



INTRODUCES GLOBALLY PROVEN CASH MANAGEMENT SYSTEM

*„It's your business.
Shouldn't your profit come first?“*

1 The Problem: A Broken Formula



~~Sales - Expenses = Profit~~

- This formula considers Profit as something left over (and often even not) after all the expenses have been paid.
- Accounting alone focuses on the numbers, yet it ignores the human behaviour around the numbers.
- Whereas over 40% of small and medium size enterprises survive check to check (all use this formula).
- By defining the level of your Profit first you can drive your growth and profitability leveraging on your natural behaviour.

2 The Fix: Take Your Profit First, Always



*Cyril Northcote Parkinson's statements can be translated as: The demand upon a resource tends to expand to match the supply of the resource.

- While we know we 'should' read our P&L, Cash Flow and Balance Sheets regularly, conduct financial analysis, and reconcile our General Ledgers... we don't. We check our bank balance on line. Constantly.
- Parkinson's Law* dictates as deposits increase so does our spending.
- In the past, profit was simply a left over. Using the Profit First system expenses are suddenly forced to adjust to what remains after profit.
- Now 'Bank Balance Accounting' becomes a highly effective method of managing your finances.

3 How We Do It



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PHASE I THE PROFIT ASSESSMENT

- A historical review of your company's financial trends, matched to the best financially performing companies in your category, with a plan on how to get your business there.

PHASE II THE PF IMPLEMENTATION

- The setup of allocation bank accounts and immediate allocation percentages of profit and other funds.

PHASE III PROFIT MAXIMIZATION

- A quarterly process of continual profit, owner's pay and other improvements. Leverage Parkinson's Law* to build maximum efficiencies and innovations in your business.



4 How we're different from other consultants



- Not only do we provide excellent financial advisory and CFO services, which you should expect from any expert you work with...
- Not only we are accounting and tax advisory professionals...
- We ALSO drive profitability in your business with the Profit First method, and we are one of the select few companies, globally, certified in this process.
- And as accompanying service, we help you to select your banking partner and partner with you to reduce your overall bank fees.



5 OUR STRENGTHS



6 OUR PROFILE



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- Over 30 years experience as **professional** and of **international management** (chartered tax advisor/accountant , certified Auditor and strategic business advisor)
- Ex-Head of Italian Desk area CEE of Mazars (audit, tax, accounting, advisory services, M&A).
- Owner and administrator of:
 - Luca Prague s.r.o.
International financial & business advisory
 - Profit First Professionals s.r.o.
cash flow management
- Languages: Italian, English
- 18 years of experience in various international banks, being responsible for corporate clients, working as a Relationship Manager and Credit and Lending Specialist
- Expertise, among others, in **Project Financing** (Renewable Energy) and **Real Estate**
- Business consultant to SMEs and start-ups on business and financial planning
- Financial Advisor driving profitability of businesses; certified Profit First Professional and partner in Profit First Professionals s.r.o.
- Languages : Czech, Italian, English, French.

7 CONTACT

**CALL
US!**

If you have any queries or you want any further information please feel free to contact us.

WE ARE HERE TO HELP!



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