

Strategic Financial Partners

Profitability Through Finance & Management



EXPERIENCE THAT DELIVERS RESULTS

Earl Landesman and founder of Strategic Financial Partners with 25+ years of experience providing Finance and Management Consulting to Fortune 500 Corporations and Small Business. Prior to founding

SFP, he served leadership roles at leading and globally recognized consulting firms.

Breadth of our industry experience combined with business / consulting expertise across all areas of the business, allows us to leverage the unique capabilities of our clients to deliver a powerful value proposition that you will see in sustainable growth and profitability,



LEADERSHIP

Years of experience across industries gives SFP Detroit the ability to provide your company with the same world class services that the largest global corporations would expect. Our experience becomes your experience and we will help guide you to success in all areas of your business.

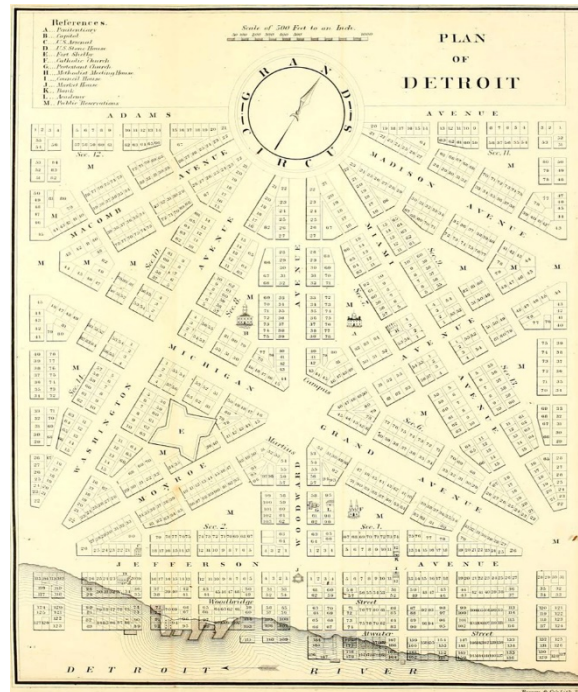
With the ability to combine Finance and Management along with experience in the Fortune 500 and smaller companies SFP Detroit can provide a unique custom consulting service.

We are here for our Clients

Motor City Match Clients

Our Motor City Match Clients have won Technical Service Awards, Design Awards and Cash Awards.

Our MCM Clients have included Service Contractors, Salons, and multiple Restaurants start-ups. We exceed our clients' expectations and it shows in their success.



Creating a Road Map to the Future

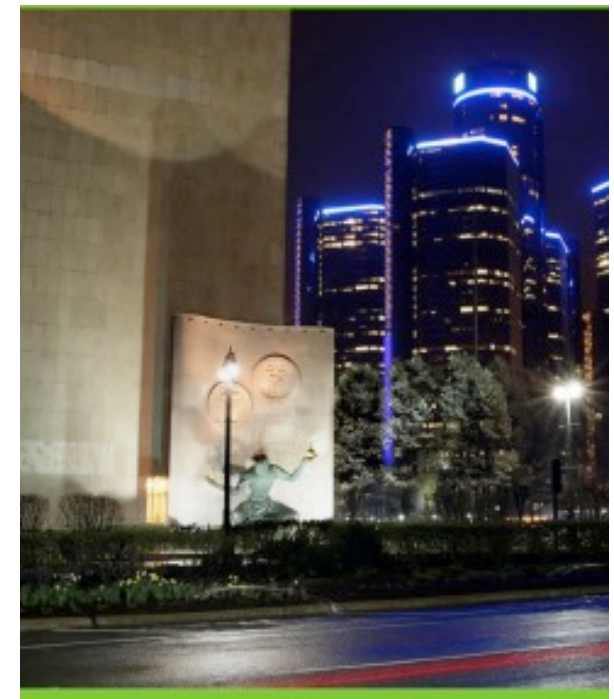


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Fortune 500 Consulting for Small Business

SMALL BUSINESS INNOVATION

We work small business owners and start-ups. Bringing leading edge thinking to small business has resulted in our client's significantly improving operating performance and profitability.

Our vision for small business client's is to understand how large companies operate and compete but not to play by our competitors' rules. Innovation is the vehicle for defining the rules of the game versus allowing large corporations dictating the ground rules and, in turn, overwhelming the ill prepared small business.

All you must do to see how innovation is often driven by small business and leading to major corporations looking at business acquisition of small and medium size businesses as critical to their product and business strategy. Examples are abundant where small business defining the rules of the game overwhelmed large corporations – Facebook, Google, Apple and the list goes on. In many cases, these companies do not reach the spotlight because they are acquired during their formative years.

IT'S ABOUT YOU

It's all about continuously improving and building a sustainable and financially successful business. Innovate to succeed – stay the same and your competitor's will leave you in the dust. This is the case whether you are a small family business or the Fortune 500.

For the Fortune 500 Corporations, who are often viewed as powerful and successful companies, majority eventually fall short of staying ahead of their competition. Only 60 of the original Fortune 500 exist today. When you look at financially successful small family businesses, only 3% survive to their grandchildren's generation.

There are reasons for winning and losing. So, this is not a case of luck but a willingness and leadership to innovate and continuously improving organization capabilities. We focus on customer engagement, a compelling value proposition, a relentless effort to improve and challenge you, and empowering your organization to be the best today and tomorrow.

And IT'S ABOUT THE BOTTOM LINE

Everything we do focuses on bottom line results. We see profitability is the ultimate measure of success. It doesn't take sides and you must demonstrate how actions lead to greater profitability.

Finance has an incredible tool kit that bring insights into cost and profitability that can significantly improve revenue growth and profitability.

Our perspective and capabilities on finance are laid out in the book: Corporate Financial Management Strategies for Maximizing Shareholder Wealth, authored by our president and founder, Earl Landesman.

For those looking for next generation financial models and concepts, we defined the model for a Virtual Finance Structure essential for the successful integration and realization of the potential of Blockchain and Crypto-Currencies.

But our bottom line is being your Finance Partner working together to drive Sustainable Competitive Advantage, Growth and Profitability.

Scope of MCM Services

Accounting

- Accounting Systems & Process
 - Accounting
 - Monthly Financial Reporting & Analysis
 - Financial Statement Designed for managing Profitability & Business Performance
 - Chart of Accounts structure that makes sense
 - Process & Controls
 - Transactions
 - Financial Reporting
 - Closing – Monthly and Daily

Financial Management

- Financial Modeling
 - Cost
 - Margins
 - Profitability
- Structuring of financial reporting and key performance metrics to empower management to drive growth and profitability
- Educating and coaching management on how to manage business and manage profitability

Financing

- Commercial/SBA Financing
 - Preparation of financial packages for loan submissions
 - Assistance and communications with lenders
- Angel Fund Raising
 - Preparation/Forecasting of Integrated & Comprehensive Financial statements
 - Financial models are set-up as forecast and scenario ideas are developed they directly update the above statement
 - Preparation of Prospectus
 - Assistance and communication with prospective investors

Operations – Optimization of total cost of doing business through the following services

- Services:
 - Purchasing & inventory management: Supply Chain Management

- Process improvement and key performance metrics
- Production/work planning/daily operations/work management to maximize productivity
- Develop and lead employee training and development programs
- Expected benefits
 - Reducing cost by optimizing processes, rethinking business processes/models, working with suppliers and employees, and partnering with stakeholders.
 - Reducing total cost of doing business and partnering with stakeholders the goal is to create opportunities for increasing income for both parties not exploiting one at the expense of another

Business and Financial Planning

- Business/Market Strategy - Strategic positioning of company and product/services
- Financial Modeling - of cost structure, product lines, sales channels that will drive financial forecasting
- Brainstorming - sessions and dialogue confirming and/or refining business direction to achieve optimal business results
- Dynamic/Comprehensive Consolidated Financial Statements: Capability of bringing strategy, operations, market actions to seamlessly integrate with financial plans to provide scenario analysis and presentations to management and lenders/investors
- Current State and a Road Map to achieving the expected results
- Report/Prospectus – strong background in preparation of reports and prospectus allowing us to bring all the above together seamlessly

All Services

- Plan and requirements to achieve desired results
- A Business Partner to discuss, challenge and work through what it will take to achieve client vision and desired results

Business Partner to discuss, challenge and work through what it will take to achieve a client's vision and desired results.

SFP brings the experience and capabilities from serving a diverse group of World Class Fortune 100 Corporations to small business owners.



Accelerating Financial & Business Performance

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