

# Strategic Financial Expertise to Drive Your Business Forward

**Who I Am** – Financial expert helping businesses scale. 20+ years of experience in finance for multinational companies across a variety of industries (business travel, production, supply chain, sales & distribution, building & construction, SaaS & tech).

**What I Do** – I provide financial services, including creating financial models for startups, developing plans and budgets for running businesses, and offering CFO as a Service for broader collaborations.

**Why It Matters** – Make data-driven decisions, understand your drivers, revenues & costs in dynamic, secure funding, optimize growth.



# Unlock Business Growth with Strategic Financial Insights



**Clarity & Confidence** – Understand your business metrics.

A financial model is your business dashboard, providing key insights like revenue, costs, and profit margins.

**Example:** A SaaS startup that tracks MRR and churn can predict cash flow and adjust pricing strategies accordingly

**Smart Decision-Making** – Forecast growth, optimize costs, determine prices.

Financial model suggests the best route to growth, adjusting for detours like economic downturns or hiring needs.

**Example:** A startup forecasts its burn rate and realizes it needs an additional funding round six months earlier than expected.

**Investment Readiness** – Attract investors with a strong financial foundation.

Investors don't just fund ideas—they fund scalable and profitable business models. A clear, well-structured financial model makes your business investor-ready.

**Example:** Businesses with clear financial models gain investor trust faster, as structured projections showcase sustainability, scalability, and long-term profitability.

# Example 1 Headcount Model \* (Input Data)

## Headcount Planning: The Key to Scaling Smartly

**Why It Matters** – proper workforce planning prevents over-hiring or talent shortages, ensuring financial stability.

**Primary Inputs** – includes job roles, salaries, hiring dates, and employment duration.

**Main Results** – predicts total payroll costs, helps manage burn rate, and aligns hiring with revenue. Tracks financial impact over time, enabling cash flow planning and workforce optimization in dynamic market conditions.

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### HeadCount MODEL

Company name:	Tech Company	Start of Model	Apr-25
Project	SAAS Project	Start of Sale	Jun-25

### FINANCIAL ASSUMPTIONS

Model Currency	USD	TAXES	
Inflation, % pa	5.00%	Profit Tax	22.0%
FX rate, Native Coin/\$		Payroll taxes	30.0%

### GENERAL PLAN

Department	Job title	Full-Part time	Start Date	Actual/Planned Salaries
C-Level	CEO	F	2025-01-01	15,000
C-Level	Assistant	F	2025-11-01	1,000
C-Level	COO	F	2025-03-01	8,000
C-Level	CTO	P	2025-09-01	3,500
C-Level	CFO	P	2025-01-01	
Total Salary C-Level				27,500
Res & Dev Dept	Project manager	F	2025-10-26	4,000
Res & Dev Dept	Embedded Technical le	F	2025-03-27	4,000

...



# Example 1

## Headcount Model \* (Results Dashboard)

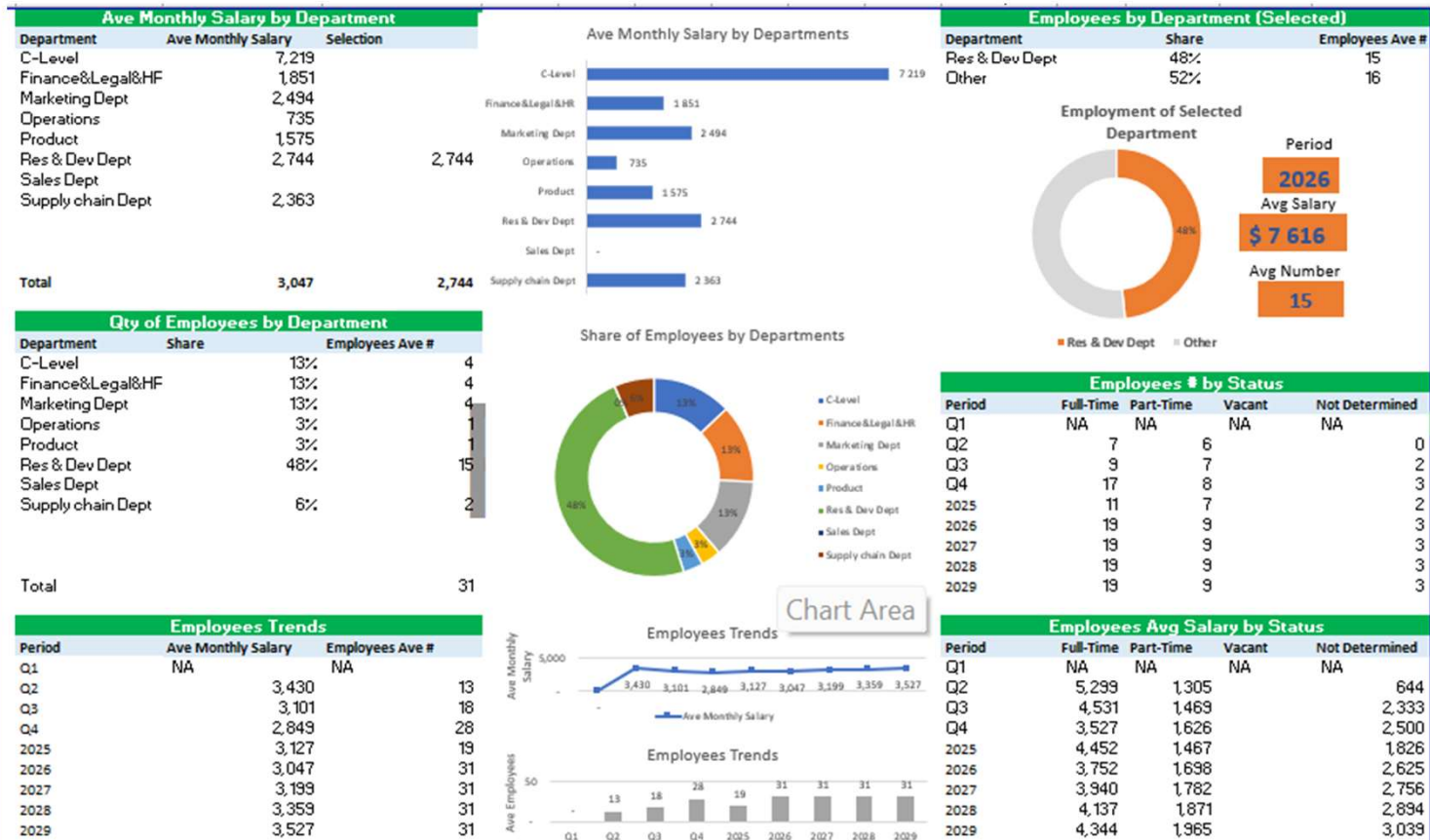
From Planning to Action:  
Headcount Dashboard  
Insights

Track Workforce Costs – Live dashboard for salary and hiring tracking.

Optimize Hiring Plans – Adjust hiring needs dynamically.

Key financial metrics– Average Cost per Employee, Total Salary Spend

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# Example 2

## SaaS Financial Model \*

### (Input Data)

**SaaS Success: The Power of a Well-Built Financial Model**

**Why It Matters** – Helps SaaS companies plan revenue growth, manage churn, and optimize pricing.

**Primary Inputs** – Includes MRR, churn rate, CAC, and operational costs.

**Main Results** – Predicts profitability, funding needs, and breakeven timeline

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#### FINANCIAL MODEL

Company name:	Tech Company	Start of Model	Apr-25
Project	SAAS Project	Start of Sale	Jun-25

#### FINANCIAL ASSUMPTIONS

Model Currency	USD	LOAN	
Inflation, % pa	5.00%	Interest Rate	6.00%
FX rate, Native Coin/\$	15,500	Repayment share	70%
TAXES		DIVIDENDS	
Profit Tax	22.0%	Distribution rate	30%

#### GENERAL INFO

Input Data	Purpose	Code	Example Values	Project Values
Website Traffic	Measures total visitors to the website on start of sale	WT	50,000 visits	50,000
Website Traffic Growth Rate	Growth per month due to increasing brand awareness, marketing improvements, or referral effects	WTGR	5%	3%
Conversion Rate	Percentage of visitors converting to leads/customers	CVR	5%	5%
Paid Conversion Rate	Percentage of free users converting to paid plans	PCVR	20%	20%
Churn Rate	Percentage of customers leaving each month	CHURN	3%	3%

# Example 2

## SaaS Financial Model\* (Overview)

Your Financial Roadmap:  
Data-Driven SaaS Growth

**Understand Growth** – Track recurring revenue growth. Transforms raw financial data into actionable insights for growth and fundraising.

**Profitability at a Glance** – Assess burn rate and breakeven points using revenue data, expenses, customer growth projections.

**Investors Love Clarity** – Turn complex financials into actionable insights. Provides EBITDA analysis, cash flow forecasting, and investor-friendly summaries.

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### Projected Performance Summary

Overview of overall performance and Key metrics, average per 3 projected years

Total Sales Revenue  
**15.16 M**

Gross Profit  
**14.64 M**

Total EBIT  
**8.03 M**

Total Net Profit  
**6.26 M**

#### Sales Revenue



#### Net Profit after tax



Total Customers  
**9.33 K**

MRR  
**421.21 K**

NRR  
**113.0%**

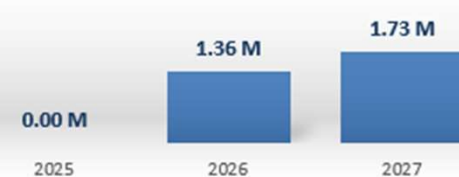
LTV/CAC  
**13**

CAC Payback  
**3**

#### EBIT



#### Cash Balance





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Stronger Business – Together!