

# ACCOUNTING, FINANCE TAX & HR FOR STARTUPS

## HIGH QUALITY 409A's AT A DISCOUNTED PRICE

If you're a startup issuing equity compensation (options/NQSO/ISO), you'll need a 409A for tax purposes.



### TOP 409A FIRMS

Our valuation partners have the highest certifications and designations and perform over 150 409A valuations per month. They are former Big 4 valuation partners and investment bankers from top firms. No work is done offshore.



### AUDIT DEFENSIBLE

We apply valuation methodologies and assumptions that are specifically tailored to your unique situation. The valuation methodology follows AICPA and USAPAP guidelines closely making the reports audit ready.



### QUICK TURNAROUND

Valuations can be completed in 10 business days and is valid for 12 Months unless there are significant changes, at which point a new valuation is highly recommended.



### IN DEPTH REPORT

Upon conclusion of our findings, you will receive a 30+ page in depth 409A report that is readily shareable with your investors and Board.

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## ABOUT KRUZE CONSULTING



### A CPA FIRM SPECIALIZED IN STARTUP ACCOUNTING & TAX

Startups are our niche and our passion. Our clients have secured over \$15 billion dollars in seed and venture funding. We are one of only a few accounting firms that specialize in funded startups - we only offer financial and tax services to fast-growing startups in the Seed, Series A, Series B, and Series C stages.



### A STARTUP TAX EXPERT

Nobody knows startup taxes better than our CPAs. Each year, we help hundreds of funded startups prepare federal and state tax returns. Kruze helped clients get over \$40 million in R&D tax credits last year, helping them save up to \$500,000 each in payroll taxes. Our founder is a Deloitte Tax alumni, and our Vice President of Tax is a former IRS agent, so we have the expertise you need to minimize your tax liability.



### TRUSTED BY TOP VC'S FOR THEIR STARTUPS' TAXES

Top angel investors and VCs refer Kruze because they trust us to give the right tax advice. Our clients are portfolio companies of top technology and Silicon Valley investors, including Y-Combinator, Kleiner, Sequoia, Khsola, Launch, Techstars and more. With us, your taxes are in order when it's time to raise another round of venture financing.



### A LEADER IN CLOUD ACCOUNTING SOFTWARE

Our practice is built on best of breed cloud accounting software like QuickBooks, Xero, Netsuite, Gusto, Ramp, Expensify, Avalara, Brex and Bill.com. Technology makes us more efficient, saving our clients money and letting us offer higher value services like FP&A modeling, 409A valuation, and venture debt consulting. Startups deserve to work with CPAs using modern software.



### BE READY FOR YOUR STARTUP'S NEXT VENTURE CAPITAL ROUND

We know how to de-risk your startup's next venture capital round. When we do your startup's tax returns, we make sure you are ready to fly through your next VC's tax due diligence checklist. And when you use us as your bookkeeper, we maintain a due diligence folder so you can quickly respond to your next investor's accounting questions.



### ACCOUNTING, FINANCE, TAXES, & PAYROLL - ALL FOR STARTUPS

Startup CFO services, startup accounting, and bookkeeping services, startup annual taxes, expense reports, payroll, 409a, venture and venture debt consulting, FP&A, benefits: we've got your startup covered. And because we are leaders in cloud accounting software, we can deliver it all to startups at an affordable cost. Take your startup's finances to the next level with Kruze!



**Jason Calacanis**  
Angel investor in Uber,  
Robinhood, Thumbtack,  
Wealthfront, and Calm.com

"Everybody, go to Kruze Consulting. They do a great job. I personally can tell you, they've done a great job for our companies, including Calm.com. I'm sure they'll do a great job for you."

## PRICING

### FINANCIAL CONSULTING

- Staff Accountant \$120
- Senior Staff Accountant \$170
- Controller \$200
- Senior Controller \$250
- Financial Modeling \$400
- CFO / COO / VP \$400

### TAXES

- Administrative \$115
- Tax Analyst \$175
- Senior Tax Analyst \$295
- Tax Manager \$395
- Tax VP \$495
- CEO \$495

### 409A VALUATION

- Pre-Seed/Seed \$2,000
- Seed A \$2,500
- Seed B \$3,000
- Seed C \$3,500

*Pricing is based on the volume and complexity of your unique business. All prices are subject to change.*