

We grow startups.

Financial strategies, systems, and services to help build startups right.



KCG (Keating Consulting Group) is a Silicon Valley/San Francisco-based financial services firm providing financial and operational leadership and back office support to startups and early-stage companies.

We provide the expertise, resources, and infrastructure upon which founders and executive teams can grow strong, healthy companies.

Strong finances give startups a leg up

Founding teams are usually a group of product designers, engineers and marketers. Finance-related strategy, along with bookkeeping, accounting, reporting, and other back-office tasks are often distant afterthoughts, but they are essential for a young operation to stay funded and grow at top speed. The benefits of utilizing CFO-level wisdom and sound financial systems from day one are numerous:

- Add experienced senior management to the team
- Optimize cash management
- Install risk and process controls for rapid growth
- Identify valuation-increasing milestones
- Increase success in raising capital
- Build credibility with the board & investors
- Create team and investor confidence
- Avoid or minimize mistakes
- Ensure legal and standards compliance
- Increase the probability of successful exit

Outsource to maximize value

With a young company, every penny counts, and the “cap table” is sacred. Outsourcing CFO, accounting, and HR functions makes good sense for startups that want the advantages of mature financial structures, while keeping the monthly burn-rate in check. Outsourcing delivers better service for less money.

- Better results
- Lower/variable costs
- Scalable and ready to grow with you
- Allow founders to focus on product and growth
- No sick days or vacations needed
- Anti-dilutive effect on cap table
- Collective wisdom/network of larger CFO team

Low, variable, controlled costs

Costs are as scalable as the services delivered. KCG can quote a fixed price for a fixed project, or perform work as-needed on an hourly basis at competitive and reasonable hourly rates. There are no surprises. You are in complete control.

Industry specialties

- Software/SaaS
- Consumer Web & Mobile
- Medical Device/Life Science
- Clean Tech
- Marketing/Web Analysis
- Wine & Beverage

Services provided

INTERIM CFO

- Leadership & structure
- Financial planning & analysis (FP&A)
- Modeling, forecasting & budgeting
- Board preparation/representation
- Fund-raising/M&A support
- Policy formation
- Best practices

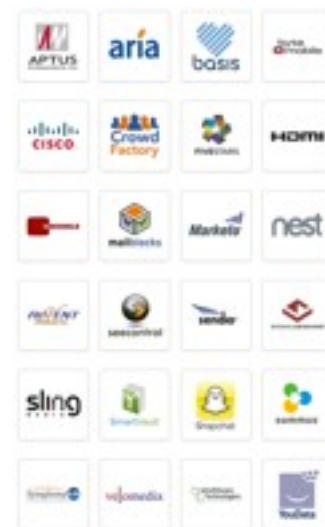
ACCOUNTING

- Controllers, CPAs, & bookkeepers
- Day-to-day GAAP accounting
- AR/AP
- Banking
- Tax & audit preparation
- Planning, purchasing, & inventory
- Monthly close & report preparation

HR/OPERATIONS

- Payroll
- Policies & procedures
- Employee handbooks
- Benefits/health
- New-hire processing
- Stock option plans
- PTO tracking
- Expense reports
- Travel logistics
- Workers' comp

Over 120 passionate startups served.



Keating Consulting Group supports many of the vital operation areas critical to our business success. They are responsive, reliable, and proactive partners in the financial development growth of our organization.

- Manish Bhatia, CEO, SymphonyAM

The Keating staff has played an important part in the growth of WindStream. The measured thought process and experience have guided the way forward for my company's growth and success!

- Dan Bates, President & CEO, WindStream Technologies, Inc.

KCG has provided the expertise and support for Aria Systems to manage hyper growth in a very dynamic market. The KCG team works closely with our executives from business planning through execution, measurement, and Board review.

- Mike Morini, President & CEO, Aria Systems

I just want to say a big thank you to KCG for being there to help Truedomain establish in the United States... I would have no hesitation in recommending your services.

- Robert Pickup, Founder, Truedomain, Inc

KCG zeros in on the areas that need immediate attention and provides support and guidance to develop a plan to address these needs. The style is supportive, non-judgmental and highly professional. I highly recommend them to anyone that needs financial guidance in their business.

- Kevin Cornell, CEO, Veloxum Corporation

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