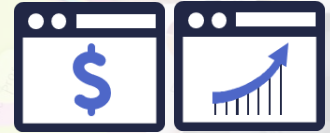


Case Study:

Fundraising Support & FP&A Services



**Online Talent Marketplace and Full Workforce Solutions
Provider Selects  RTD INSIGHTS  for Fundraising Support and
FP&A Services**

Company and Situation Overview

- Headquartered in Midwestern U.S.; more than doubled growth YoY
- \$6M+ of annual revenue; backed by numerous notable VC firms
- Co-Founder and CFO/ COO seeking fundraising and FP&A assistance

Challenges without RTD Insights

- X No FP&A function on team; CFO / COO managing all major finance workflows and needed assistance with daily processes
- X Controller on leave; team member required to help with monthly close, financial and business reporting, and other day-to-day workflows
- X Company seeking to raise \$20M Series B round for continued growth

Results with RTD Insights

- ✓ Created multiple business performance and sales reporting dashboards to manage KPIs and key financial information
- ✓ Managed numerous finance, operational, accounting, and sales ops processes, including commission reporting and budgeting / forecasting
- ✓ Led diligence with CFO / COO for successful Series B funding round