

*First Water Finance (FWF) Supports Finance Leaders, Business Owners, and Capital Partners through FP&A, Corporate Finance, and Community*

*FWF's capabilities, peer community, and capital network are accessed through tailored engagement frameworks that build relational strength.*



*FWF's unique platform operationalizes recurring dialogue, continuous learning, and actionable connections to solutions, opportunities, and capital.*

## Financial Planning & Analysis

Excellence in FP&A process design, execution, and consistency delivered through Managed FP&A (BPO) and project initiatives

### Leverage Us To...

- Develop and improve all components of FP&A
- Mitigate or eliminate finance turnover risk
- Succeed with existing or changing system stacks
- Deploy consistent process methodologies

### Delivered Through...

- Reporting package development
- Liquidity and WC forecasting (13wk cash flow)
- 3FS budgeting & forecasting
- Power BI implementation

**100+** Clients & sponsors

## Corporate Finance

Private equity, investment banking, and FP&A DNA combined to drive better preparation and efficient capital raising and M&A processes

### Leverage Us To...

- Vet options and prepare in advance
- Source institutional capital partners
- Navigate the transaction process
- Identify and manage service providers

### Delivered Through...

- Sell-side preparation/readiness
- Due diligence and add-on acquisition support
- Capital introduction services (debt/equity)
- Buy-side and sell-side M&A intermediary

**\$5B+** Transactions supported

## The CFO Alliance Community

Premier peer group network, developing and accelerating finance leaders through collaborative learning, structured peer programs, and *Making Connections That Count™* between members, solutions, and opportunities

### Leverage Us To...

- Engage in peer groups and live/virtual programs
- Access CFO-tailored benchmarking and content
- Move quickly in solution vetting and partner selection
- Optimize/recruit senior finance and accounting team

### Delivered Through...

- Membership community and online platform
- Structured CFO peer groups and cohorts
- Senior talent acquisition for Office of the CFO
- Partnership/JV opportunities

**600+** Peer Group Programs

