

Efficient Growth Planning

Methodology

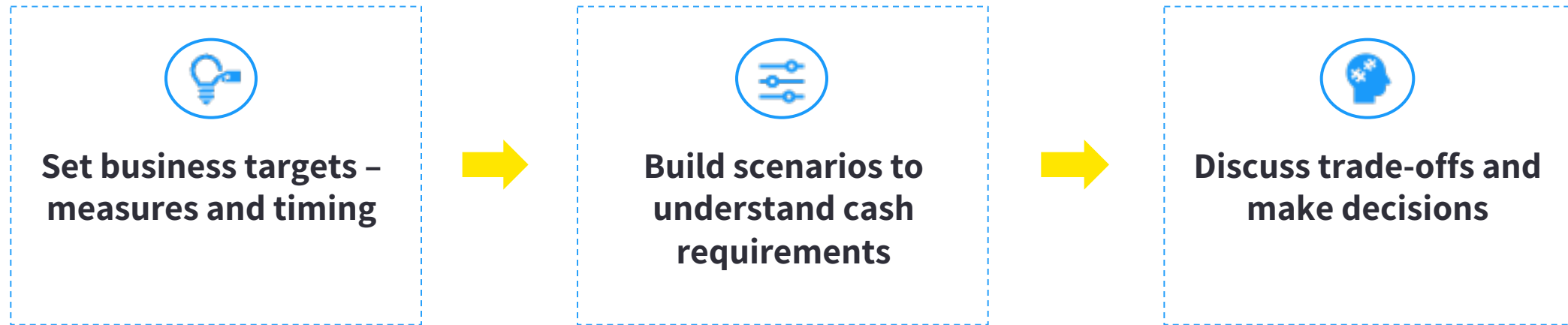
CFO Forum

September 2022

Companies are now required to have the business visibility needed for an **Efficient Growth Planning**

Since:

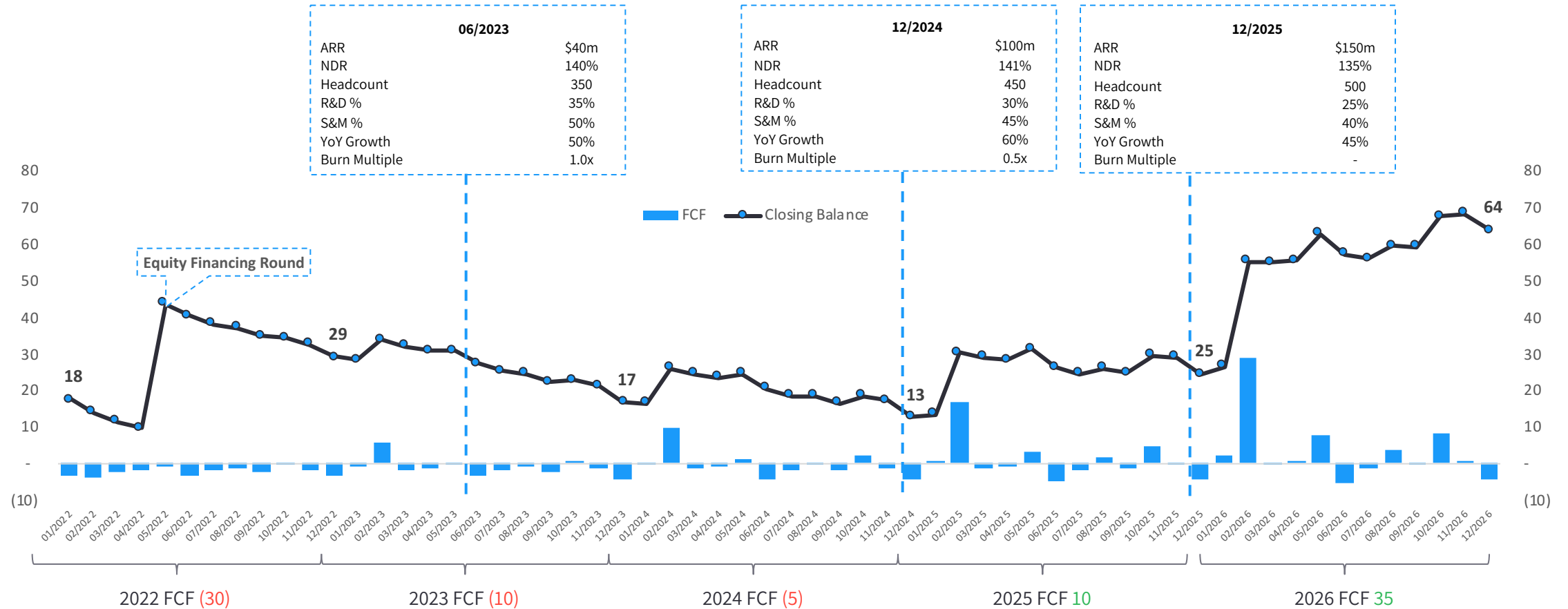
- The market is leaning toward **efficiency KPIs** (burn multiple, efficiency score)
- Companies need to **reassess** targets, recalculate their Journey and respective cash needs
- Proper **communication and transparency** with different stake-holders is important



Best companies will come out of this period **stronger than ever** with significantly less competition on talent and customers

Finance needs to play an important role in enabling growth planning

Illustration from a SaaS company case study

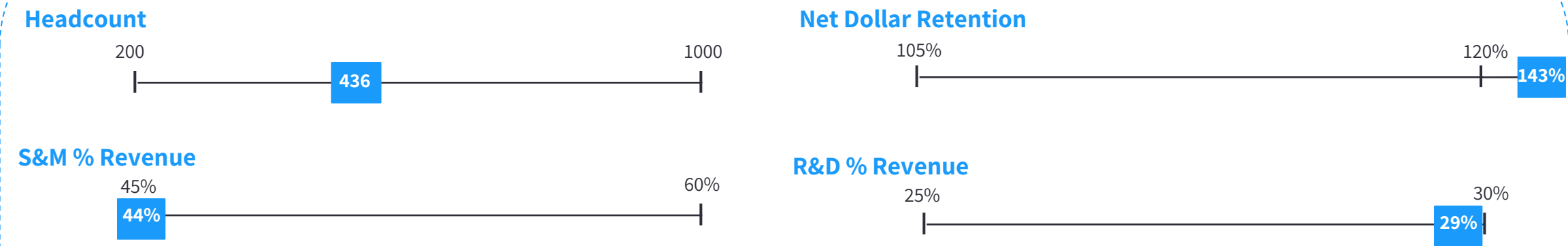


- ▶ Cash flow varies mainly from collection seasonality, that is affected by booking in each month and the company's credit policy
- ▶ Most of the booking are concentrated in December and collected in February, therefore the large cash inflow
- ▶ The company is expected to reach a cash flow positive status in 2025

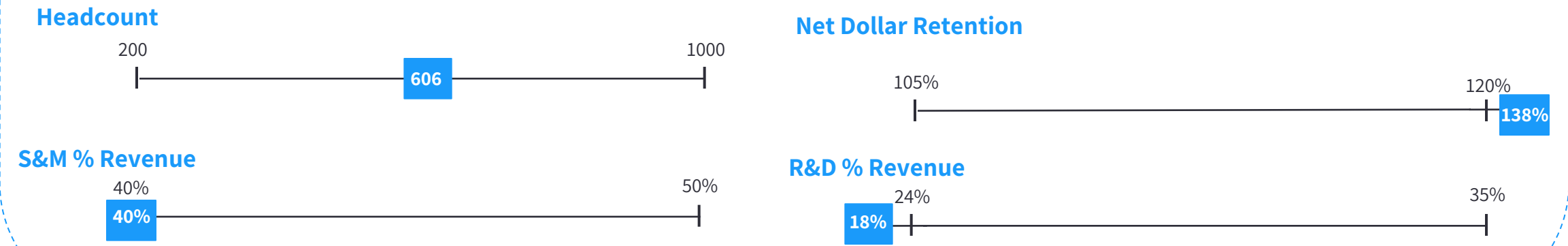
Compere yourself to benchmark

Illustration from a SaaS company case study

KPIs at \$100m ARR

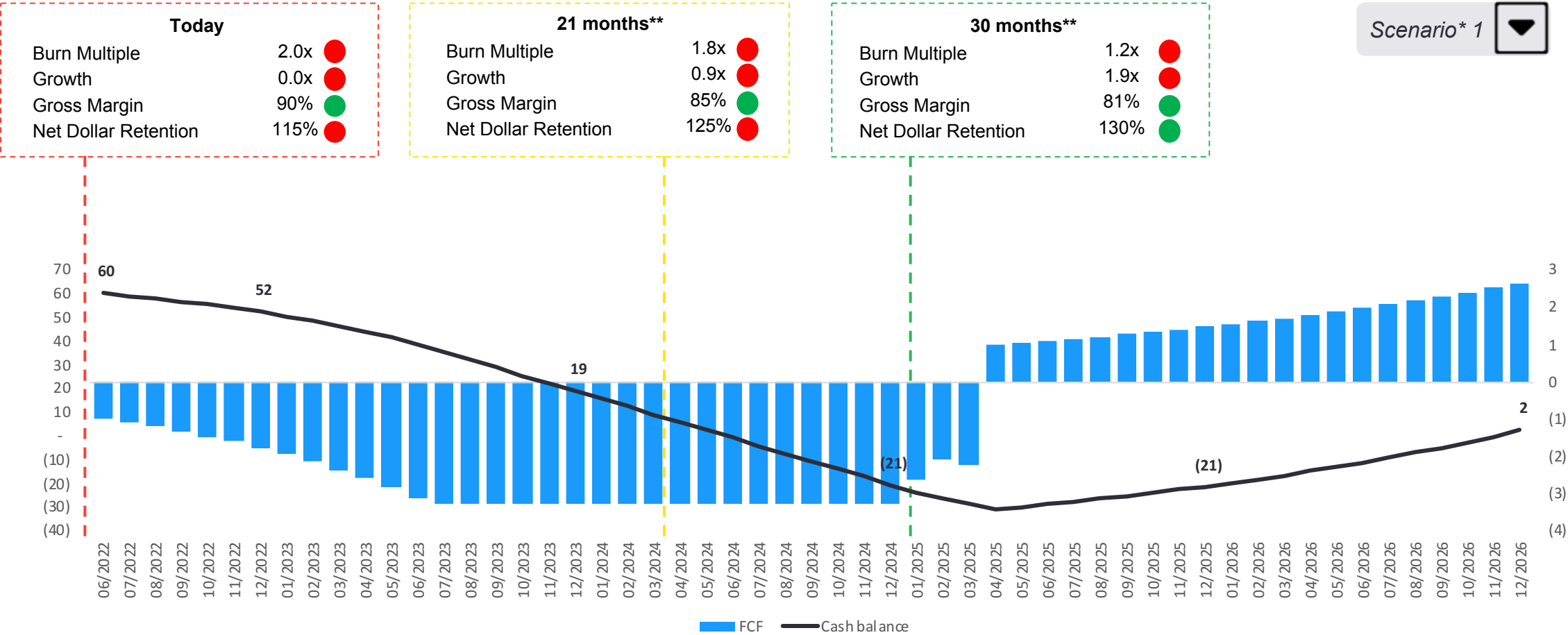


KPIs at \$200m ARR



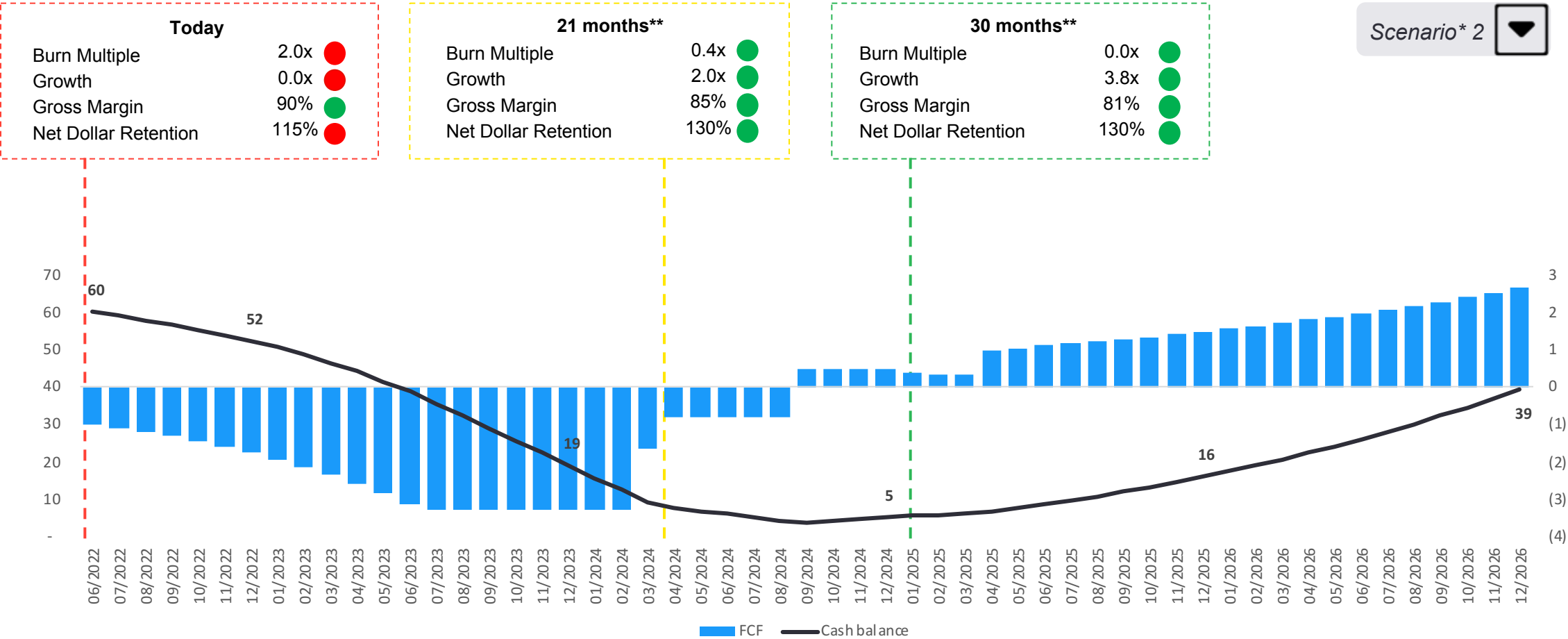
Planning a scenario-map to reach the targets

Illustration from a SaaS company case study



Planning a scenario-map to reach the targets

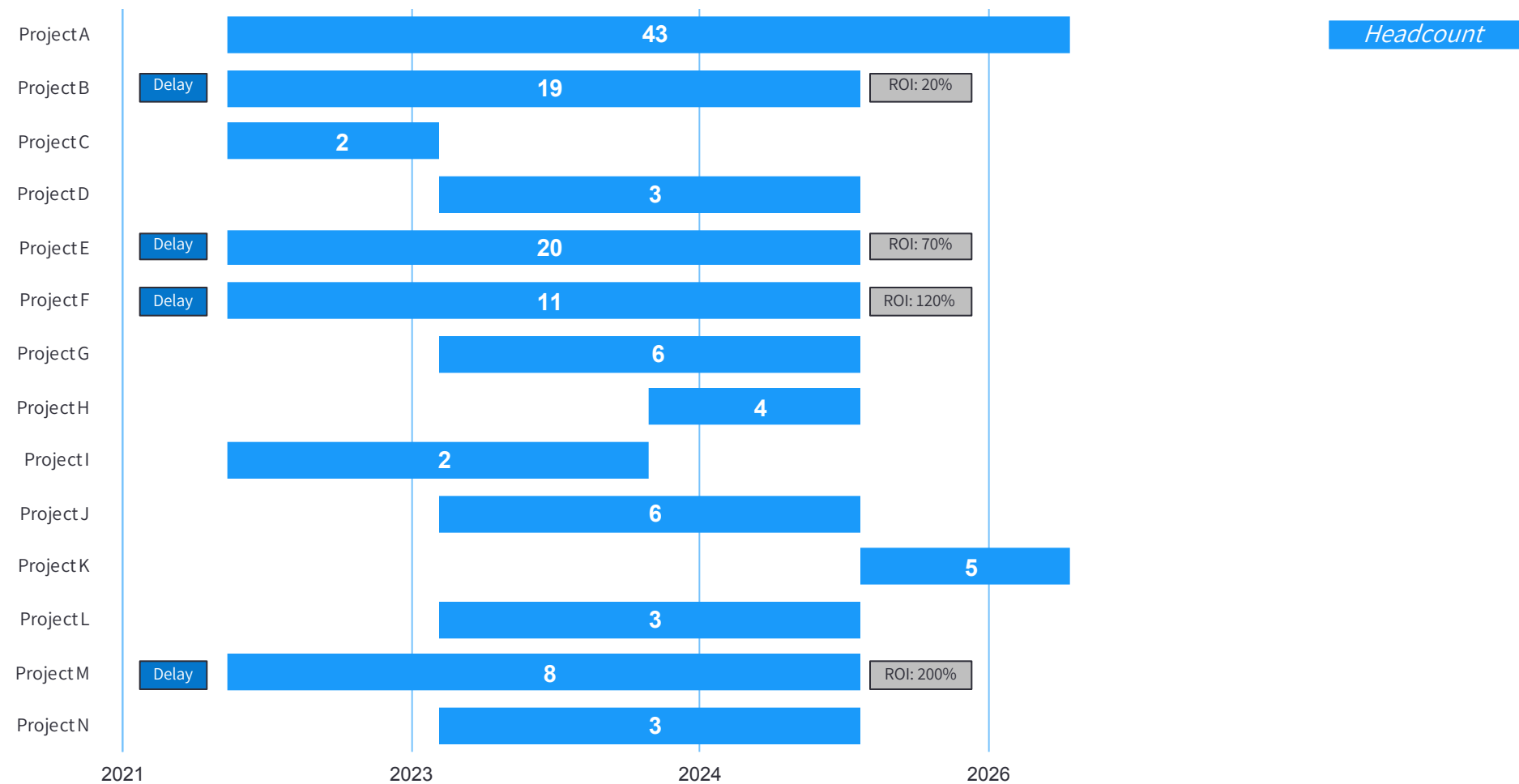
Illustration from a SaaS company case study



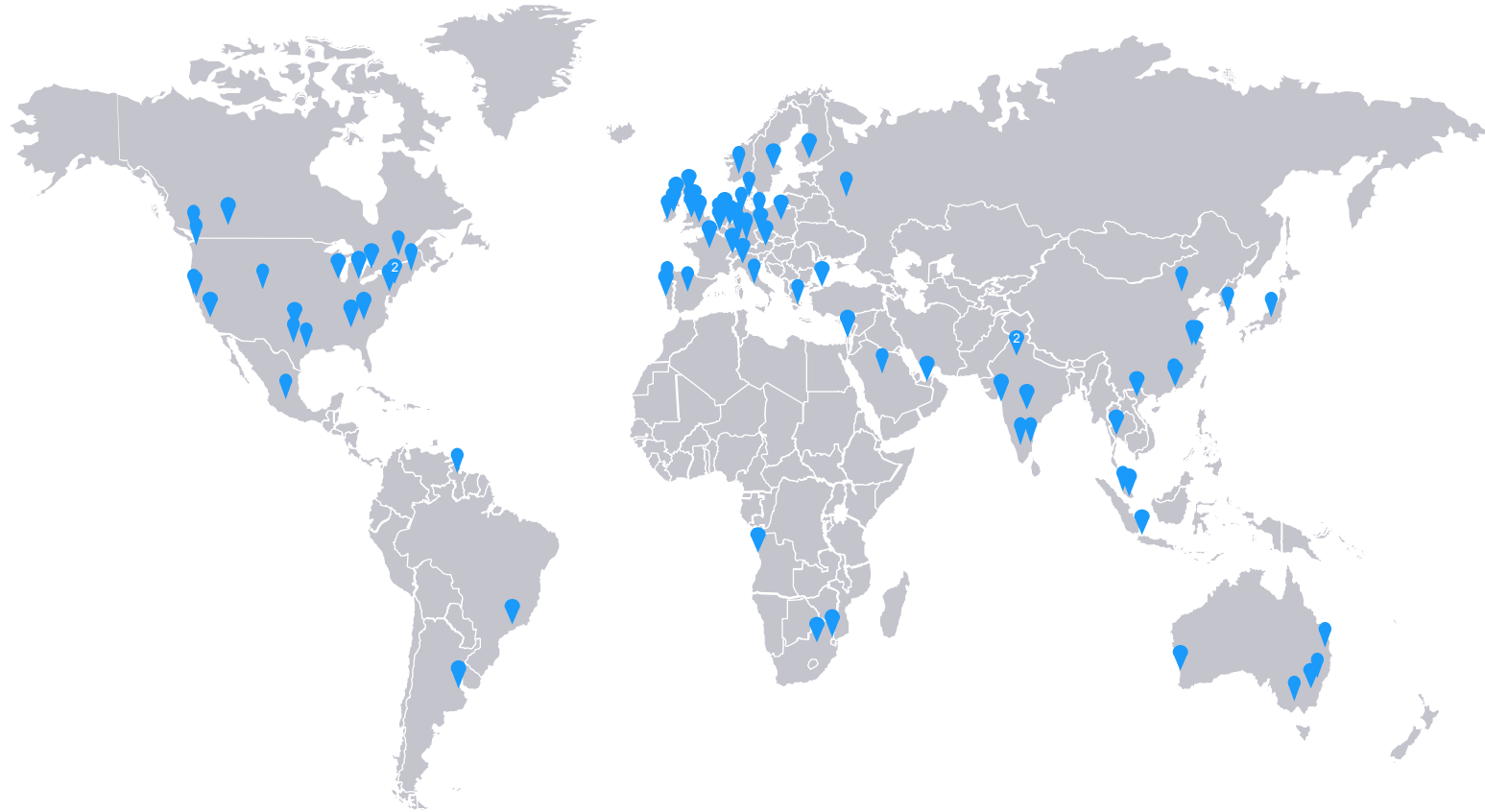
Unlock the R&D black box

Illustration from a SaaS company case study - R&D and Product roadmap

We mapped out the company's Product Roadmap and each of its R&D initiatives and examined the needed headcount in order to fulfill it



Thank you!



ey.com/parthenon

maya.abramovich@parthenon.ey.com