



# **CMAAs and Business Start-ups**

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# Agenda

01

CMAA and About Start-ups  
(Slides: 3 to 4)

02

Things needed to start a business  
(Slides: 5 to 10)

03

Benefits to Start-ups by Indian  
Government  
(Slides: 11-14)

04

Start-ups in 2023, failures and  
successes along with landscape  
(Slides: 15-24)

05

CMAA and Business Start-ups  
(Slides: 25-31)

# CMA<sub>s</sub>

- CMA stands for Certified Management Accountant. In India, it is Cost and Management Accountant. CMAs are professionals who hold a globally recognized certification in management accounting. They are experts in financial management, strategic planning, analysis, and decision-making within organizations.
- CMAs are distinguished by their comprehensive knowledge in financial accounting, managerial accounting, financial analysis, and other areas related to business management. They possess a deep understanding of financial data, cost management, risk assessment, budgeting, and performance evaluation.
- To become a CMA, individuals must meet certain education and experience requirements, pass a rigorous examination, and adhere to a professional code of ethics. CMAs are expected to engage in continuous professional development to stay up-to-date with evolving industry best practices and trends.
- The CMA designation is conferred by professional organizations such as the Institute of Management Accountants (IMA) in the United States, the Society of Management Accountants of Canada (SMAC), Institute of Certified Management Accountants of Australia & New Zealand (CMA), Chartered Institute of Management Accountants (CIMA, UK), Institute of Cost Accountants of India (ICAI, India).
- CMAs typically work in various industries, including finance, manufacturing, services, consulting, and government, where they play crucial roles in financial planning, analysis, and decision support.

# About Startups

- To assist those who want to launch their own businesses, Startup India is a ground-breaking initiative. The government supports these people in order to ensure that they can carry out their ideas and develop since they are capable and have ideas.
- India's economy would gradually improve and it will become a stronger country if this program is successful. The national and state governments of India are also keenly interested in assisting emerging start-up ecosystems.
- Even though they are small businesses, startups can have a big impact on economic expansion. Startups serve as hubs for innovation; they generate jobs, which boost employment and contribute to an improved economy; and they directly influence the cities in which they settle.
- Consider how Alibaba affected Hangzhou, how Microsoft changed Redmond, how Google changed Mountain View, California, and how Infosys changed Bangalore. Through the provision of job chances to both seasoned and novice experts, they enhanced employment patterns. This resulted in an increase in the number of recent graduates and the relocation of seasoned experts from various places.
- Thanks to startups, the "dynamism gap" between the nation's main cities and the rest of the country is closing. These companies generate new industries and use cutting-edge technology to strengthen the economy. When these firms go public, they actually start turning a profit for the owners, employees, and shareholders. Startups additionally aid in reframing the nation's image.

# Things Needed to Start a Business

In India, the number of startups and entrepreneurs is rising. The Indian government also offers a plethora of advantages to support and foster companies. But starting your own firm is a labor-intensive process. Having a business idea, obtaining the necessary licenses, and promoting the venture are all necessary to launch a company. The following items are necessary to launch a new company in India:

## Possess a Business Concept

- Selecting the type of business to launch is the first stage in the startup process. You must have an original business concept. Select a business that interests and inspires you. But first, do some research on the market and rivals as well as the company idea.
- Ascertain the demographic that your business's products or services may appeal to. They are the people you want to target with your business. Under the "Made in India" campaign, entrepreneurs can find numerous opportunities in India in the hospitality, manufacturing, tourist, and agricultural sectors.

## Make a business strategy

- Next, draft a business strategy that includes financial projections, timetables, and important business milestones. It serves as your company's blueprint. The mission statement and company values that direct you through challenging projects or periods of growth in your firm should be outlined in the business plan.

# Things Needed to Start a Business

The following are some of the crucial elements of a business plan:

- Description of the company
- synopsis for the executive
- Products and services offered
- Analysis of markets
- Process of implementation and business plan
- group leadership
- Plans and estimates for finances

## Funding Sources

Funding is necessary for every business. Entrepreneurs may use their savings or money borrowed from friends and family to launch their businesses. Small enterprises typically raise their own funding. But, you can also get the money you need to start and operate your business from the several sources listed below:

- Businesses can obtain working capital and term loans from banks. Numerous banks have launched a range of business credit programmes.

# Things Needed to Start a Business

## Funding Sources (continued)

- When an entrepreneur buys shares in a cooperative society, the majority of those organizations lend money to small enterprises.
- Companies can use crowdsourcing to raise money. Getting investments from friends, family, neighbors, the neighborhood, or the broader public in exchange for company stock is known as crowdsourcing.
- Companies looking to raise money might reach out to angel and venture capitalists. They provide excellent financial options for new and small enterprises.

## Company Name

- You must choose a name for your business or organization. A company's or firm's name in India shouldn't seem too similar to one that already exists. The Registrar of Companies will deny your application for business registration if the name of the firm is identical to an already-registered company name or trademark. Therefore, choosing a legally suitable name for your firm is crucial. Before choosing a name, you must perform a name search. You can use the name search to find out whether there is already a firm using a name that is similar to the one you want to use for your venture. You must come up with a new name for your business if one already existing under the same name as it must be distinctive. It's also simple to register a unique name that differs from existing company names.

# Things Needed to Start a Business

## Office of Business

- For official business communications and business registration, your corporation or firm must have an office address. Starting a business is possible from either your home or rented space. If your business is online, on the other hand, you can operate it from home, in which case your residence will serve as the business office address.
- When choosing where to purchase or rent an office space, there are a number of things to take into account. Your company's location should be close to major thoroughfares so that clients can easily find it on their travels. However, since they accept direct ordering and offer a variety of payment options, e-commerce stores are the best option if you want to launch an online business.

## Business Registration

- After deciding on the business name and office location, you need to register your business for it to be legally recognised. You can choose any one of the following business structures for establishing your business: Sole proprietorship, Partnership firm, Limited Liability Partnership (LLP), One Person Company (OPC), Private limited company, Public limited company.



# Things Needed to Start a Business

- Firms that are sole proprietorships or partnerships lack a distinct legal identity from their owners or partners and are subject to unlimited liability. Nonetheless, as compared to other forms of corporate formations, they require fewer compliances and have a lower registration fee.
- Members of private and public companies, LLPs, and OPCs are recognized as distinct legal entities with limited responsibility. It is simple to raise money since investors like to put their money into LLPs or corporations. They do, however, have a lot of compliances to follow.

## Obtain necessary clearances

- Businesses must also secure municipal or civic authority clearances, power and water connections, the Shop and Establishment Act registration, and any other special licenses that may be required based on the type of business, such as the GST registration, FSSAI license, trade license, etc.

## Possess a webpage

- A business's website listing its goods and services encourages customers to visit the site, learn more about it, and purchase goods or services. Having a website for your business helps you attract more consumers because many people prefer to shop and use services online. Having a well-maintained, professional website and email address will facilitate prompt communication with customers.

# Things Needed to Start a Business

## Marketing Strategies

- Once your company is registered, marketing is essential to attracting clients. To advertise the goods and services offered by your company, you must develop marketing tactics. Reaching potential clients is quickest when you promote your business online. Establishing company accounts on social media sites like Facebook, Instagram, and Youtube can help you expand your brand and reach a wider audience in addition to having a website.
- On your company's social media pages, you can post pertinent images and additional details along with videos showcasing your goods and services. Additionally, you can advertise your company via conventional media, such as local radio, newspapers, and brochures.

## Open a bank account

- Having a bank account in your company's name is crucial. Since it prevents you from combining commercial and personal transactions, all business transactions must be made through the business bank account. But, you must take into account a number of factors before deciding on a bank to create an account, including the availability of free checks, bank overdraft protection, loan options, letter of credit capabilities, etc.

# Benefits to Startups by Indian Government

- The Government of India and the Ministry of Micro, Small, and Medium Enterprises have launched more than 21 schemes to empower startups and MSMEs in India.
- List of 21 govt. schemes to promote entrepreneurship in India that are specially for startups or entrepreneurs who are looking to get help from these schemes can be obtained from:  
<https://digest.myhq.in/top-10-government-schemes-for-startups-in-india/>

## Eligibility for Registration under Startup India

As per the Startup India Action plan, the followings conditions must be fulfilled in order to be eligible as Startup :

1. Being incorporated or registered in India up to 10 years from its date of incorporation.
2. Is a private limited company or registered as a partnership firm or a limited liability partnership.
3. Has an annual turnover not exceeding Rs. 100 crore for any of the financial years since incorporation/registration.
4. Is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.
5. It is important to note that an entity formed by splitting up or reconstruction of an existing business shall not be considered a 'Startup'. Also, an entity will not be called a startup after:
6. Completion of ten years from the date of its incorporation/registration, or
7. Achieving turnover in any previous year more than Rs. 100 crore.

# Benefits to Startups by Indian Government

## Simple process

The government of India has launched a mobile app and a website for easy registration for startups. Anyone interested in setting up a startup can fill up a simple form on the website and upload certain documents. The entire process is completely online.

## Reduction in cost

The government also provides lists of facilitators of patents and trademarks. They will provide high-quality Intellectual Property Right Services including fast examination of patents at lower fees. The government will bear all facilitator fees and the startup will bear only the statutory fees. They will enjoy 80% reduction in the cost of filing patents.

## Easy access to Funds

A 10,000 crore rupees fund is set-up by government to provide funds to the startups as venture capital. The government is also giving guarantee to the lenders to encourage banks and other financial institutions for providing venture capital.

## Tax holiday for 3 Years

Startups will be exempted from income tax for 3 years provided they get a certification from Inter-Ministerial Board (IMB).

# Benefits to Startups by Indian Government

## Apply for tenders

- Startups can apply for government tenders. They are exempted from the “prior experience/turnover” criteria applicable for normal companies answering to government tenders.

## R & D facilities

- Seven new Research Parks will be set up to provide facilities to startups in the R&D sector

## No time-consuming compliances

- Various compliances have been simplified for startups to save time and money. Startups shall be allowed to self-certify compliance (through the Startup mobile app) with 9 labour and 3 environment laws.

## Tax saving for investors

- People investing their capital gains in the venture funds setup by the government will get exemption from capital gains. This will help startups to attract more investors.

# Benefits to Startups by Indian Government

## Choose your investor

- After this plan, the startups will have an option to choose between the VCs, giving them the liberty to choose their investors.

## Easy exit

- In case of exit - A startup can close its business within 90 days from the date of application of winding up

## Meet other entrepreneurs

- The government has proposed to hold 2 startup fests annually both nationally and internationally to enable the various stakeholders of a startup to meet. This will provide huge networking opportunities.
- Startups are being highly encouraged by the government. The benefits enjoyed by them are immense, which is why more people are setting up startups.

# Key Facts and Statistics of Startups in India

- **90% of startup activity in India appears to be concentrated in the top 6 cities:** Bangalore (28%), Delhi-NCR (24%), Mumbai (15%), Hyderabad (8%), Pune (6%), and Chennai (6 percent).
- **As the upcoming emerging startup locations:** Kolkata, Ahmedabad, Kochi, Jaipur, and Thiruvananthapuram are dominant.
- In Bengaluru, 62% of startup founders had prior technical experience.
- 13% of the company's founders have zero professional experience.
- \$2.256 billion (Rs. 14,228 crores) in venture capital investments were made in Bengaluru last year (2022-23), a 4X increase in funding. By virtue of this, Bengaluru is currently Asia's 7th-largest investment destination.

# Types of Startups and Industry-Specifics

There are different types of startups, such as Tech, E-commerce, Lifestyle, Healthcare, and more. Each has its own set of challenges and opportunities. Here are some industry-specific startup statistics:

- **Tech Startups:** Tech startups are one of the most popular types of startups. According to research from Straits, the Digital Transformation Market Size is expected to reach \$2.1 Trillion by 2030, with a CAGR of 23.72%.
- **E-commerce Startups:** With lockdowns and social distancing measures in place, more people have turned to online shopping for their needs. As a result, e-commerce startups have seen a surge in demand and investment. In 2023, the global e-commerce market is projected to be worth \$6.5 trillion, and e-commerce users will reach 2.1 billion by 2023.
- **Healthcare Startups :** Healthcare startups are gaining traction due to the increasing demand for innovative solutions in the healthcare industry. The healthcare services market worldwide experienced a compound annual growth rate (CAGR) of 6.3%, increasing from \$7,499.75 billion in 2022 to \$7,975.87 billion in 2023. According to a new Global Market Insights Inc report, telemedicine is projected to grow \$240 billion by 2032, creating significant opportunities for healthcare startups in this field.



# India's Top Start-ups in 2023

Here's the full list of India's Top Start-ups in 2023:

## 1. ZEPTO

- **Full-time headcount:** 1400+, **Headquarters:** Mumbai, **Year founded:** 2021
- **What they do:** Zepto is a quick commerce company delivering groceries and essentials across 10 cities in India. The Mumbai-based startup raised \$200 million in August and became India's first unicorn of 2023.

## 2. BluSmart

- **Full-time headcount:** 620, **Headquarters:** Gurugram, **Year founded:** 2018
- **What they do:** BluSmart offers electric ride-hailing services in Delhi NCR and Bengaluru with its 4,500-strong electric car fleet. Founded in 2019, the startup is planning to expand this fleet to 10,000 cars by the end of this year and invest more in setting up electric chargers across India.

## 3. Ditto Insurance

- **Full-time headcount:** 250+, **Headquarters:** Bengaluru, **Year founded:** 2018
- **What they do:** Founded in 2018, this insurtech startup helps people compare plans, understand policies, and buy insurance through its online platform.

## 4. Pocket FM

- **Full-time headcount:** 480+, **Headquarters:** Bengaluru, **Year founded:** 2018
- **What they do:** Audio series platform Pocket FM offers audio entertainment across multiple genres and Indian languages through its 100,000+ hour-strong content library. Founded in 2018, the company states they have 80 million listeners globally.

## 5. Skyroot Aerospace

- **Full-time headcount:** 260, **Headquarters:** Hyderabad, **Year founded:** 2018
- **What they do:** Hyderabad-based Skyroot Aerospace specialises in futuristic space-launch vehicle design and building. With its maiden mission Prarambh, the startup in 2022 became the first Indian private company to launch a rocket into space.

# India's Top Start-ups in 2023

## 6. GoKwik

- **Full-time headcount:** 275, **Headquarters:** New Delhi, **Year founded:** 2020
- **What they do:** GoKwik offers data and technology-led solutions for eCommerce and D2C brands to improve customer experience across the shopping funnel and boost conversion rates and revenue growth.

## 7. Fi

- **Full-time headcount:** 400, **Headquarters:** Bengaluru, **Year founded:** 2019
- **What they do:** Fi is a financial app with an in-built savings account that also offers mutual fund investment options and other financial services like personal loans in partnership with regulated entities.

## 8. Sprinto

- **Full-time headcount:** 150+, **Headquarters:** Bengaluru, **Year founded:** 2019
- **What they do:** Sprinto automates Information Security compliances and privacy laws for software-as-a-service companies and helps monitor entity-level risks and controls.

## 9. Supersourcing

- **Full-time headcount:** 120, **Headquarters:** Indore, **Year founded:** 2020
- **What they do:** Supersourcing is a B2B AI-enabled platform for hiring remote engineers and provides pre-vetted developers to medium and small-sized businesses, enterprises, and funded startups.

## 10. GrowthSchool

- **Full-time headcount:** 180, **Headquarters:** Bengaluru, **Year founded:** 2021
- **What they do:** GrowthSchool partners with instructors to create cohort-based courses on personal and professional growth topics like marketing, design, and business.

# India's Top Start-ups in 2023

## 11. Jar

- **Full-time headcount:** 180+, **Headquarters:** Bengaluru, **Year founded:** 2021
- **What they do:** Jar is an automated gold savings app that allows people to save spare change from their online transactions and invest it in digital gold, as well as offers manual and daily, weekly, or monthly savings options. Launched in 2021, the app currently has more than 1.5 crore users.

## 12. Shyft

- **Full-time headcount:** 70, **Headquarters:** Gurugram, **Year founded:** 2019
- **What they do:** Shyft, formerly known as Mindhouse, is a wellness and life management and tracking platform that offers health, yoga, nutrition, and dermatology programmes.

## 13. Teachnook

- **Full-time headcount:** 130+, **Headquarters:** Bengaluru, **Year founded:** 2021
- **What they do:** E-learning platform Teachnook offers students curated programmes to help them upskill in topics like Web3, Augmented Reality/Virtual Reality, business development, and performance marketing.

## 14. StockGro

- **Full-time headcount:** 60+, **Headquarters:** Bengaluru, **Year founded:** 2020
- **What they do:** StockGro aims to educate young investors about trading and investment. It allows people to build their trading skills in a simulated environment, follow experts and top investors, and also provides investment recommendations and portfolio management solutions.

## 15. Exponent Energy

- **Full-time headcount:** 185, **Headquarters:** Bengaluru, **Year founded:** 2020
- **What they do:** This startup is on a mission to simplify energy for electric vehicles (EVs) and offers a 15-minute rapid charging solution for EVs.

# India's Top Start-ups in 2023

## 16. Hourr

- **Full-time headcount:** 100, **Headquarters:** Gurugram, **Year founded:** 2019
- **What they do:** Focused exclusively on millennials and working professionals, Hourr provides luxury co-living and accommodation solutions across five Indian cities and more than 75 properties.

## 17. AccioJob

- **Full-time headcount:** 190, **Headquarters:** Gurugram, **Year founded:** 2018
- **What they do:** Run by IIT Delhi alumni, ed-tech startup AccioJob offers courses around full-stack web development and data analytics

## 18. TravClan

- **Full-time headcount:** 190+, **Headquarters:** New Delhi, **Year founded:** 2019
- **What they do:** TravClan is a B2B platform offering business solutions for travel companies which include flight and hotel bookings, travel websites, payment gateways, and marketing material.

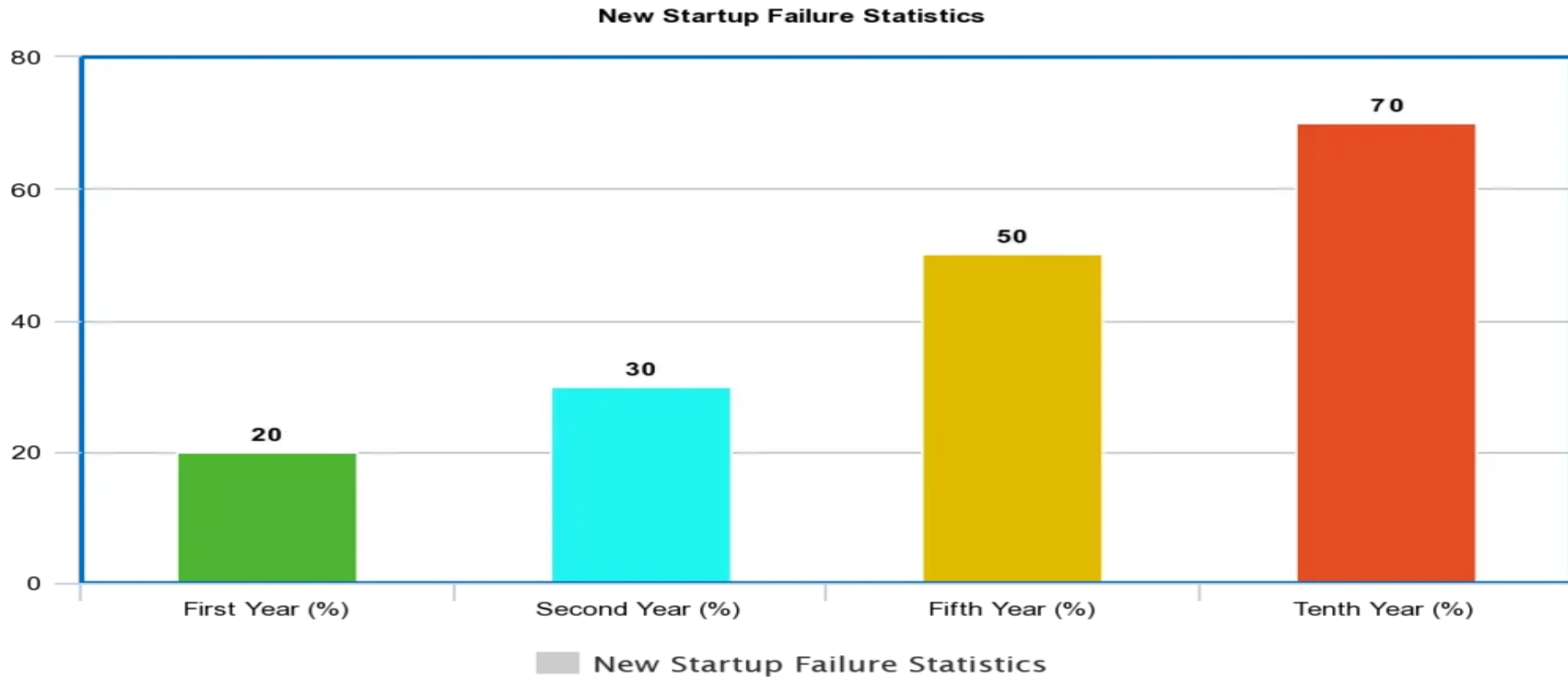
## 19. DotPe

- **Full-time headcount:** 450+, **Headquarters:** Gurugram, **Year founded:** 2019
- **What they do:** DotPe offers business solutions for omnichannel selling which include Point of Sale, e-commerce website, QR, payments, and delivery. It provides a full stack food tech offering for food and beverage companies

## 20. Fasal

- **Full-time headcount:** 170\*, **Headquarters:** Bengaluru, **Year founded:** 2018
- **What they do:** Fasal is a full-stack platform for horticulture farming, which started with the mission of removing the guesswork from farming. Through its AI-driven platform, the company provides farmers farm-specific, crop-specific, and crop-stage-specific actionable advisory; and helps them reduce the cost of cultivation and increase quality and yield.

# The Startup Failure Rate in India



- 9 out of 10 new businesses failed in India.
- Venture-backed firms fail 7 out of 10 times.
- Only 1% of startups go on to become household names like Uber, Airbnb, Slack, Stripe, and Docker.
- For first-time entrepreneurs, the success rate is 18%.

# The Startup Successes vs. Failures

The Unicorn Club is home to 105 Indian businesses in total. In the upcoming year, the numbers are anticipated to increase dramatically. A startup business valued at more than \$1 billion is referred to as a unicorn.

- Names of Some Unicorns Startups (India): BharatPe, FRACTAL, Xpressbees, Dream11
- Startups That Have Failed (India): PepperTap, Koinex, Frankly.me, HotelsAroundYou, Dazo, Doodhwala
- Startups That Have Made a Comeback After a Diminishing Fall (Global):  
Delta Airlines, Lego, Marvel & Marvel Studios, PBR Sales, Netflix
- Startup Industries With the Most Failures: It may seem odd at first, but the information industry has the greatest failure rate. However, the information sector has a low entry barrier and a significant proportion of actual high-risk companies, which may be pushing the average failure rates higher. Food & Agtech, Blockchain, Analytics, Big Data, and AI, Robotics & Advanced Manufacturing. Unofficially, according to business insiders, 99% of robotics startups fail (!).

# Why Startups Fail in India?

- 35% of startups fail because they spent time, money, and resources creating a good or service that no one wants or needs or that is already available. Even well-known titans occasionally make mistakes.
- The simple fact that startups run out of money is one of the most frequent causes of failure. This can be due to bad money management, an inability to obtain finance or a lack of income.
- A terrible mistake is undervaluing or ignoring your rivals. However, 20% of companies blame their demise on being outperformed by their competitors. Your major competitors may be another startup with a superior offering or marketing plan or an existing business with a sizable and devoted customer base.
- A successful startup requires a solid and long-term business plan. Any business is doomed to failure without a defined plan of operating procedures and revenue generation.

# Startups in India landscape as on today

## Key Highlights

**180K+**

Startups In India By 2030

**141 Bn+**

Total Capital Invested Between 2014 & H1 2023

**22K+**

Active Startup Investors By 2030

**110+**

Indian Unicorns

**\$500 Bn**

Combined Valuation Of Indian Startups

**759 Mn**

Active Internet Users



# CMAAs and Business Start-ups

- When it comes to the total number of startups in operation worldwide, India ranks first. Additionally, shows like Shark Tank India are inspiring Gen Z and Millennials to either work for or create their own startups. In India, the startup ecosystem has experienced a boom that has sparked a revolution that has enabled numerous firms to become profitable unicorns.
- However, without a cadre of experts that provided significant growth support to startups, this revolution would not have been conceivable. They have consistently played a role in raising a startup. These experts include Lawyers, CMAAs, CAs, CSs, and Tech Consultants. However, in this presentation we are presenting the role of CMAAs in Business Start-ups in India.

## **CMAAs' contribution to India's startup revolution**

- To begin with, we must acknowledge that running a startup in India is not an easy task. Depending on their business, different businesses encounter varying complexity from the beginning to the finish. A founder must always adhere to tax and legal compliance, even in the early stages of conceptualization. All these tasks are too much for a startup entrepreneur to manage alone. Hence, a CMA.

# CMAAs and Business Start-ups

## Holistic Business Guidance by CMAAs

- CMA is qualified to assess the entire starting plan from an all-encompassing perspective. A CMA's experience and knowledge enable them to advise any startup at any point in its development process. If a startup's core foundational elements—such as identification, entity selection, tax structure, applicable regulations, etc.—are well considered, the entrepreneur can have a solid base.

## Founders should concentrate on the startup vision with CMAAs being the guiding lights

- In order to assist startup owners in managing their non-business operations, CMA offers a range of services, including bookkeeping, costing structures, management accountancy for decision making, tax compliance, data management, MIS, and other analytical and financial reports. Being a founder allows one to focus on the vision of the firm, its growth, and the implementation of numerous other crucial tasks while being least concerned with these operations, as they are well taken care by CMAAs.

## Tech-driven modern era CMAAs

- When it comes to service delivery, modern CMA firms have become more accurate and technologically savvy. For firms that are becoming unicorns, a major combination of information on statutory and legal guidelines with robust tech platforms is beneficial, and that is possible through CMAAs.

# CMAAs and Business Start-ups

## CMAAs Availability to Small Startups

- Here, CMAAs address the issue of their services' affordability. Not every business has the financial resources to reach out to highly qualified individuals. The CMAAs of today are willing to help small and medium-sized entrepreneurs and can be good friends. Founders are prepared to improve their entrepreneurial experience and look for appropriate coaching.
- There are many ways that a CMAA can help a startup; these are only a handful.
- CMAAs want to help entrepreneurs since they are vital to the development of India's economy. As CMAAs thrive to do it right for Start-ups, every business builds its foundation to the best of its ability and embraces its path with the proper people.
- CMAAs can, not only guide starts-up since its conceiving idea, incorporation, funding, approvals, licences, day - to - day business affairs like compliances, valuations, liaisoning with various entities, valuations, staffers, venture capitalists, IPR practitioners, corporate strategies planning for business, but also detect and minimise frauds and scams and to stay up breast with corporate governance as a conscious keeper.

# CMAAs and Business Start-ups

Functions of CMAAs in Start-ups-

1. Financial planning and analysis
2. Cost management
3. Budgeting and forecasting
4. Risk assessment and management
5. Internal controls and audits
6. Financial reporting and analysis
7. Performance measurement and evaluation

# Competitive edge of a CMA vs. Others

CMAs have several competitive advantages compared to other finance professionals when it comes to business start-ups. Here are some key differentiating factors:

1. **Holistic Business Perspective:** CMAs possess a well-rounded understanding of business operations beyond finance. They have the expertise to analyze and assess the financial impact of various business decisions, helping start-ups make informed choices about resource allocation, investment strategies, and risk management.
2. **Management Accounting Focus:** CMAs specialize in management accounting, which emphasizes the internal aspects of financial management. They are skilled in cost management, budgeting, performance evaluation, and strategic planning - all vital areas for start-ups striving for financial success.
3. **Strategic Decision Support:** CMAs excel at providing data-driven insights to support strategic decision-making. They can assess financial feasibility, evaluate potential revenue streams, analyze market trends, and help start-ups develop robust business plans that align with their long-term objectives.
4. **Lean Operations Expertise:** Start-ups often operate in lean environments with limited resources. CMAs can help optimize costs, identify inefficiencies, and implement cost-saving measures without compromising quality or growth potential. Their expertise in process improvement and resource optimization is invaluable for start-ups seeking profitability.

# Competitive edge of a CMA vs. Others

5. Risk Assessment and Management: CMAs possess strong risk management skills, enabling them to identify potential financial risks and develop mitigation strategies. Start-ups face various uncertainties, and CMAs can help evaluate the financial implications of different business scenarios, assess risk levels, and implement appropriate risk management frameworks.

6. Performance Measurement and Analysis: CMAs are proficient in performance measurement techniques, allowing them to establish relevant metrics and evaluate a start-up's financial performance effectively. They can develop key performance indicators (KPIs), prepare financial reports, and provide insights on profitability, liquidity, and overall financial health.

7. Compliance and Governance: CMAs adhere to professional codes of ethics and have a solid understanding of regulatory frameworks. They can assist start-ups in maintaining compliance with legal and financial reporting requirements, ensuring good governance practices are followed from the outset.

While other finance professionals can provide valuable insights and expertise, the CMA designation equips professionals with a specific skill set tailored to the needs of organizations, including start-ups. The combination of financial expertise, strategic mindset, and management accounting focus makes CMAs uniquely positioned to assist start-ups in navigating the complexities of financial management and promoting sustainable growth.



# Thank you

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Thanks to your commitment and great interest to listen to this presentation.

We look forward to working together.

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