

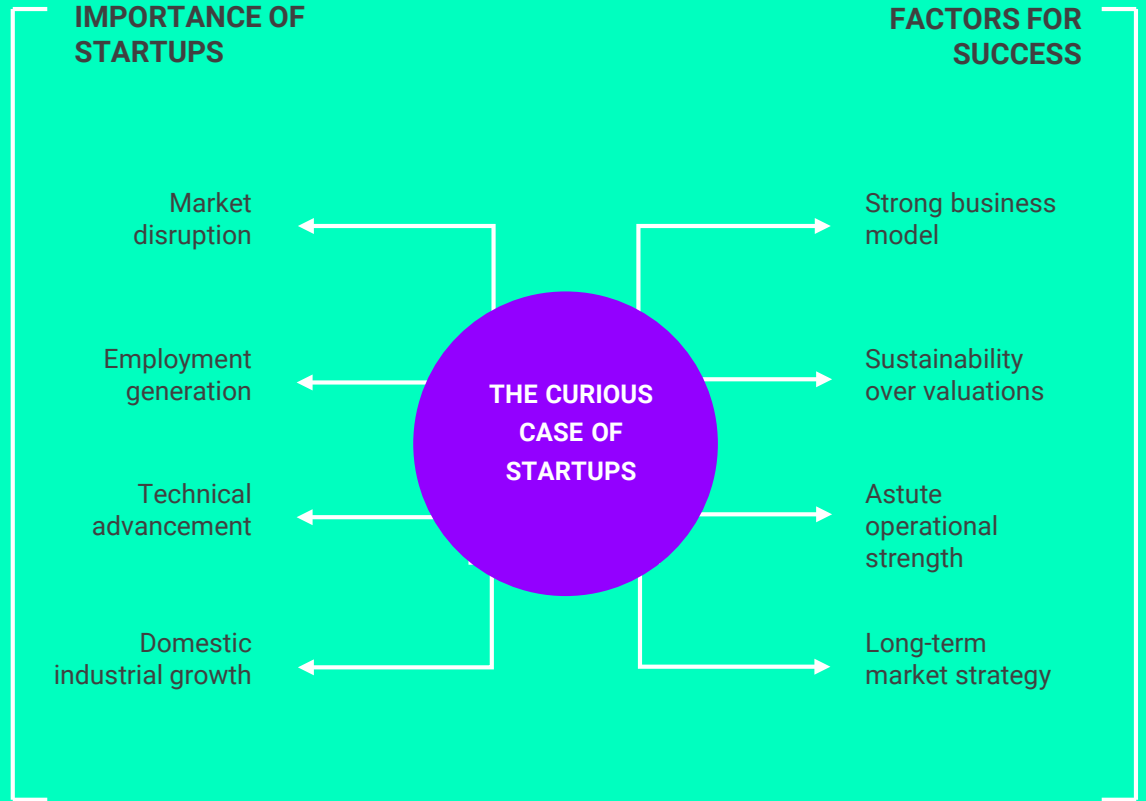
# For The New

Focused startup consulting





# Why are startups important? How do they succeed?





# Where can startups go wrong?

Startup failure isn't exactly uncommon. Their reasons for failure, even more so.



29%

Cash Running Out



18%

Pricing / Cost Issue



17%

Weak Business Model



Source: CB Insights

26%

Non-viable Business Model



24%

Cash Running Out



13%

Lacked Financing



Source: Frac.tl

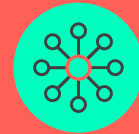
# Key challenges faced by startups

*Our understanding and experience with startups helped us identify some key challenges they face as businesses*



## FINANCIAL

- Access to capital
- Operational finance management
- Cash flow management
- Accounting and bookkeeping
- Lack of standard operating procedures



## TECHNOLOGICAL

- Tech-driven, or dynamic business models require understanding by consultants
- Technical infrastructure management
- Critical data management and accountability




## REGULATORY

- Multi-window clearances
- Direct and indirect tax issues
- Compliance management
- Issues regarding cross-border transactions
- Holding structures



## MISCELLANEOUS

- IPR management
- Litigation management
- Valuations
- Managing investor relations



# Why we should be involved with your startup



## OUR PHILOSOPHY

- Evaluating the business plan like an investor, while approaching financials like a chartered accountant
- Focus on long term value creation jointly
- Developing an astute financial management strategy
- Antemortem approach instead of postmortem approach



## OUR APPROACH

- Understanding long-term objectives of the business
- Striving to become a part of the business rather than merely being fence-sitters
- Looking beyond numbers
- Managing the financial complexities; doing the heavy lifting for you

*While we understand it's important for the founders to focus on their business, it's also imperative for them to spend time with us so that there is alignment between their vision and our approach.*



# What we do

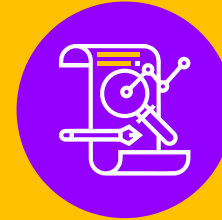
*Simply put, we believe in aligning a startup's vision with its business goals via our offerings.*



Financial Management & Financial Accounting



Tax & Regulatory Services



Diligence, Valuations & Transaction Support



Corporate Secretarial Compliances





# What we actually do



## Financial management & financial accounting

- Setting up new accounting and budgeting systems
- Developing financial SOPs
- Undertaking risk analysis and developing risk matrix
- Financial accounting
- Payroll management
- Monthly reports and reviews (via MIS)



## Tax and regulatory services\*

- Advisory services
- Compliance services
- Representation before relevant authorities
- Litigation support services

*\* including direct tax, indirect tax, and Indian foreign exchange control regulations*



# What we actually do



## Diligence, valuations & transaction support


- Supporting the due diligence process
- Assistance in Valuation process
- M&A transaction support
- Reorganisation support services



## Corporate secretarial compliances

- Incorporation of companies
- Assistance and maintenance of statutory records of the company
- Compliance services
- Advisory services
- Restructuring





## Select credentials & case studies



### Healthcare e-commerce

- Supported an investor in the startup with the diligence process
- Even though the investor was keen to invest, post-diligence we informed that the company is not worth acquiring. Our advise was accepted and we saved the client from significant losses



### SaaS

- Supported the business from ideation to pivot point
- Helped the business in dealing with angel investors during initial phase and provided support for consequent funding rounds
- Assisted in creating risk-optimised, tax-efficient operating structure

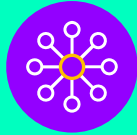


### Fashion e-commerce

- Helping the startup since inception with cash flow challenges to provide sustainability
- Assisting in constant evaluation of the business model from a long-term financial sustainability perspective



# Select credentials & case studies



## Ed-tech

- Currently supporting the business their financial accounting, direct/indirect tax advisory & compliance matters.
- Since startups at a nascent stage need more focused approach to manage their finance, we are helping the said business with preparation of SOPs so that they can be compliant from the start itself.



## Electric vehicles

- Evaluating various fund raising options and advising on best possible options keeping in mind the commercial as well as regulatory aspects.
- Assistance in finalising investor term sheets/agreements.
- Compliance services in terms of Companies Act, 2013 and Indian Foreign Exchange Control Regulations.



# About The Firm





## Our Origin Story



*Coinmen was founded in 2010 by 3 visionary partners, whose sole focus was to provide astute financial and business advisory to help companies do business in India*



We are a team of financial advisors, tax consultants, chartered accountants, business advisors, and corporate secretarial professionals who specialize in developing holistic strategies for existing companies to grow their business in India, as well as for new companies entering the Indian market.



### The Coinmen Group

- **Coinmen Consultants LLP**
- **Coinmen Capital Advisors LLP**
- **NAVRATN & Co LLP**



# Our services



*Our service offerings are undertaken by dedicated service lines:*

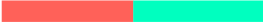
- **Market Research & Strategy**
- **Corporate Secretarial**
- **Tax and Regulatory**
- **Financial Accounting**
- **Corporate Finance**
- **Audit And Assurance**
- **CFO Support**





# The Coinmen ecosystem





# Advisory Board



**Amitabh Singh**

- Chartered Accountant and a Law Graduate
- Partner with E&Y in 1996
- Senior Partner with E&Y till 2012
- Drafted VAT laws for Delhi and Training of Govt officials
- Experience: 20+ years



**Sanjay Bhattacharya**

- Former CEO, State Bank of Bikaner & Jaipur
- Former CEO, SBI (International), Mauritius
- MD, State Bank of India till 2010
- Committee Member, Basel II Implementation and Risk Management of the Indian Banks Association
- Expert Comm. Member on Banking & Finance of ASSOCHAM
- Experience: 40+ years



**Keiji Nakajima**

- Japanese national, residing in India since 2005
- Chairman & MD of four Indo-Japanese organizations
- Advisor to 8 Indian and 20 Japanese businesses
- Former Honorary Advisor to State Government of Haryana, India
- Experience: 40+ years



# Global reach

*Led by expats, the foreign business desks at Coinmen act as a perfect bridge between the firm and its global clients; ensuring seamless communication as well as an appreciation of the nuances of each culture while aligning Coinmen's business environment with those of its clients'.*



Spain Desk



## BERTA CASTELLS

Working in India since 2013, she is an engineer and has worked with a large Spanish construction firm prior to Coinmen.

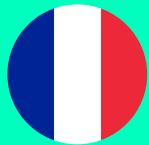


Korea Desk



## DANIEL LEE

With his experience of 27 years in industries ranging from electronic parts to infrastructure, Mr. Lee heads our Korea business group.

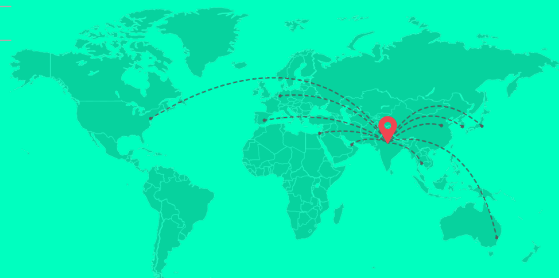


France Desk



## GUNJAN UPPAL

With an experience of over 18 years in helping French companies do business in India, Gunjan heads the France business group.







# Our fee structure



# Honestly? Even we're trying to figure it out.

In the past, we've worked on an equity plus cash model.  
But hey, we're flexible like that.



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