



Services Provided

- Strategic Financial Business Planning – Develop a 1, 3, or 5-year business plan generating a monthly P&L, Balance Sheet, Cash Flow and Capital Expenditure forecast/budget. This process involves:
 - A detailed discussion on revenue streams and assumptions driving growth or decline of each revenue stream.
 - A detailed discussion on the cost drivers for each revenue stream and classifying as either variable or fixed costs.
 - Build out of the resources necessary to achieve the plan (Labor, Equipment, Infrastructure).
- 13 Week Cash Flow Forecasts – Develop process and template to forecast weekly cash needs. This template includes:
 - Summary file calculating net cash needs on a weekly basis.
 - Input and calculation tabs to forecast materials, COGS, and operating expenses.
- Review monthly financials with business owners and leaders to better understand and analyze the financial results. This will help businesses that may only have a bookkeeper or a small accounting team that only focuses on completing the month-end close but is unable to perform a deep review or analysis of the results.
- Financial Modeling – Assess add-on acquisitions, changes in customer base or change to product / market to determine the impact on the business.
- Trusted Advisor – Work with entrepreneur / business owner as a sounding board to assess financial results and discuss areas of opportunity. This can range from a few hours a month to one day a week.
- Assist in obtaining conventional debt or outside financing through generation of a complete financial forecast that can be jointly presented to lenders or investors.
- Interim CFO – Short term CFO role to bridge a company's need until right person is hired.



- Mergers & Acquisition – Project manage the due diligence process for a sale or buy side transaction.
 - Perform financial due diligence to supply required documents to purchaser or vet out acquisition target.
 - Determine proper valuation based on operating performance and applicable add-backs.
 - Coordinate document preparation with legal counsel, including letters of intent and asset purchase agreements.
 - Work with company's tax accountants during preparation of due diligence requirements and legal documents.
 - Actively communicate and work with investment bankers and private equity firms to successfully close a transaction



Jon Moreau, Founder of MoreValue Financial Consulting

Jon Moreau is the founder of MoreValue Financial Consulting LLC established in early 2020. His move to a consulting career was born out of a passion to utilize his 28 years of Senior Financial experience and focus on helping businesses to identify and realize the value they have created. Jon has a proven ability to work with all departments within a company and takes a team approach to problem solving and creating a financial strategic direction.



Jon has been the CFO for both privately held and private equity owned businesses in the heavy manufacturing, light manufacturing, foundry, construction, assembly, food manufacturing and service industries. He enjoys both the buy and sell side of merger & acquisition activity and project managing the due diligence process. He has been involved in 5 buy side transactions ranging from \$30 million to \$80 million in purchase price.

Jon started his career in public accounting and obtained his CPA license. Future roles refined his financial analysis, cost accounting, financial modeling, project management and leadership skills. Jon believes strongly in the values of trust and respect when working with teammates and outside parties. He enjoys being a teacher to leadership teams to further improve their financial acumen.

Jon lives in the Green Bay area with his three teenage daughters and enjoys spending time outdoors and partaking in his children's activities. In addition to spending time with the family Jon has a passion for endurance sports and staying physically active. He has completed two Ironman triathlon events, the Leadville 100 mountain bike race, the Boston Marathon and a 50K ultra trail run.

Jon holds a Bachelor of Science degree in Accounting from Marquette University. He is currently a board member for a Wisconsin manufacturer and an active member of Executive Agenda.