

Blu Sky Accountants

Virtual CFO

Virtual CFO

So here is the problem, many small businesses fail within the first three years and many other soon after.

There are many reasons for failure, and the majority of them are within the control of the business management team. Unfocussed leadership, failure to set your business apart from the competition, poor customer communication and in particular, poor or even average financial management can set you up for failure. Even getting everything else right and over-trading can bring your business crashing down.

Could this be your business?

Co-founders continue to make Business decisions without financial wellbeing in mind...aim to be investment ready without having any credible profit and loss, balance sheet or cashflow budgets and forecasts in place..... never get to grips with having a day to day view of when cash will run out or how businesses profitability is performing, a lack of true understanding of the financial statements and what they mean to the business.

Does any of this all sound to familiar? Aare you craving for day to day support and guidance on how to structure your team, scale up your recruitment, where to best invest and best spend your marketing budget.....Well if the answer to any of this is yes. Then it's time for you to consider hiring a CFO!

Yes right... I can't afford that! **Well yes you can.**

Blu Sky's Virtual CFO Service is an affordable alternative to hiring a full-time CFO and will make a big difference to your ambitious Growth plans for the future, quickly!!

With a combination of deep technical and commercial knowledge, cloud-based accounting software, mobile technology and modern data analytics, Blu Sky has been providing Virtual CFO services for many years (it's not just the latest craze with us) and the benefit to our clients has been amazing. Check out some of our testimonials....

Investments have been secured, organic growth realised, profitability levels doubled, cash collection processes stabilised all thanks to the coaching and support received from Virtual CFO.

Blu Sky has harnessed cloud technology with our clients, opening up the opportunity to work virtually with great success. And ensuring the timeliness, communication and data sharing is easier than it's ever been and supports your business . Our use of mobile devices, video meeting services and good old telephone has allowed the concept of the Virtual CFO board meeting to just work. Many of you may even want face to face board meetings....well we do that too!

We have developed our very own Blu Prints product... this makes it possible for our Virtual CFO clients to have a bespoke management pack tracking metrics such as cashflow, gross profit and overheads in real time...reporting days not weeks after the month end closes. Key stakeholders such as your investors, bank and other non-financial directors have never been happier. Check out our beautiful demo pack below.

Our use of cloud accounting technology means having access to an in-house financial expert that helps you make smart and timely business decisions, be investment ready and understand your overhead spending has never been easier and more cost effective. Virtual CFO is more than that though, it's about having someone to support, guide, coach and break the lonely existence of growing your ambitious successful business.

So let's do thisstop wasting your time and your stakeholders time faffing around with broken spreadsheets....let's get a video call set up and learn how Blu Sky's virtual CFO Service can break the loneliness and help change your businesses financial wellbeing for the better!

All our packages and cover the following for a pre-agreed, monthly fixed fee:

- Software costs including the UK's leading cloud accounting platform Xero as well as Xero add-ons Receipt Bank and Blu Prints.
- Payroll
- VAT
- Bookkeeping support
- Yearend statutory accounts
- Company corporation Tax return
- Personal Tax return for the main company director(s)
- Management of the company Person of Significant Control register
- Submission of the annual confirmation statement to Companies House

This list is just for starters, and all our packages are designed bespoke to your specific needs and start from a little as £175 plus VAT per month. Virtual CFO from £750 plus VAT per month.

Call us to find out more on **0191 258 7676**, or email **info@blusky.co.uk**.

Financial Performance vs Budget

Prepared for
Demo Company Limited

Report Period
Nov 2017

Prepared
30 Dec '17



PROFIT AND LOSS ANALYSIS

Last 3 Months – (in Thousands)

	Sep '17	Oct '17	Nov '17
Income	£241	£204	£264
Expenses	£134	£132	£147
Cost Of Sales	£1	£12	£12
Gross Profit	£240	£192	£252
Gross Profit %	99.67%	94.23%	95.30%
Total Operating Expense	£135	£144	£159
Operating Profit	£106	£60	£105
Net Income	£106	£60	£105

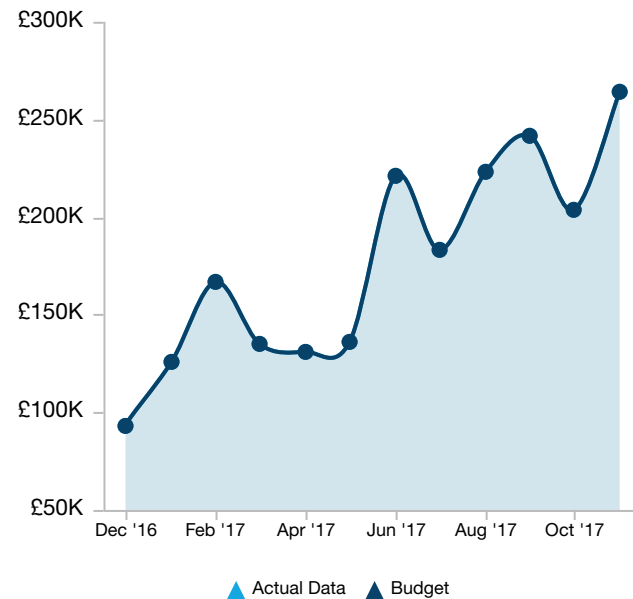
Year vs Last – (in Thousands)

	Jul '17	Jul '18	Period % Variance
Income	£1,789	£1,098	▼ -39%
Expenses	£977	£537	▼ -45%
Cost Of Sales	£202	£40	▼ -80%
Gross Profit	£1,587	£1,058	▼ -33%
Gross Profit %	88.73%	96.38%	▲ 8.62%
Total Operating Expense	£1,178	£576	▼ -51%
Operating Profit	£615	£522	▼ -15%
Net Income	£615	£522	▼ -15%

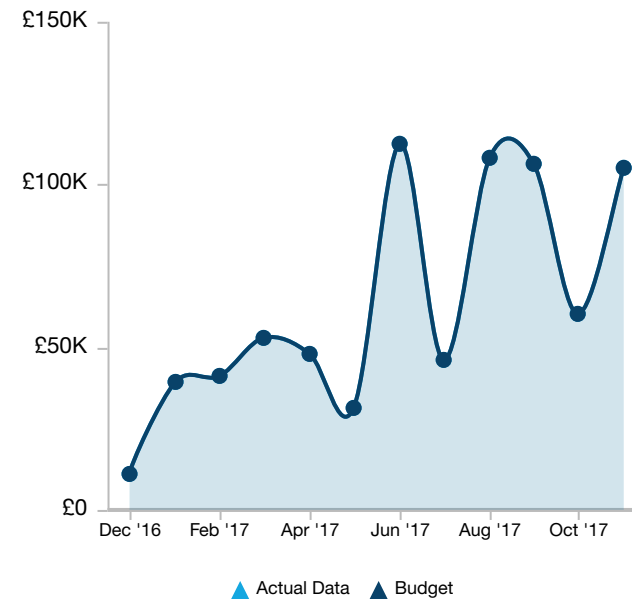
Year vs Budget – (in Thousands)

	31 Jul '18		Column % Variance
	Actual Data	Budget	
Income	£1,098	£1,312	▼ -16%
Expenses	£537	£724	▼ -26%
Cost Of Sales	£40	£137	▼ -71%
Gross Profit	£1,058	£1,175	▼ -10%
Gross Profit %	96.38%	89.57%	▲ 7.61%
Total Operating Expense	£576	£861	▼ -33%
Operating Profit	£522	£455	▲ 15%
Net Income	£522	£455	▲ 15%

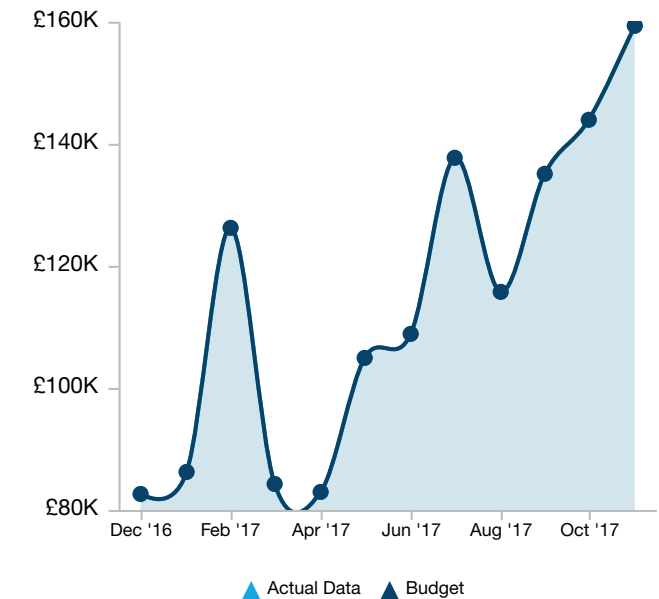
Revenue – Year vs Budget



Operating Profit – Year vs Budget



Operating Expenses – Year vs Budget



BALANCE SHEET ANALYSIS

Last 3 Months – (in Thousands)

	Sep '17	Oct '17	Nov '17
Bank Accounts	£363	£445	£416
Current Assets	£600	£429	£547
Total Current Assets	£963	£873	£964
Non Current Assets	£309	£459	£513
Fixed Assets	£39	£38	£39
Total Assets	£1,312	£1,371	£1,515
Current Liabilities	£277	£277	£316
Non Current Liabilities	£1	£0	£0
Total Liabilities	£278	£277	£317

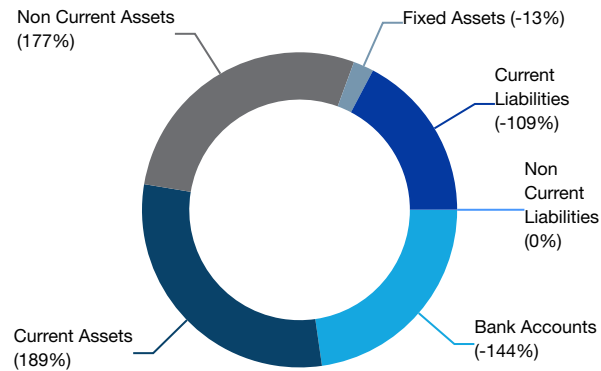
Year vs Last – (in Thousands)

	Jul '17	Jul '18	Period % Variance
Bank Accounts	£301	£314	▲ 4%
Current Assets	£404	£554	▲ 37%
Total Current Assets	£704	£868	▲ 23%
Non Current Assets	£303	£759	▲ 150%
Current Liabilities	£224	£324	▲ 45%
Total Assets	£1,045	£1,666	▲ 59%
Fixed Assets	£37	£39	▲ 3%
Non Current Liabilities	£2	£0	▼ -80%
Total Liabilities	£225	£325	▲ 44%

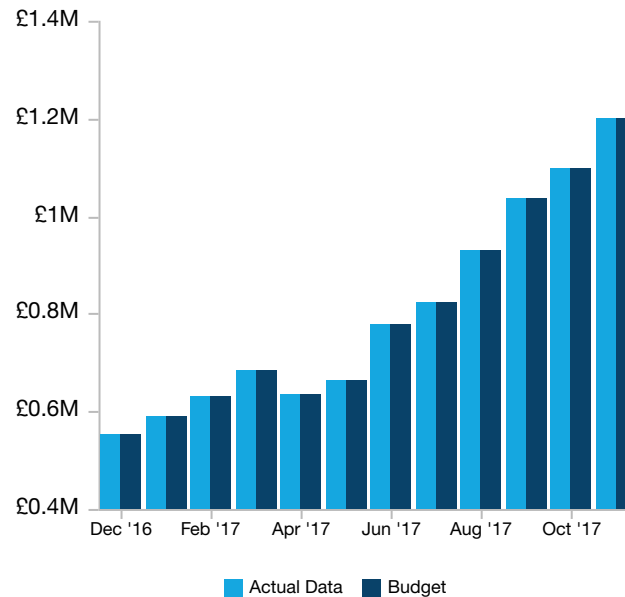
Financial Year vs Budget – (in Thousands)

	31 Jul '18		Column % Variance
	Actual Data	Budget	
Bank Accounts	£314	£800	▼ -61%
Current Assets	£554	£404	▲ 37%
Non Current Assets	£759	£303	▲ 150%
Fixed Assets	£39	£37	▲ 3%
Total Assets	£1,666	£1,544	▲ 8%
Current Liabilities	£324	£268	▲ 21%
Non Current Liabili...	£0	£2	▼ -80%
Total Liabilities	£325	£270	▲ 20%

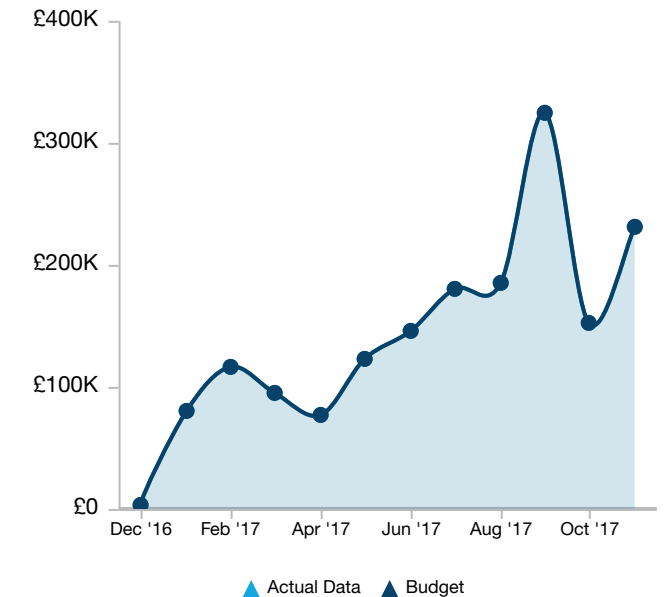
Balance Sheet Components



Equity vs Budget – Last 12 Months



Liquidity vs Budget – Last 12 Months



CASH PROFILE

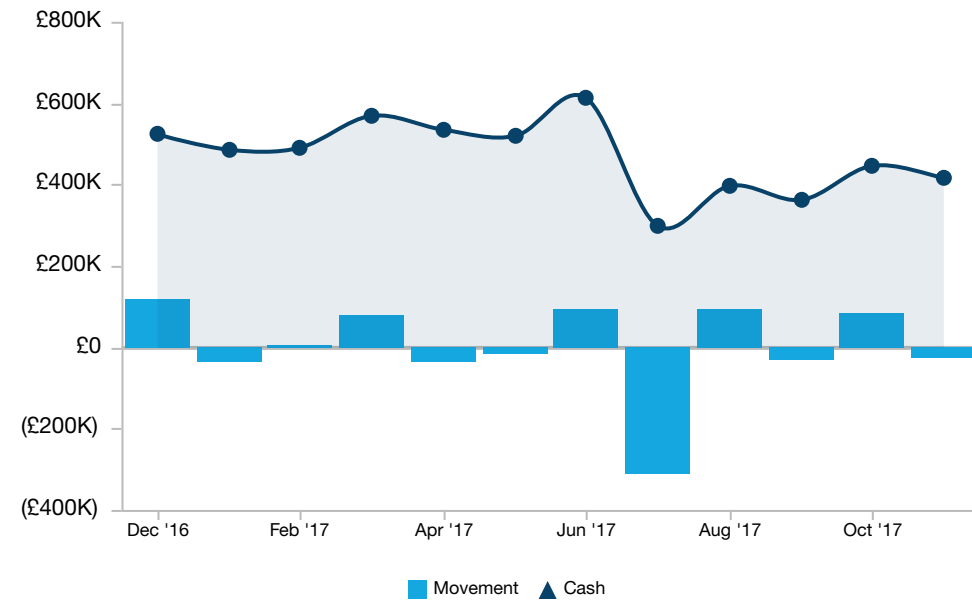
Cashflow Forecast – Year to Date

	30 Nov '17	28 Feb '18	31 May '18	31 Aug '18	Total
Payments	-	£213,439	£651,287	£592,014	£1,455,785
Receipts	-	£289,663	£852,316	£918,488	£2,059,511
Net Cashflow	£22,142	£76,223	£201,029	£326,474	£625,868

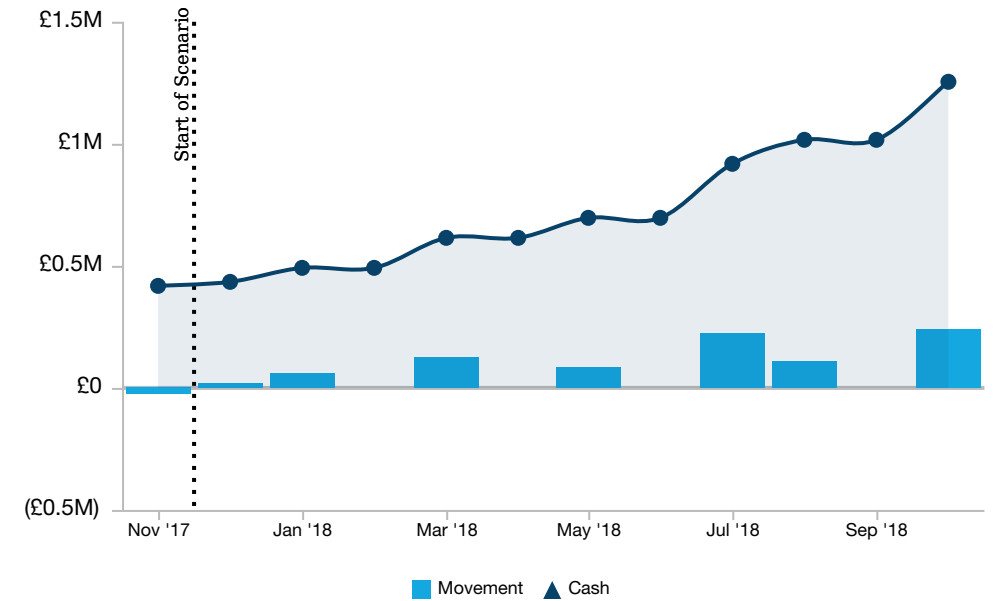
Payments vs Receipts – 12 Month Forecast



Cash Position

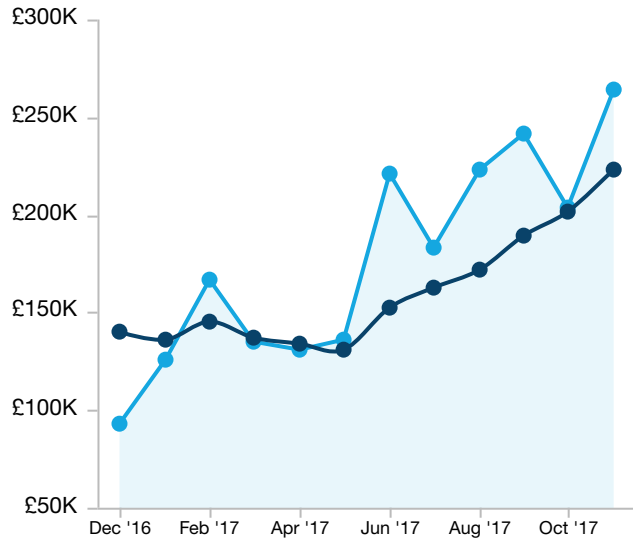


Cash Forecast



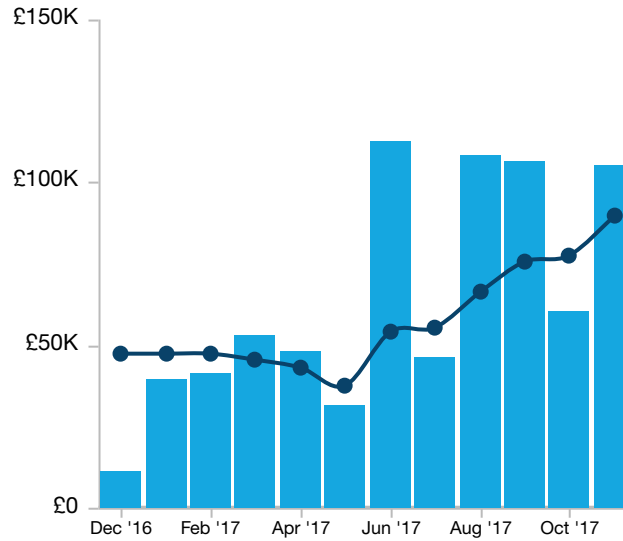
TRENDS AND FORECAST

Revenue – Trend



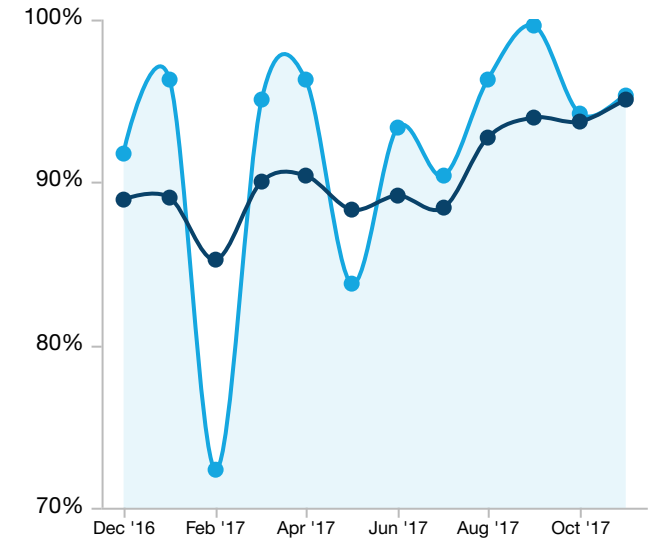
▲ Income ● Trend

Operating Profit – Trend



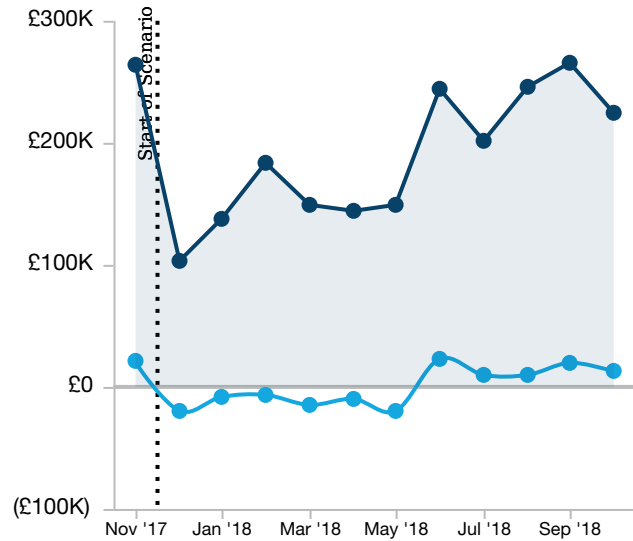
■ Operating Profit ● Trend

Gross Profit – Trend



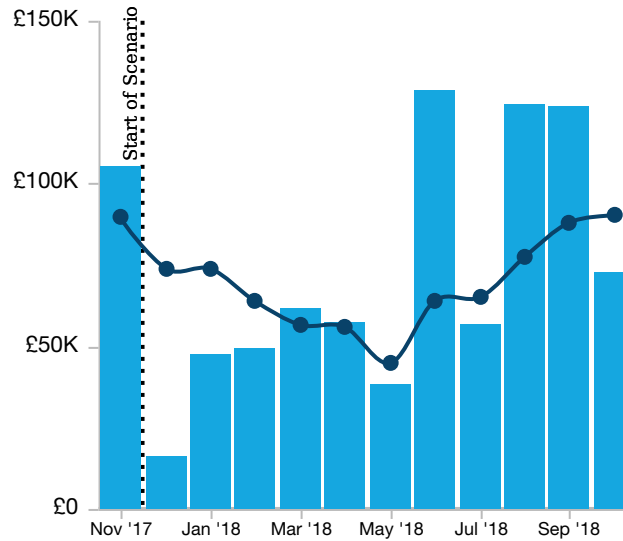
▲ Gross Profit % ● Trend

Revenue Forecast – Trend



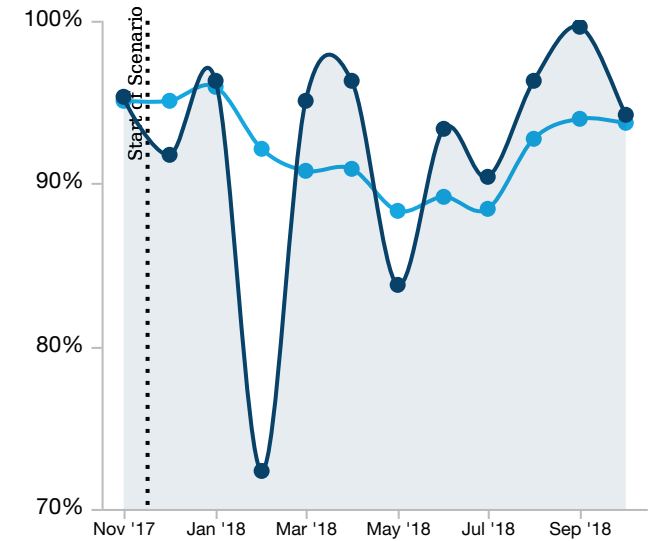
● Trend ▲ Income

Operating Profit Forecast – Trend



■ Operating Profit ● Trend

Gross Profit Forecast – Trend



● Trend ▲ Gross Profit %

GROWTH ANALYSIS

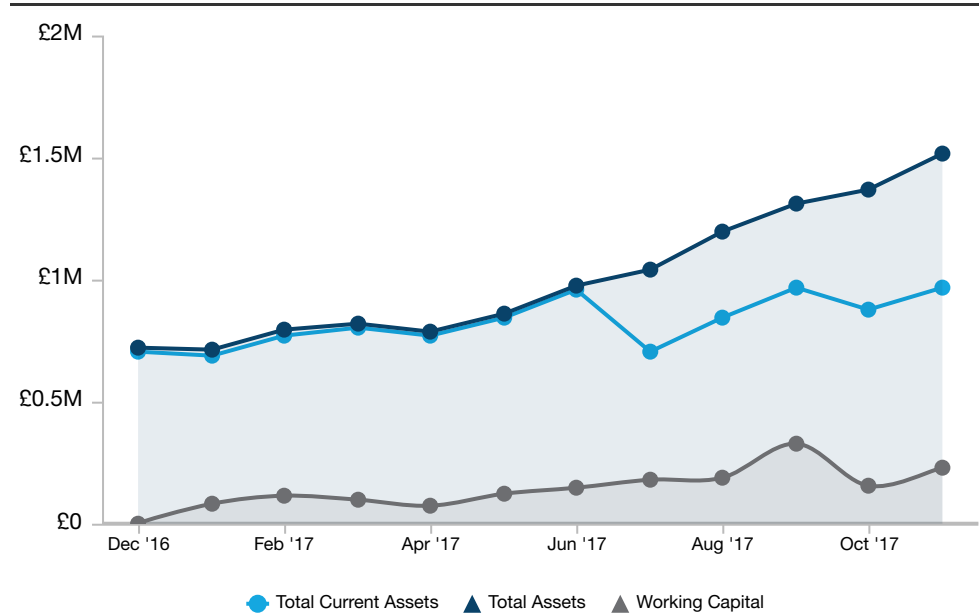
Key Drivers – vs Last Month (in Thousands)

	Oct '17	Nov '17		Period % Variance		Period Variance	2017-18 to date
Income	£204	£264	▲	30%	▲	£60	£1,098
EBIT	£60	£105	▲	75%	▲	£45	£526
Cost Of Sales	£12	£12	▲	6%	▲	£1	£40
Total Expenses	£132	£147	▲	11%	▲	£15	£532
Bank Accounts	£445	£416	▼	-6%	▼	(£28)	£314
Current Assets	£429	£547	▲	28%	▲	£119	£554
Total Assets	£1,371	£1,515	▲	11%	▲	£144	£1,666
Current Liabilities	£277	£316	▲	14%	▲	£39	£320
Total Liabilities	£277	£317	▲	14%	▲	£39	£320

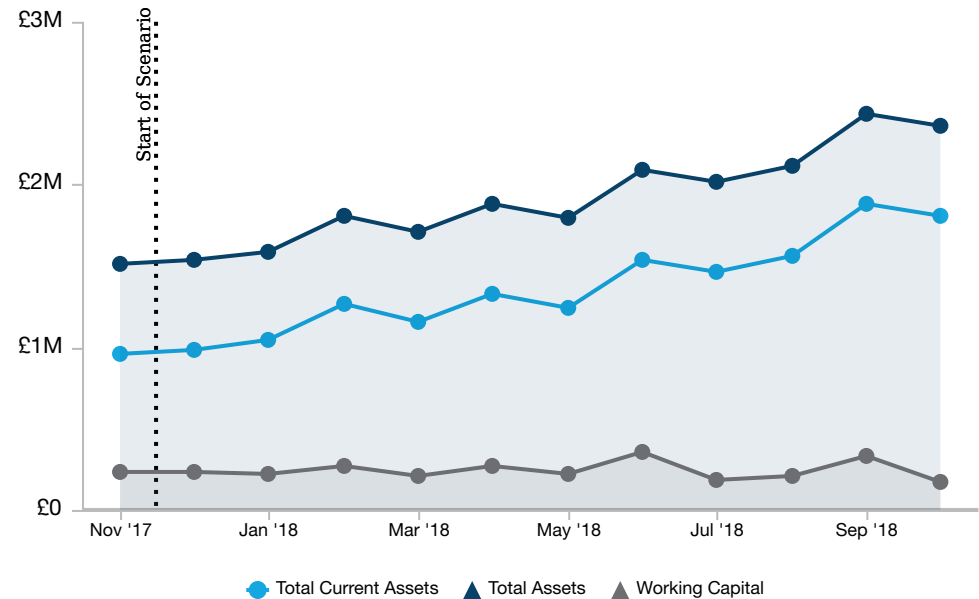
Key Drivers Forecast – Next 3 Quarters (in Thousands)

	30 Nov '17	28 Feb '18		Period % Variance		31 May '18	Period % Variance
Income	£709	£425	▼	-40%		£442	▲ 4%
EBIT	£271	£112	▼	-59%		£154	▲ 38%
Cost Of Sales	£25	£64	▲	158%		£37	▼ -43%
Total Expenses	£413	£248	▼	-40%		£251	▲ 1%
Bank Accounts	£416	£493	▲	18%		£694	▲ 41%
Current Assets	£547	£768	▲	40%		£547	▼ -29%
Total Assets	£1,515	£1,813	▲	20%		£1,793	▼ -1%
Current Liabilities	£316	£501	▲	58%		£324	▼ -35%
Total Liabilities	£317	£501	▲	58%		£324	▼ -35%

Asset and Capital Growth – Last 12 Months

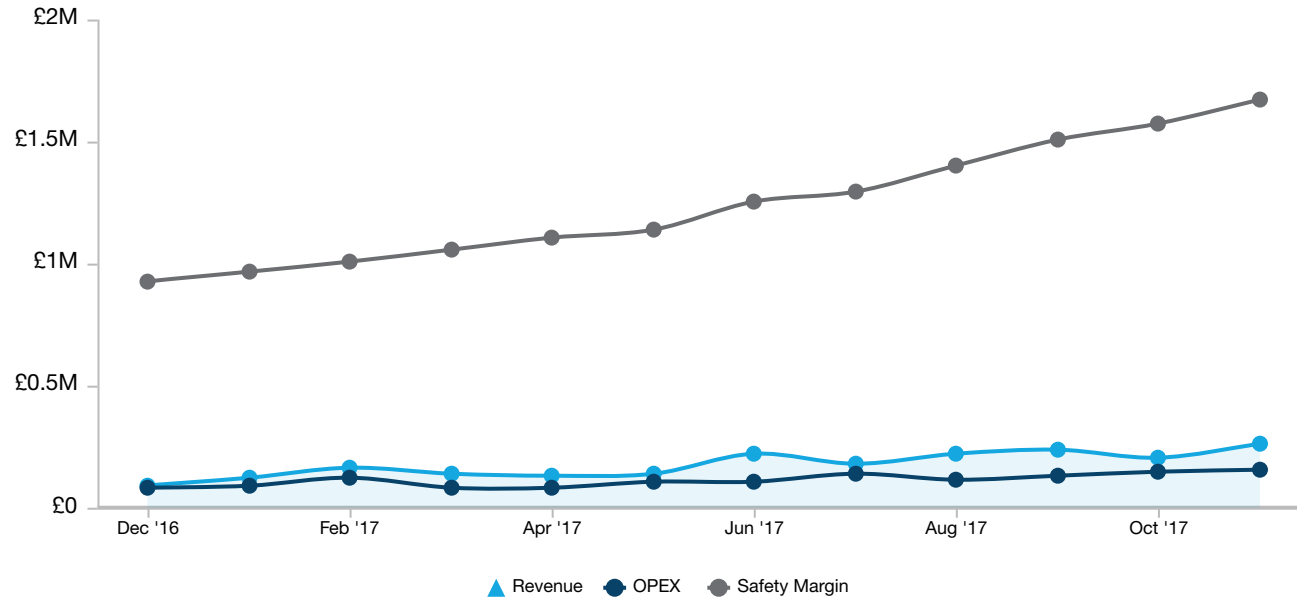


Asset and Capital Forecast – Next 12 Months

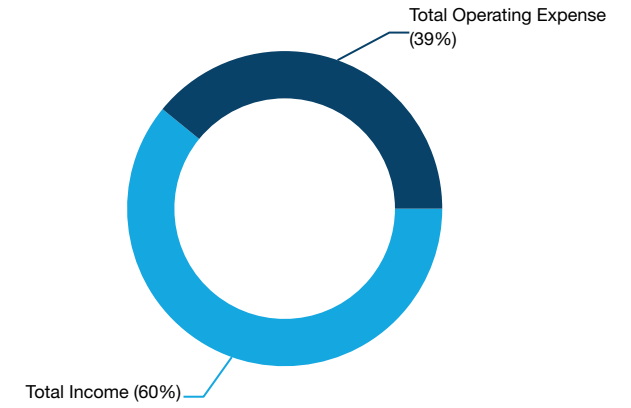


PROFITABILITY OVERVIEW

Safety Analysis



Income vs Expenses

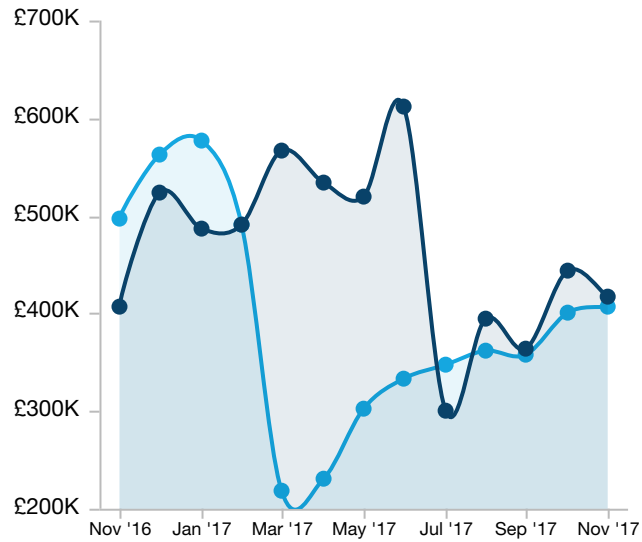


Profitability

	Feb '17	Mar '17	Apr '17	May '17	Jun '17	Jul '17	Aug '17	Sep '17	Oct '17	Nov '17	Total	2017-18 to date	Start/End % Variance
Gross Profit	£120,835	£128,503	£126,104	£113,740	£206,787	£165,758	£215,309	£240,450	£192,128	£251,840	£1,761,453	£1,057,993	▲ 108%
Gross Profit %	72.33%	95.03%	96.33%	83.76%	93.41%	90.38%	96.27%	99.67%	94.23%	95.30%	92.38%	96.38%	▲ 31.76%
Operating Profit	£40,991	£52,651	£48,223	£31,094	£112,448	£46,190	£107,957	£106,239	£60,047	£105,046	£710,885	£525,923	▲ 156%
Operating Profit Margin	0.24	0.39	0.37	0.23	0.51	0.25	0.48	0.44	0.29	0.40	0.37	0.48	▲ 62.02%
Earnings Before Interest & Tax	£40,991	£52,651	£48,223	£31,094	£112,448	£46,190	£107,957	£106,239	£60,047	£105,046	£710,885	£525,923	▲ 156%
Net Income	£40,991	£52,651	£48,223	£31,094	£112,448	£46,190	£107,957	£106,239	£60,047	£105,046	£710,885	£525,923	▲ 156%

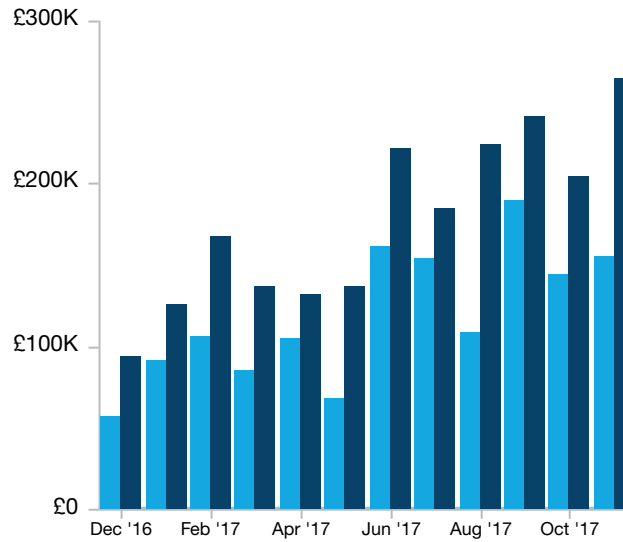
FINANCIAL SNAPSHOT

Available Cash



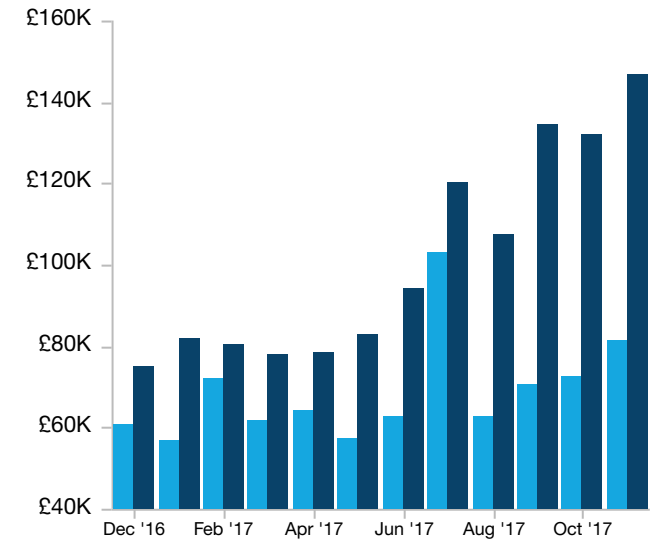
▲ 2015 - 2016 ▲ 2016 - 2017

Total Revenue



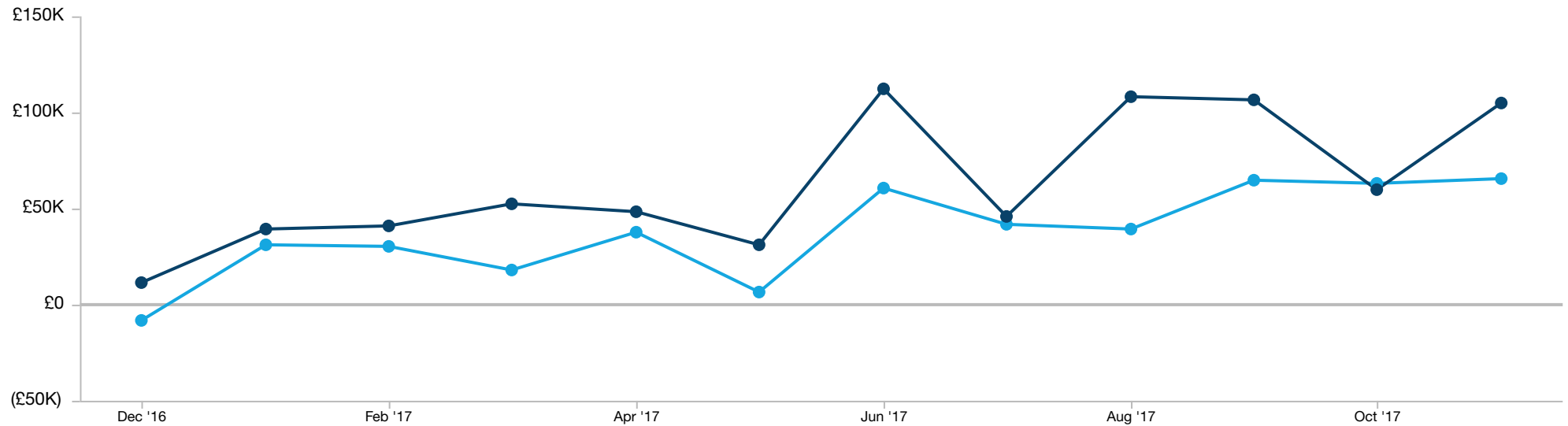
■ 2015 - 2016 ■ 2016 - 2017

Total Expenses



■ 2015 - 2016 ■ 2016 - 2017

Operating Profit



● 2015 - 2016 ● 2016 - 2017

think 

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