gfa CONSULTING
Growing Forward in Africa

PRESENTATION OF GFA CONSULTING’S FINANCIAL PERFORMANCE MONITORING SOLUTION FOR SMES

A TOOL TO BOOST PROFITS AND GAIN FINANCIAL CLARITY, WITHOUT THE COMPLEXITY

Content

Introduction to GFA Consulting Ltd

Supporting the growth of African businesses

"Access to finance is critical to unlocking Africa's great growth potential, and to make sure economic growth is enjoyed by all." *Peer Stein – Director, International Finance Corporation (IFC)*

OVERVIEW

- GFA Consulting is an **independent corporate finance and business support services company** based in Accra (Ghana) and dedicated to high growth businesses in Sub-Saharan Africa and African entrepreneurs who want to leverage on their entrepreneurial experience.
- GFA Consulting specializes in:
  - Analyzing and optimizing of the way African businesses **finance their growth**;
  - Assisting management in the context of **strategic transactions**; and
  - Supporting African SMEs' fundraising efforts through dedicated **business support** programs.

FOCUS

PARTNERSHIP WITH ASER CAPITAL

ASER Capital is a US-headquartered impact investment advisory firm founded in 2011 and which entered the African market in April 2018, with a strong focus on East Africa. ASER Capital is a certified Woman-Owned Small Business and has supported over 64 clients in Latin America and Africa on transactions spanning 17 countries, helping to catalyze impact investor commitments for 35 deals totaling USD 412.0 million.

April 2011

GFA Consulting Ltd is founded by its current Managing Director Carole Ramella to provide advisory services to businesses in Sub-Saharan Africa

June 2013

GFA Consulting and Urban Inclusion (www.urbaninclusion.co.uk) partner to develop innovative business support programs.

April 2015

GFA Consulting launches the Business Diagnostic tool to assess African businesses' investor-readiness

January 2020

GFA Consulting has deployed the Business Diagnostic tool in more than 20 companies in 8 different countries across West and Central Africa

January 2025

GFA develops an excel-based financial performance monitoring tool to provide SMEs with in-depth financial analysis capabilities

Financial challenges faced by SMEs

Are you facing these challenges?

No clear visibility on costs and margins

No time or expertise to track financial performance

Struggling to understand where revenue and profits come from

Uncertain cash flows and difficulty anticipating financial risks

Financial reports from the accountant or the auditor are hard to interpret or arrive too late

The reality: Many SMEs in Sub-Saharan Africa operate blindly, leading to lost profits, cash flow problems and financial stress.

The Solution – GFA's financial performance monitoring tool

A customized financial performance monitoring service

A customized excel tool tailored to your business

Quarterly financial reports with key insights

Clear profitability tracking for products, clients, etc.

Regular expert recommendations to improve revenue, margins and cash flows

No need for financial expertise – GFA Consulting takes care of everything!

A versatile financial monitoring solution

A tool that can benefit businesses, DFIs and funds

Businesses

- **Clear profitability tracking** – Know which products/services are truly profitable
- **Cash flow visibility** – Prevent financial surprises and improve planning
- **Cost control and optimization** – Identify and reduce unnecessary expenses
- **Data-driven decision making** – Adjust pricing, margins and investments with confidence
- **No need for in-house expertise** – GFA Consulting handles everything

Development Finance Institutions

- **Financial transparency** – Ensure SMEs receiving funding are financially stable
- **Impact measurement** – Track financial performance and sustainability of funded businesses
- **Risk reduction** – Identify early warning signs of financial distress in SME portfolios
- **Enhanced reporting and compliance** – Meet regulatory and impact investment reporting standards
- **Strong SME development support** – Provide tailored financial insights to strengthen businesses

Funds

- **Real-time financial monitoring** – Track financial performance of portfolio companies
- **Better due diligence** – Assess financial viability before making investment decisions
- **Stronger portfolio management** – Proactively support companies in optimizing profitability
- **Data-backed exit strategies** – Identify the right timing and valuation for exits
- **Comprehensive investor reporting** – Ensure stakeholders receive accurate financial insights

Description of our methodology (1/2)

A simple process where GFA manages everything

Kick-off meeting with the CEO	Initial data collection and analysis	Excel tool customization
• Define financial goals and pain points • Identify key revenue streams and cost drivers • Establish reporting needs and decision-making priorities • Agree on performance indicators	• Historical financial statements • Transactional data (client and supplier invoices, payroll expenses, etc.) • Cost allocation methods (fixed vs variable, direct vs indirect) • Pricing structures, profit margins and key cost drivers	• Automated revenue and profitability tracking and cash flow analysis • Pre-configured formulas for easy monthly updates • Automated data visualization (charts, KPIs, trend analysis) • User-friendliness for easy interpretation

Description of our methodology (2/2)

A simple process where GFA manages everything

Monthly population of the tool by GFA Consulting

- Monthly collection of financial information (general ledger, invoices, bank statements, etc.)
- Data validation and correction of anomalies
- Dashboard updates
- Monitoring of revenue, cash flows, profit margins and financial trends

Quarterly financial review and report

- Revenue analysis
- Profitability analysis
- Variance analysis (if applicable)
- Cost optimization insights
- Cash flow & liquidity assessment
- Strategic recommendations

Quarterly feedback call with management

- Discussion on strategic decisions based on report findings
- Adjustments of financial strategy and action plan
- Clarify any concerns and ensure full understanding

Structure of a typical quarterly financial review report (1/2)

A report providing clear and actionable insights

Executive Summary	Financial Performance Dashboard	Profitability and Cost Analysis
• Key financial highlights of the quarter • Summary of profitability trends and cash flow position • 3-5 main takeaways in simple business terms	• Visual representation of key KPIs (revenue, gross margin, EBITDA, cash flows) • Comparison with previous quarter and year-to-date trends • Custom metrics relevant to the SME (e.g. cost per unit, customer profitability, etc.)	• Breakdown of profitability by product, service, client, or other • Identification of high-margin vs low-margin segments • Recommendations for pricing adjustments or cost optimization

Structure of a typical quarterly financial review report (2/2)

A report providing clear and actionable insights

Cash flow and liquidity assessment	Key variance analysis	Strategic recommendations and next steps
• Current cash position and liquidity trends • Forecast for next quarter's cash needs • Red flags on potential cash shortfalls	• Comparison of actual vs budgeted figures • Identification of major deviations and their causes • Actions to correct negative trends	• Top 3 actionable recommendations for improving financial performance • Specific cost-saving or revenue-boosting strategies • Preparation checklist for the next quarter (if applicable)

Key benefits for African SMEs

Empowering SMEs with financial clarity and growth

Overcoming financial visibility challenges	❑ Provision of real-time financial insights ❑ Ability to make data-driven decisions
Improved cash flows and access to financing	❑ Anticipation of cash shortages ❑ Optimization of working capital ❑ Improved credibility with banks and investors
Higher profit margins through cost optimization	❑ Identification of unnecessary expenses and inefficiencies ❑ Optimization of pricing strategies for better margins ❑ Focus on profitable products and services
Competitive advantage and business growth	❑ End of guesswork, giving SMEs a strategic edge ❑ Provision of clear financial roadmaps ❑ Help SMEs plan for expansion and scaling operations
Affordable alternative to hiring a CFO	❑ Hiring a full-time financial expert is expensive for many SMEs ❑ Cost-effective, outsourced financial monitoring gives SMEs expert insights without the high overhead

Overview of the service packages (1/2)

Two plans are available

	Tool customization	Monthly data population	Quarterly financial review	Quarterly reports	Quarterly feedback meetings	Additional Support (Optional)
6-Month Plan	✓	✓	2 reviews	2 reports	2 meetings	✓
12-Month Plan	✓	✓	4 reviews	4 reports	4 meetings	✓

Upon using the package they select, SMEs will be in a condition to manage their customized tool and their financial performance monitoring processes themselves.

Overview of the service packages (2/2)

Cost and timelines

	Fees	Schedule of payment	Expected duration	Additional support
6-month plan	**2,500 EUR/USD or 45,000 GHS** + applicable taxes in Ghana	100% upon receiving the invoice prior to the delivery of services	10 working days spread over 6 months for the 6-month plan	**2,000 EUR/USD or 35,000 GHS** for one year of support **only**
12-month plan	**4,500 EUR/USD or 80,000 GHS** + applicable taxes in Ghana	100% upon receiving the invoice prior to the delivery of services	20 working days spread over 12 months for the 12-month plan	**1,500 EUR/USD or 25,000 GHS** per year for two years of support

Contact Details

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