



The advertisement features a dark grey background. At the top left, a red circle highlights the number '15'. Below it is a list of features: '12 Months CFO Scoreboard License' (with a red checkmark), 'Optics', 'Diagnosis', 'Dig Here', 'MLOT', 'What If', 'Trends + Relationships', and 'Video Coaching Tutorials'. Below these are four more features with checkmarks: 'Cloud Based', 'Set-up + Upload Support', 'Accounting, Industry, Size Agnostic', and '1 Company, 2 Users'. At the top center, the 'CFO Scoreboard' logo is enclosed in a black box. To the right, a black box contains the text 'Owner's Muscle' and 'Retail Price: \$4,995' with a red slash through the price. Below this, a large black box displays '\$2,495' in white, with '50% Savings' written below it. At the bottom, a black banner contains the text: 'Accountants tell you how much money you made. CFO Scoreboard tells you how to make more money.'

How the CFO Scoreboard Software Online works

- You export your data (*monthly income statements and monthly balance sheets*) from your current accounting software (Quickbooks, MYOB, Xero, etc.) into excel spreadsheets and upload that into the CFO Scoreboard Software cloud-based application. (This is an easy process. Simply select the time periods to be exported and click Export to Excel.)
- Once the data is uploaded and the account classifications are verified (2 minutes) to ensure they are properly classified, you can immediately review the analysis provided by CFO Scoreboard.
- Data is loaded into the CFO Scoreboard Online on a **monthly basis** (vs. daily, weekly, quarterly or annually). **This product will not work for you if you cannot produce monthly financials.**
- CFO Scoreboard is designed to provide the business owner with optics on the overall business.
- CFO Scoreboard is not intended or designed to replace your current accounting software or many of the financial metrics that a business owner may use to analyze their businesses or that are specific to an industry.
- On the other hand, CFO Scoreboard does provide some incredibly valuable optics and trends that can be used to make the business more profitable and sustainable.
- CFO Scoreboard has a very robust integrated tutorial section to answer most questions that may arise as well as guide you through the analysis and optics you need to run the business end of your business.

What it does:

- Diagnose the problems and profit drains quickly.
- Highlight the levers to drive the cash flow of your business (which is the true "bottom line").
- Increase your profitability and cash flow by pinpointing exactly where you should immediately take corrective action.
- Prioritize and plan the critical drivers to grow profits and cash flow.
- Take control of your business with the optics and analysis of the financial condition of your business.
- Effectively measure, analyze and change the activities causing the profit and cash flow problems.

The key to CFO Scoreboard:

Better Optics

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Better Decisions

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More Money

CFO SCOREBOARD SOFTWARE – Frequently Asked Questions

How is CFO Scoreboard delivered to me?

Once your payment is processed, you will receive a welcome email from CFO Scoreboard instructing you to set up your account by adding your password followed by a second email with the “Getting Started” packet attached. Once you have set your password, you can access the CFO Scoreboard app. You are then able to upload your files per the instructions in the “Getting Started” packet and begin using CFO Scoreboard.

How quickly will I receive my login details?

You should receive the Login email and a Welcome email within 48-hours of purchase.

How long will it take to set up CFO Scoreboard and start using it?

Typically, the set-up is less than 15-20 minutes. CFO Scoreboard also has a very robust video support section which reviews each section of the software. The Support section may be accessed at any time by clicking on your name in the upper right-hand corner of your screen and selecting Support in the drop-down menu.

How long is my subscription for?

CFO Scoreboard is an annual subscription. We have added an additional 3 months to that first year (a 15-month license) to give you adequate time to get set-up in CFO Scoreboard!

What information must be entered into the software to get started?

CFO Scoreboard requires that you upload at least two months’ worth of data from your income statement and two months’ worth of data from your balance sheet. The more data you have (3 years’ worth is ideal), the better the optics!

Is CFO Scoreboard compatible with both Microsoft and Apple?

CFO Scoreboard is a cloud-based application. All you need is access to the internet.

What if I use cash instead of accrual accounting?

CFO Scoreboard is designed to provide the critical financial optics required to enable you to understand the dials, project the results and pull the levers regardless of your accounting methodology.

How can I use CFO Scoreboard with my management team?

One of the primary benefits of CFO Scoreboard is using it as the platform for on-financial executives to analyze prior financial decisions and plan for future priorities.

How many time periods can I analyze?

CFO Scoreboard has the ability to analyze as many time periods as you would like to upload. We suggest starting with a minimum of 12 months of Income Statements and Balance Sheets in order to spot trends. 2-3 years of historical, monthly Income Statements and Balance Sheets improves your optics if you have them available. The periods of time you measure should be exported from your accounting software in a monthly format.

Can I use CFO Scoreboard to project or budget future time periods?

Yes. With this software package, you have the ability to model different financial activities and decisions without having to be a financing expert by using the “What If” tab. For example, you can see the financial impact of growing sales or cutting expenses or managing receivables, payables and inventory (if you have it). You have the ability to project varying receivable or inventory days. Probably the most powerful aspect of CFO Scoreboard is its ability to project cash flow. Sadly, most business owners only project an income statement.

What if I have questions?

CFO Scoreboard has a 2+ hour [Buyer's Tour](#) and embedded Support section. Most questions can be answered by watching the corresponding video. In addition, our support team is ready to assist you with any issues or questions you may have. Simply email us at help@cfoscoreboard.com!

What if I know nothing about reading financial statements?

The reason Keith created CFO Scoreboard was because so many business owners, executives and entrepreneurs did not understand basic financial statement analysis and therefore had limited financial optics in their decision-making process. They were flying by the seat of their pants! CFO Scoreboard literally takes the mystery and the math out of the process so that your time can be spent looking at trends, discovering problems and designing solutions and strategies which will improve your financial performance. Regardless of your financial acumen, CFO Scoreboard is easy to understand, simple to use and thorough in the results you will receive.

Does the size of the business matter?

No! CFO Scoreboard is designed to work on any business regardless of size. Whether your business has \$25,000/year in annual sales or \$250,000,000, CFO Scoreboard will direct your attention to the problem areas and save you weeks of time and frustration.

What if I have a service business?

Great question! Some businesses have a different set of financial metrics. For example, some businesses have inventory and costs of goods sold. Other businesses do not. The ones that do not are usually service based businesses. CFO Scoreboard provides you with the same incredibly useful information, regardless of the industry you happen to be in. In addition, some of the calculations are even tailored specifically for service type businesses so that you have the ability to measure ALL the financial information and Key Performance Indicators ("KPIs").

Can I share my company with another CFO Scoreboard user?

Yes. As long as the other CFO Scoreboard user has a current subscription, you may share your company information with that user.

What accounting systems does CFO Scoreboard support?

All accounting systems are supported. You just need to be able to export your Income Statements and your Balance Sheets into an Excel spreadsheet on a monthly basis.

How many companies or businesses can I analyze?

Each subscription allows you to analyze 1 company. Additional companies may be purchased. And if you are a professional services firm such as an accountant or business coach, we have packages available for you. Just contact our office for more details – info@cfoscoreboard.com.

What if I have multiple users or want multiple copies?

Each subscription comes with 1 company file, 1 primary user plus 1 helper. You may purchase as many subscriptions as you need. Just ask us!

Is there an annual subscription fee?

Yes. CFO Scoreboard is a yearly subscription-based software package. You may purchase a 12-month license for \$2,495. The annual fee is due on the anniversary date of the renewal. (The first year's license is for 15 months to support your set-up.)

Are there instructions with CFO Scoreboard?

Yes! CFO Scoreboard has a very robust, indexed video instruction and teaching section included. The video can be accessed on demand simply by going to the Support area of the software.

What if my numbers are formatted differently from the input worksheets in the CFO Scoreboard Software?

No problem. Your accountant or bookkeeper should be able to easily help you format and classify your data for upload into CFO Scoreboard. We also have provided templates to you so you can see examples of how your data should be presented.

Does CFO Scoreboard interface with my accounting system to allow me to automatically upload my financial statements into the Software?

No. There are numerous accounting systems available to business owners and attempting to interface with all of them would be virtually impossible. Furthermore, CFO Scoreboard is NOT designed to replace your accounting software. CFO Scoreboard is a financial analysis tool which relies on the accounting information provided (from QuickBooks, MYOB, Xero, etc.) to measure, analyze and diagnose your financial results so that you can proactively manage your business to create the best sustainable financial performance possible.

Does CFO Scoreboard work in countries other than the United States?

Of course! Financial statements serve the same purpose and work the same way regardless of the country. Financial analysis does, too. Cash flow is cash flow. Net Income is net income. Return on Assets... You get the picture. Some countries do have differences in certain descriptions or labels. For example, in some countries, Sales is referred to as "Turnover". CFO Scoreboard is currency neutral, which means you can use any currency in the world and the results will be unaffected. One caveat: the names on your chart of accounts must contain letters. CFO Scoreboard cannot read characters such as those used in the Chinese, Russian or Arabic languages.

What if I have difficulty uploading my numbers?

Our support team is ready to help with any issues you may have. Please email us at help@cfoscoreboard.com.

CONTACT DETAILS:

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info@cfoscoreboard.com