



# Supporting startup success

From day one of your startup, through to the day of your IPO and beyond, the Zeifmans team offers a wide range of services to assist your company in achieving both short and long-term goals for growth.

As your trusted business advisors, we harness the knowledge and experience of our in-house industry experts to offer actionable, results-oriented insight. We go beyond traditional accounting services to provide strategic financial guidance, ensuring that your team is taking advantage of every single opportunity available to you.

## ■ Global reach

Zeifmans manages a number of the fastest growing companies in Canada, having nurtured their growth from a team of one or two, to global entities spanning multiple offices. As a leading member of Nexia International, we have access to a network of partners in over 122 countries, providing our clients with invaluable local expertise and timely assistance across the world.

## ■ Our startup services

There are several ways to structure the financial component of your acquisition. Here are a few of the most popular options that we see on a recurring basis:

**Compliance** – Whether preparing for an IPO, or pitching a lender investor on funding, ongoing CRA compliance is essential to business success. Zeifmans can help your organization remain compliant with the accounting, operational, tax and financial reporting requirements within Canada and abroad.

**Bookkeeping** – As your business expands, accurate financial records are critical to protecting wealth and enhancing your profitability.

**Financial statements** – The accurate data you collect through your financial statements provides an effective gauge for decision making and to keep your business on a growth trajectory, regardless of where you are in the business life cycle.

**Utilize government incentives** – The Canadian government provides a number of financial incentives for startups, such as SR&ED, making it easier to secure funding and minimize taxation.

**Business plans and pro forma financials** – A detailed business plan provides you with a strategic foundation, enabling you to approach potential partners with an outline for future success. Zeifmans can assist you in formulating a professionally prepared plan, and filling out all the necessary paperwork.

**Corporate structuring** – Structured from the beginning. However, as a business grows, it's not uncommon to restructure for improved taxation and financial performance.

**Shareholder agreements** – Establishing a structure around ownership responsibilities ensures that your company operates according to plan at every stage of

the business life cycle. The Zeifmans team offers expert knowledge on cap table strategy, stock options, and IP protection with volunteers.

**Board stock option planning** – Stock option administration must be conducted in accordance with the law, in order to avoid penalties or regulatory action. Seeking the guidance of a trusted advisor allows you to ensure compliance while meeting your organization's needs.

**Compensation strategies** – Attracting talent is a common challenge for startups. It's important to keep in mind that financial compensation is not the only strategy for hiring; offering employee benefits like remote work, extended wellness, and lifestyle perks can offset smaller salary budgets.

**Tax structuring** – It is possible to substantially minimize taxes while still remaining compliant. At Zeifmans, we have decades of experience assisting entrepreneurs in leveraging their personal finances to reduce or eliminate corporate taxation.

**Cash flow management** – Cash flow is always front of mind for startup ventures. The Zeifmans team pays meticulous attention to detail, crafting personalized strategies that enable our clients to remain ahead of the curve, managing day-to-day expenses while preparing for upcoming opportunities.

**Finding capital** – In many cases, the next phase of growth requires a boost of capital. Zeifmans can directly introduce to you appropriate lenders and investors, and will be with you every step of the way, as we guide you in painting the perfect canvas in order to position your organization as an attractive, low-risk funding recipient.

## ■ Let's talk

To speak to one of our experts, contact our office today at 416.256.4000 or e-mail us at [info@zeifmans.ca](mailto:info@zeifmans.ca).

## The Zeifmans advantage

You're a change-maker. An innovator. A disruptor of the status quo. Your industry is constantly changing, moving at a pace so fast you'll need all your resources just to keep up.

Allow the team at Zeifmans to tackle your financial and taxation tasks, so you can focus energy on the areas where your true talent lies.

To learn more about our team of business experts, reach out to us today at 416.256.4000, or send us an email at [info@zeifmans.ca](mailto:info@zeifmans.ca).

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