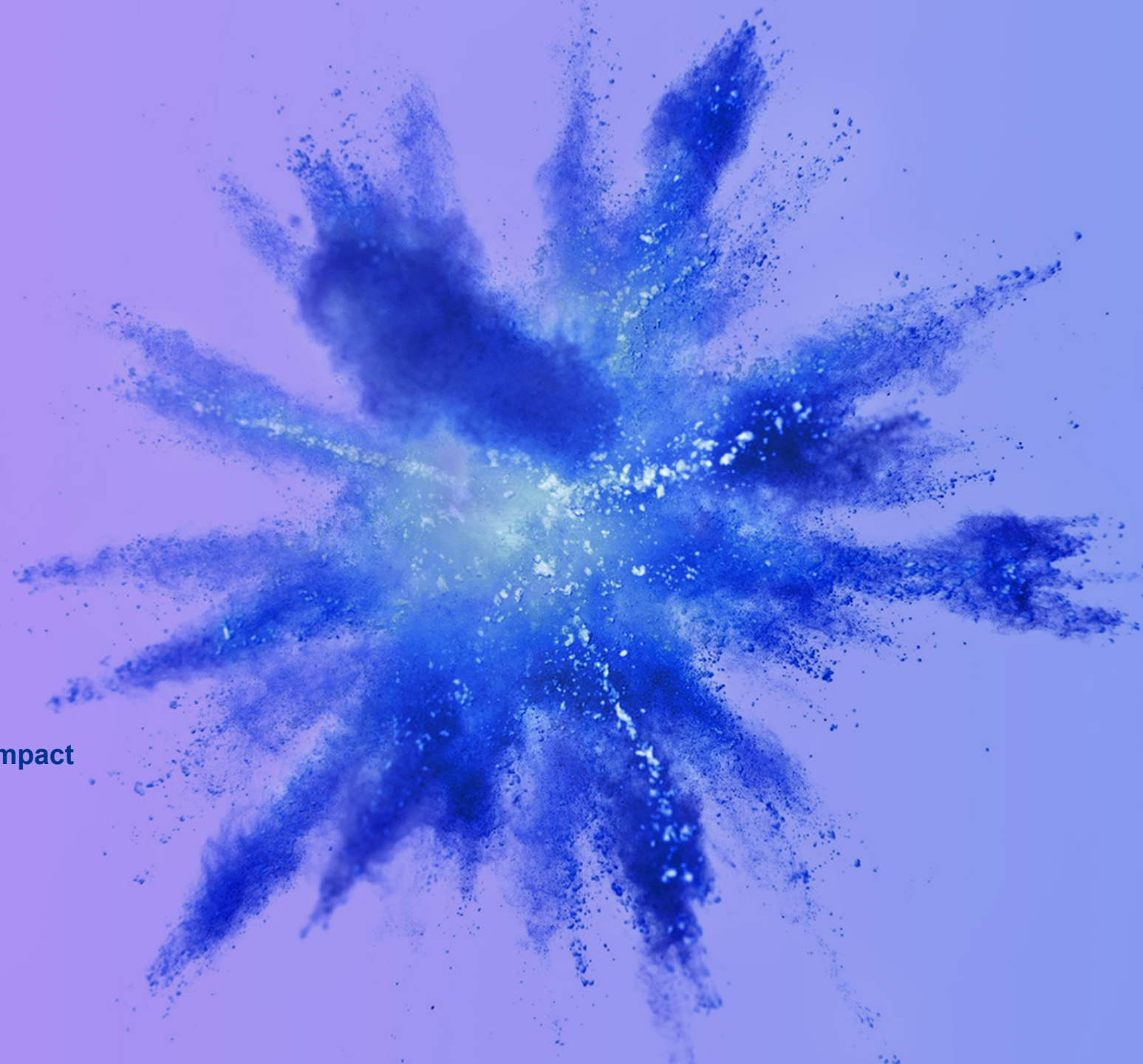




KPMG Startup Finance App

Financial planning and reporting with an impact

A KPMG Deal Advisory product



KPMG Startup Finance App

Financial planning and reporting with an impact

The KPMG Startup Finance App is a SaaS solution that enables **early-stage to Series B startups and their investors to successfully manage and report their internal finances.**

The features at a glance



- Confidence for complex business planning.
- Clear guidance in the creation, analysis, and interpretation of relevant metrics.
- Professional planning & transparent reporting in financing rounds.
- Breakdown of key value drivers such as price/volume framework, customer analysis, margins, etc.
- All relevant key figures in one view.
- e.g. cash burn rate, equity development, working capital and cash conversion cycle.



Request a demo now!

- ✓ Access anytime
- ✓ Clear & simple
- ✓ Integrated planning model
- ✓ MS PowerPoint report download
- ✓ Customizable reports

Only four steps to a professional report

01

Business Information

Clear input of relevant company information.

02

Financials

Efficient transfer of Plan and Actual data into the tool through an integrated and structured Excel template.

03

Analyze

A clear online dashboard with comprehensive analysis and visualization features.

04

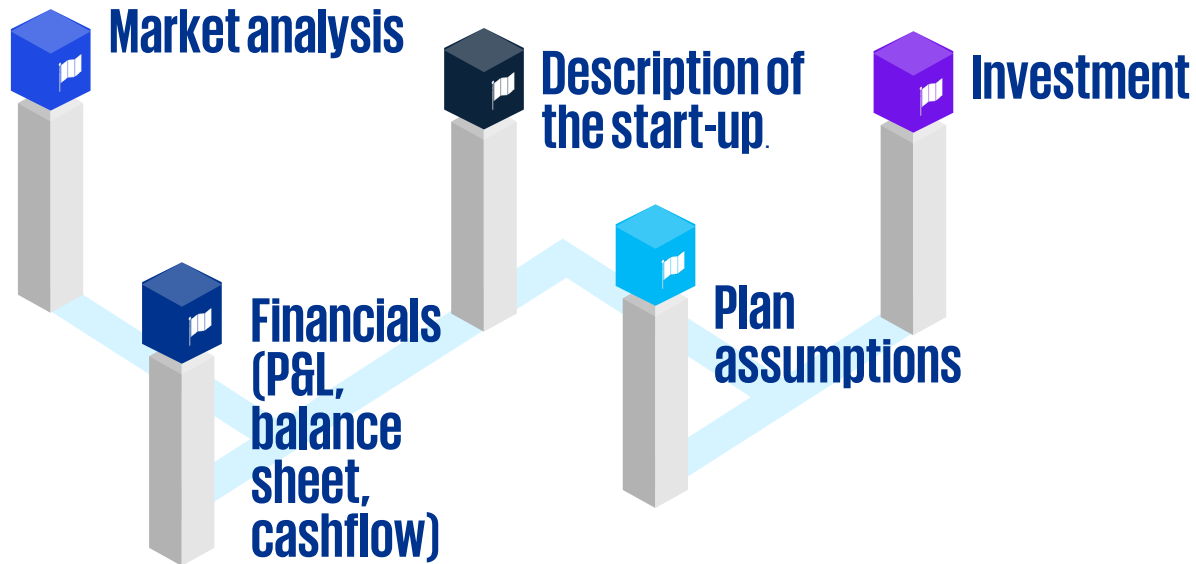
Reporting

Individual compilation of selected reports as an exportable white label MS PowerPoint.

With the KPMG Startup Finance App, startups can prepare their figures professionally and efficiently at the same time. The report can be exported to MS PowerPoint with just a few clicks and adapted to any corporate identity.

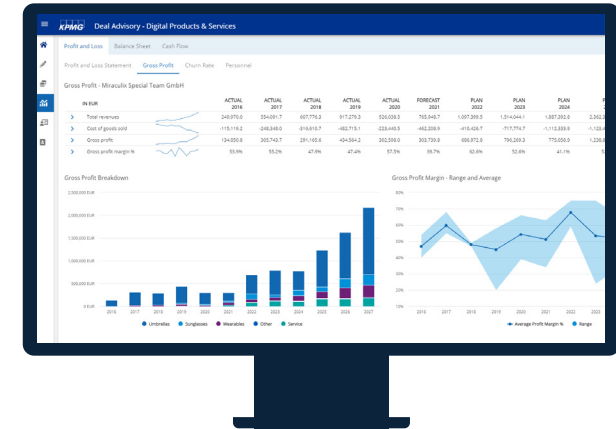
All important key figures at a glance

Classic pillars of investor reporting



Additional key figures

- Cashburn-rate & cash conversion cycle
- Recurring revenues
- Churn rate
- Evolution of equity
- Evolution of personnel
- ...



With the help of the KPMG Startup Finance App, young ventures can back up their business plan with facts. The report structures the assumptions and presents the financials according to reporting requirements.

01 Business Information

Shareholder Structure

Series name

Series type

Date

Pre-money valuation

Post-money valuation

Unit / Currency

Comment

Share structure after financing round

Name / Company	Shares (in %)	Form of payment

Add Shareholder

Add Series

Clear input of relevant company information

In the simple and intuitive form of the KPMG Startup Finance App, essential company information is documented for subsequent report export.

The shareholder structure, which is important for investors, can be mapped in addition to the usual standard information.

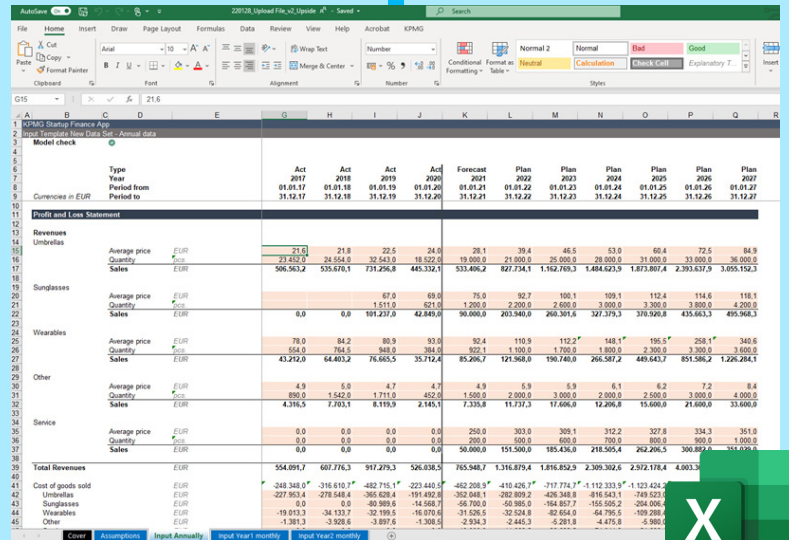


Cap Table

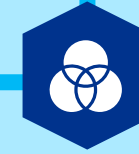
02 Financials

Efficient data entry in MS Excel

The plan and actual data are entered into a structured Excel template. This can then simply be uploaded and is read out automatically.



Year	Period from	Period to	Act 2017	Act 2018	Act 2019	Act 2020	Forecast 2021	Plan 2022	Plan 2023	Plan 2024	Plan 2025	Plan 2026	Plan 2027
Umbrellas	01.01.17	31.12.18	31.12.19	31.12.20	31.12.21	31.12.22	31.12.23	31.12.24	31.12.25	31.12.26	31.12.27		
Average price	EUR		21.0	21.8	22.5	24.8	26.1	26.4	48.5	53.8	60.4	72.5	84.9
Quantity	EUR		23,432.0	24,554.0	32,543.0	18,522.0	19,000.0	21,000.0	25,000.0	28,000.0	31,000.0	33,000.0	36,000.0
Sales	EUR		506,563.2	525,676.1	731,256.8	445,332.1	533,406.2	527,734.1	1,162,769.3	1,484,623.9	1,873,887.4	2,393,637.9	3,055,152.3
Sunlasses	EUR				67.0	69.0	75.0	92.7	100.1	109.1	112.4	114.6	118.1
Average price	EUR				1,511.0	621.0	1,200.0	2,200.0	2,600.0	3,000.0	3,300.0	3,800.0	4,200.0
Quantity	EUR				0.0	0.0	191,237.0	42,849.0	90,000.0	293,340.0	260,301.6	327,375.3	319,320.8
Sales	EUR												
Wearables	EUR				78.0	84.2	80.9	93.0	92.4	110.9	112.2	148.1	195.5
Average price	EUR				944.0	764.5	949.0	384.0	302.1	1,100.0	1,700.0	1,800.0	3,300.0
Quantity	EUR				43,252.0	64,403.2	76,665.5	35,712.4	85,296.7	121,340.0	190,740.0	265,587.2	440,143.7
Sales	EUR												
Other	EUR				4.9	5.8	4.7	4.7	4.9	5.9	6.1	6.2	7.2
Average price	EUR				890.0	1,042.0	1,171.0	452.0	1,500.0	2,000.0	3,000.0	2,000.0	4,000.0
Quantity	EUR				4,386.5	7,761.1	8,119.1	7,117.3	7,336.9	11,717.3	17,606.0	15,606.0	21,606.0
Sales	EUR												
Service	EUR				0.0	0.0	0.0	0.0	250.0	303.0	305.1	312.2	327.8
Average price	EUR				0.0	0.0	0.0	0.0	200.0	600.0	700.0	800.0	900.0
Quantity	EUR				0.0	0.0	0.0	0.0	50,000.0	151,500.0	185,436.0	218,500.4	262,296.5
Sales	EUR												
Total Revenues	EUR				554,891.7	607,776.3	917,279.3	526,038.5	765,348.7	1,316,879.4	1,816,852.9	2,309,302.6	2,972,178.4
Cost of goods sold	EUR				348,348.0	316,610.7	482,715.1	223,440.5	482,209.9	410,426.7	511,333.9	612,424.5	749,523.9
Umbrellas	EUR				227,903.4	278,548.4	365,628.4	191,492.8	352,048.1	292,809.2	426,348.8	491,643.1	749,523.9
Sunlasses	EUR				0.0	0.0	69,905.6	14,568.7	68,700.0	40,965.0	164,807.7	155,005.2	204,006.4
Wearables	EUR				19,013.3	34,133.7	32,199.5	16,070.6	31,526.5	32,524.8	42,654.0	64,795.5	109,288.4
Other	EUR				1,981.3	3,928.6	3,897.6	1,308.5	2,534.3	2,445.3	5,291.8	4,475.8	5,900.6



Integrated financial planning

The integrated Excel model automatically checks whether the balance sheet, income statement and cash flow statement are consistent with each other.

Scenarios Calculations



Possibility to upload multiple scenarios at the same time.

03 Analyze

All relevant KPIs in one dashboard

The KPMG Startup Finance App automatically provides a visualization of all data uploaded to Excel, allowing a wide range of analyses. This also facilitates the derivation of appropriate strategic measures.

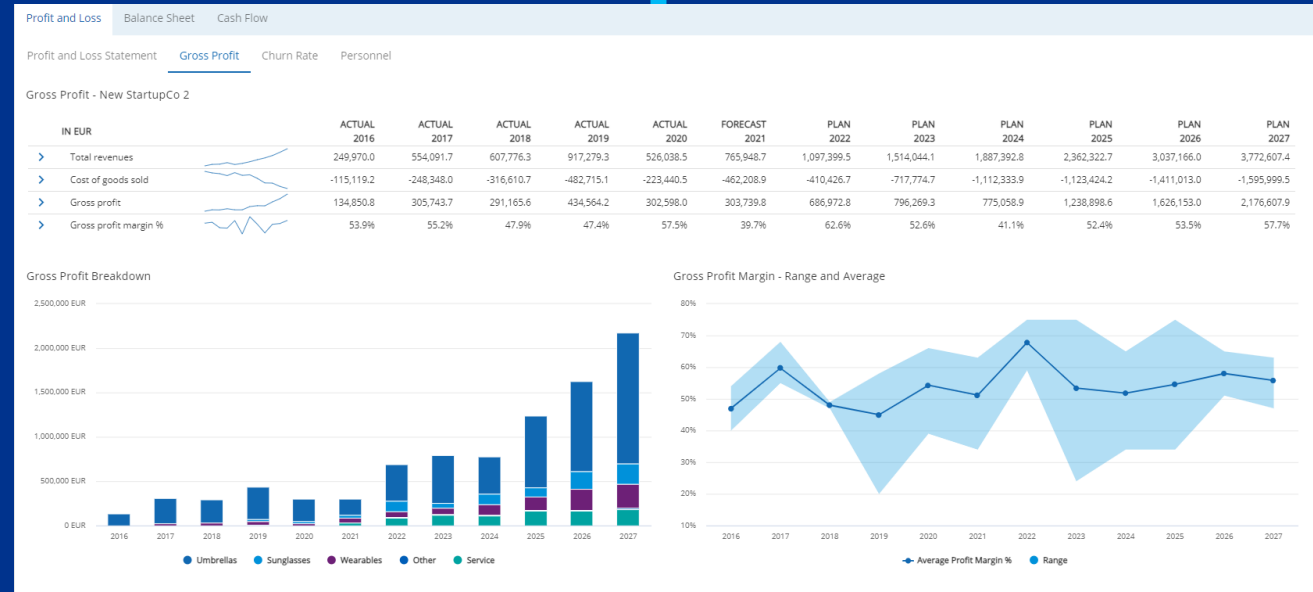
Breakdown of key value drivers

- Price/quantity framework
- Customer analysis
- Sales margins
- Seasonal fluctuations
- Growth rates
- etc.

Detailed planning



On net working capital, liquidity / cash burn, investments, equity & financing



Yearly and monthly view



For the first two plan years, all analyses are also possible at the monthly level

04 Reporting



Export at the push of a button

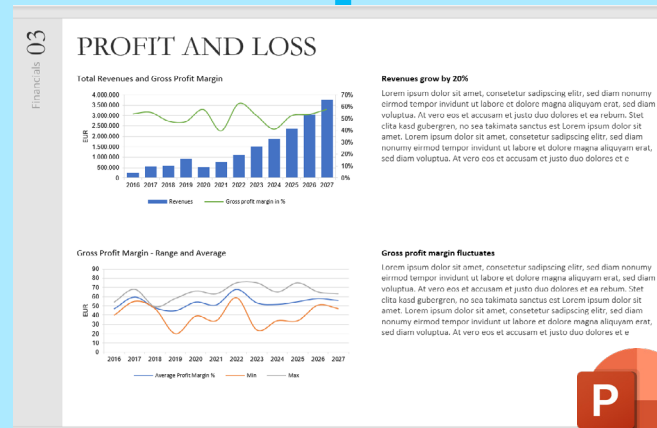
All analyses and results are available as automated MS PowerPoint download

Stakeholder-oriented reports

The tool guides users through the process of creating a professional report in a structured manner.

By simply selecting or deselecting various components and presentations, each report can be personalized.

This enables the scope, descriptions, and content to be customized for each stakeholder.



Customizable reports

The white label PPT files can be sent directly or adapted to your own corporate design in just a few clicks.

Available product versions

Self Service

- Structured onboarding process with an Expert
- Independent access to the web-based tool
- Introduction to the content
- Independent input of data
- Independent analysis and creation of individual reports

Managed Service

In addition to tool access:

- Expert support for setup & data entry
- Support for updating and strategic alignment of the business plan

Tailored Service

In addition to tool access & consulting support, we also offer other services & analysis, e.g.

- Setup of multiple companies
- Design of individual reports
- Further detailed analyses
- Indicative company valuation

Some or all of the services described herein may not be permitted for KPMG audit clients and their affiliates. The ideal display of the tool is via the Chrome browser.

Security & Certifications



External certification

SOC3 / SOC2 / ISO27001
certification External independent
audit (BDO) Continuous internal
reviews



Architecture

Strong encryption
Isolated environments
Auto-scaling infrastructure to
ensure consistent performance
even with erratic usage patterns
Choose your data geography to
minimize latency and optimize
performance



Organization

Ring-fenced ops organization
Documented procedures
Background verification
Approvals enforced in workflow
systems



Controls

Robust control framework
in line with SOC2 and
ISO27001 standards
Controls tested multiple
times per year
Automated monitoring and
logging

Microsoft Azure Data Centres

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