



# Gene Siciliano



## So, Who Gets the Money?

In the spirit of the new economy, you have started the company you've always dreamed of launching—or you simply found a great opportunity in an underserved market—and you are now the CEO of a fast growing startup company. Investors have put money into your company, and you're rolling toward meeting your first milestones.

That's great, because it will bring the opportunity to tell your story to new investors to raise that all-important next round of financing.

You ask your Board to find additional prospective investors, and you look to your CFO or financial advisor for support in doing the projections and polishing your presentation.



**Finance for Non-financial Managers, 2nd Edition**, McGraw-Hill 2014, covers 14 key topics in the increasingly demanding world of business finance.

This new and significantly expanded revision includes a wealth of new material, following on the heels of the best selling original.

Because managers can no longer afford to be non-financial.



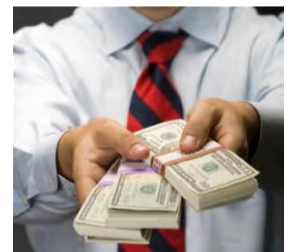
Then you go back to work in your company—hiring people, monitoring R&D developments, guiding the marketing program, keeping morale high among the troops, and waiting for the term sheet to arrive. Everything is working fine, right?

Maybe not.

The problem is you're not doing a key part of your job as the CEO! **You are in charge of raising that next round of funds!**

No matter how much you rely on the skills and reputation of your experienced Board and your high-powered CFO, they can never be more than the support team.

You must lead the team, and you must be the primary contact point when those potential investors appear. They want to talk to the chief, the person with the vision, the person who is making it all happen. You are the person they want to get excited about, and the person they want to hear from about the fabulous new product or service you are or soon will be offering the world.



You can't delegate that role to anyone else, even though you can't imagine how you'll get it all done and still be able to run your company. It helps if you diligently delegate to your team those fundraising steps that they can carry out for you, such as:

- Data collection
- Presentation development
- Lead generation
- Follow-up, progress tracking, etc.

But the person to make the sales call should be you, the CEO. The person to report to your Board on the fund raising progress should be you as well.

Fund raising is the most important part of your job description—at least until the survival of your company is no longer an issue.

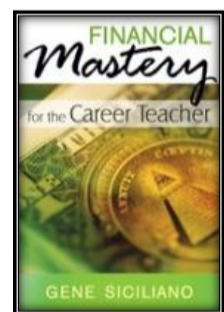
Do you need guidance to get you to that place? Call us. We can help. 310-645-1091 or 888-788-6534.

Or [e-mail me](#) for more information.

Gene Siciliano, **Your CFO for Rent**®



Gene brings his extensive financial management acumen and plain language writing style to the world of personal finance with **Financial Mastery for the Career Teacher**,



Corwin Press 2010. Written at the urging of an educational publisher, the guidance and strategies in this book will work for

professional people well beyond the education industry.

**Gene Siciliano** is the founder and president of Western Management Associates, source of **Your CFO for Rent**® services for over 25 years. The firm provides interim and part-time CFO/Controller services, executive coaching and guidance in operational finance and exit strategy. Gene and his team of seasoned CFOs and controllers have a clear mission in their work with CEOs and owner/operators of privately owned companies. Our value proposition:

- Increase the company's net worth and profitability by improving the management team's financial proficiency and bottom line results, and
- Develop and execute strategies that will make your company more appealing to a buyer or investor, if and when the time comes for an ownership transition.