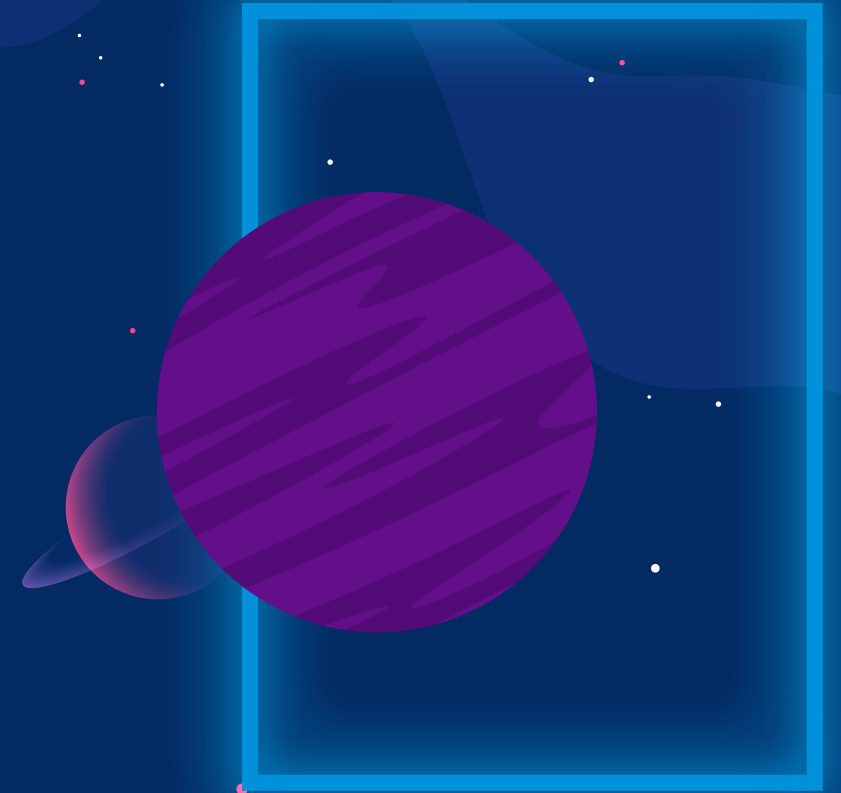




# Seed to speed: Growing your startup



Let's do this.





## Key activities

Developing an idea or prototype

Obtain SR&ED or introduction to angel investors

Refining value proposition and determining what makes you better

Identifying your target market and your product-market fit

Defining ownership structure

## How KPMG can help through

### Tax incentives

Support in obtaining and utilizing tax incentives, such as smart tax strategies, tax credits and SR&ED incentives

### Founder and shareholder planning

Assessing appropriate tax-efficient structures on formation and in anticipation of shareholder liquidity events

### Incorporation and organization

Support in company formation (e.g. incorporate and organize corporate entity, including by-laws, share capital, initial subscriptions, etc.)

### Financing and M&A

Support in preparing for transactions (buy and sell side due diligence for new financings and acquisitions) and in executing on transactions

### Preparation and negotiation of contracts

Prepare standard form contracts for terms of use, intellectual property, website, customers, suppliers, privacy policy, and data collection

### Financial assurance

Provide financial assurance (e.g. reviews and audits of financial information for compliance and reduce risk for potential investors)

## Key activities

You're hiring!

Employing between 10-100 team members

Looking to run organization as a more formal business

Refining your business model, building credibility, and gaining customer trust

Exploring tax strategies

## How KPMG can help through

### Series 'A' financing

Assist the business in getting Series 'A' Financing to finance business

### Shareholders Agreement

Prepare, restate, and amend basic unanimous shareholders agreement

### Target operating model development

Identify gaps within the current setup and define a roadmap to address the gaps

### Product quality validation

Review the product on quality requirements, design, and implementation

### Immigration processing, strategies and policies

Provide immigration services for employees and set up immigration policies – to support in the immigration process and develop policies on how the company wants to move employees across borders

### Security and privacy assurance - SOC 2®

Conduct a readiness assessment and ensure compliance (e.g. SOC 2®/ ISO/ HIPAA/ GDPR/ PCI) to satisfy RFPs, comply with client contracts, and grow the business

### Indirect tax

Support in navigating local, national, and global indirect tax laws

## Key activities

Developing functional departments, building out finance, HR, legal, and other org. functions

Optimizing the supply chain

International expansion? Navigating through different regulatory rules, tax implications, and culture barriers

Strategy execution and process implementation

## How KPMG can help through

### Capital raise due diligence

Perform due diligence and pre-financing due diligence (similar to exit scenario regarding vendor due diligence)

### Data room

Provide advice and support in building and configuring the data room (e.g. what content type and detail is appropriate)

### Risk management assessment and roadmap development

Develop current state – future state roadmap and gap assessments to identify breaks, issues, control failures, data quality, and more

### Governance and ethics

Provide governance workshop and guidance on ethical decision making and activities

### Sourcing strategy

Support in defining and implementing the sourcing strategy, including outsourcing, insourcing, offshoring, etc.

### Data and privacy

Provide support for information security, privacy, and IT compliance through a CISO

## Key activities

Adding new products or services into existing ones to find new revenue and profit channels

Moving into new markets

Seeking external audit services

Considering a merger or acquisition

Looking for an exit strategy or gearing up for an IPO

## How KPMG can help through

### Liquidity event readiness

Assess financial reporting, governance, internal controls, and information systems in preparation for later stage financing, strategic exits or IPO

### Due diligence

Perform due diligence for the buyer, or vendor due diligence for the seller

### Foreign expansion

Support foreign expansion in terms of moving operations or starting activities

### Audit readiness

Review financial processes on audit readiness or perform external audit services

### Enterprise architecture

Design or review enterprise architecture, optimizing information technology with the business activities

### Bottom line management

Optimize cash flow management, cost optimization/processes, and effectiveness



Expansion



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