

# Get Set to grow

Web Summit 2019 KPMG Emerging Giants

November 2019

From seed to speed, we are here throughout your journey.

kpmg.com/enterprise

**66** All companies have a business cycle—from a startup to a mature company—and each stage presents its own set of opportunities and challenges. KPMG Enterprise advisers understand what it takes for you to be successful at each stage of your business journey. -99



At KPMG, we're dedicated to **working with businesses** like yours. Whether you're an entrepreneur looking to get started, an innovative, fast-growing company, or an established company looking to an exit, we understand what is important to you. We can help you navigate your challenges—no matter the size or stage of your business.

The KPMG Enterprise global network for emerging giants has extensive knowledge and experience working with the startup ecosystem. Our passion and mind-set matches the companies we serve: entrepreneurial, hands-on, proactive, visionary, and dedicated.

You gain access to KPMG's global resources through a single point of contact. Whether you are looking to establish your operations, raise capital, avail of tax incentives, expand abroad, or comply with regulatory requirements—we can help.

#### From seed to speed, we are here throughout your journey.



## Working with you

There are many business and back-end elements beyond the designing and selling of your product or service. That is where KPMG Enterprise can help. We can help you reach that next milestone of success in your business.

## From seed to speed, We are here to help

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#### Growing: **Helping your business** grow

Whether you're looking to grow organically, through M&A, locally, or by global expansion, discover how to break through to the next level. Our skilled advisers can assess your growth capabilities and help you identify avenues that make sense for your business.

- company. How do we structure stock compensation? —Who can help me raise a
- large growth round? - I need to find and switch to more
- strategic capital backers, where do I begin?
- We received an unsolicited offer for acquisition. How do I know if it is the right offer for my company? — Initial public offering (IPO) came
- up at our last board meeting. Where do we start?
- Do I need to get a valuation for my company?

#### Sample service offerings: Cost and capital optimization, corporate finance, transaction services. IPO readiness. evaluation services

- QuickBooks?
- One of my large public companies is asking for a compliance report/ audit report on my systems (SOC 1) What is that?
- When does a financial review need to be upgraded to an audit?
- considering Sarbanes-Oxley?
- -We sell through multiple channels. How does that affect my revenue recognition?
- Where should I locate my intellectual property? What are the benefits and drawbacks of each iurisdiction?

#### Sample service offerings:

IT system assessment and implementation (ERP), IT attestation, accountants on call/ audit advisory services, SOX readiness, accounting change revenue recognition, international IP planning

- credits for research and
- development. How do I know? — Every day we sell a product in a different state. Do I pay sales tax on that?
- What is the difference between tax compliance and tax provision? Do I even need them?

#### Sample service offerings:

Accounting method and credit services (R&D tax identification) state and local tax (SALT), tax, compliance, transfer pricing, international expansion entity selection

overseas. What do I need

#### think about?

- Our development is done overseas. How does that affect my global taxes profile?
- We are planning to have our software developed overseas Should we outsource it or hire a team?
- How should I pay my teams internationally? - Should Liset up sub or branch?

#### Sample service offerings:

Global mobility advisory services, international operations expansion or contraction planning. international tax planning, transfer pricing



#### Starting: **Turning entrepreneurial** ideas into business reality

Now is the time to turn your entrepreneurial ideas into a business reality. Let KPMG Enterprise help with the heavy lifting, from establishing your operations and raising capital, to international expansion, and complying with regulatory requirements.



In today's fast paced economy, it's all about driving peak performance. **KPMG** Enterprise advisers are dedicated to helping you lower your risks, strengthen your operations, and create an effective plan of action. We know what it takes to win - and are committed to helping you get there.

#### Transitioning: **Planning for the future**

Whether you plan to sell your business, launch an IPO, or shift leadership to the next generation, the right team can help you explore your options to foster a smooth transition. Give yourself the benefit of time and perspective to determine which outcome is right for you.

#### Here are just a few of the stories we've been part of...

66 From seed to speed, we look forward to supporting you throughout your journey.

> **Brian Hughes**, **Partner KPMG**

### **Emerging giant >>**

In September 2013, three friends decided to risk their friendship and start up their own company to develop and market apps for the consumer market. They faced one small problem though—they had no idea how to go about setting up a business! Deciding to attend the Web Summit in 2013 they were delighted to meet representatives from KPMG who took the time to talk to the three about their start up plans and discuss how KPMG could support their business growth.



Our ambitious client in aggressive growth mode, operates a social media platform. One of the areas the innovative company needed help with was the tax consequences of expanding into the U.S.



Sometime founders look for exits. Sometimes opportunities just present themselves. Sometimes it takes a while before a transaction can occur. Take our client in the enterprise software space, an overnight success that was 10 years in the making!

These stories are just a small snapshot of the companies we work with and the types of issues we help them with. Whether you are in startup mode, aggressive growth mode or looking for your next opportunity, we have the experience and the global reach to help.











non-GAAP financial and operational

measures

#### The Pulse of Fintech 2019





The **Entrepreneurs** Roadmap



#### **Reporting non-**GAAP financial and operational measures





#### Startup Success: A quide to growing your business



#### Technology Industry CEO Outlook



Semiannua IPO and M&A Outlook Webcast









### Contact details

To talk with KPMG Enterprise professionals about growing your business, see us at the KPMG stand at E202 in Fil 2 at the Web Summit 2019, or get in touch with one of our contacts:

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