**Fiscal Advantage
Corporate Backgrounder**

* Fiscal Advantage was conceptualized in 2008 by VP of Business Development Daniel O’Connell
* CEO Roger Jacobi joined the company in early 2015
* The software, Fiscal Checkup ([www.fiscalcheckup.com](http://www.fiscalcheckup.com)), was launched in May 2015
* Located in Lake Elmo, Minn.
* Four employees

**Service or Product Information Overview**

Fiscal Checkup is a web-based software platform designed to help small- to medium-sized companies get actionable data out of their financial statements. Whether it’s creating a larger return on investments or improved business performance, Fiscal Advantage helps organizations with:

* Improving profitability and maximizing enterprise value
* Increasing cash flow by better management of working capital accounts
* Understanding how their financial performance compares to others in their industry
* Knowing the value of their business
* Understanding how lenders view their financial performance

Fiscal Checkup delivers six customized, printable reports:

* **Executive summary:** A top-level analysis of the company’s financial data using easy-to-understand charts and graphs that includes recommendations for improvements and an estimate value of the business. Included in the executive summary is a forecasting tool where companies can get tremendous insight on the seven major inputs that impact future profits, cash needs, collateral analysis and the company’s bankability.
* **Industry comparables chart:** The most comprehensive industry comparison available, using up to five NAICS codes and qualitative data about the company and its markets. When benchmarking an industry, Fiscal Checkup uniquely provides an exact industry replica of a business. Without that, you are comparing apples to oranges.
* **Business valuation:** A sophisticated, financially-driven valuation of the business to use as a tool to understand the components of a valuation and how improvements impact company value. Fiscal Checkup gains insight with qualitative information that impacts the company specific risk return. The fair market value calculated by the software is validated by calculating the return to a buyer in a fictitious sale.
* **Cash driver report:** An analysis of the company’s cash management (A/R, A/P, inventory, the cash conversion cycle and industry comparison) to evaluate the working capital accounts and identify areas for cash flow improvement.
* **Profit driver report:** An analysis of COGS and operating expenses, comparing the company’s performance to industry data to improve profitability, growth and enterprise value. Includes a discussion of capital expenditures and a sales-centric review of the market and company dynamics.
* **Lenders report:** A detailed compilation of financial statements, which compares historic versus new sales, ratio review, abbreviated industry comparables report and Uniform Credit Analysis (UCA) cash flow statement as well an objective risk rating analysis that lenders use when reviewing loan requests. This report gives companies a good banking perspective of their business.

**Most Useful For:**

* CEO of a company with $1 to $200 million in revenue
* CFO of a company with $10 to $200 million in revenue
* CPAs who want to become trusted business advisors
* Consultant to small- to medium-sized companies

**Key Industries**

* Manufacturing
* Accounting
* Retail
* Consulting
* Services

**Current Topics in the Industry**

* Mergers/acquisitions
* Business valuation
* Cash flow improvement
* Performance benchmarking
* Increasing profits