

EVOLUTION OF

**ACCOUNTING**

NEEDS

# 1 CONCEPTION/ START-UP STAGE

**Need:** Bookkeeping

**Who to hire:** Bookkeeper or  
Administrative Assistant

**Tasks to Manage:**

- ✦ Invoicing
- ✦ Paying bills
- ✦ Entering credit card receipts
- ✦ Reconciling bank accounts
- ✦ Running simple financial statements

# 2 EARLY STAGE

**Need:** Accounting

**Who to hire:** Strong Bookkeeper or  
Staff Accountant

**Tasks to Manage:**

*Bookkeeping plus Accounting*

- ✦ Enhanced financial reporting
- ✦ Insurance management
- ✦ Simple budgeting

# 3 GROWTH STAGE

**Need:** Financial management

**Who to hire:** Senior Accountant,  
Accounting Manager, or Controller

**Tasks to Manage:**

*Bookkeeping & Accounting  
plus Financial Management*

- ✦ Bank relationship management
- ✦ Enhanced budgeting
- ✦ Cash flow forecasting

# 4 RAPID GROWTH/ MATURITY STAGE

**Need:** CFO level management

**Who to hire:** Controller & Chief  
Financial Officer

**Tasks to Manage:**

*Bookkeeping, Accounting & Financial  
Management plus CFO Management*

- ✦ Enhanced cash flow forecasting
- ✦ Modeling
- ✦ Financial metrics
- ✦ Deal structuring

