

The finance support you need when you need it.



www.martemartin.com

Need help with numbers? Marte Martin provides finance & accounting services to put new business ventures in position to be successful – **on-demand**.

Bringing together strategy and finance. Whether you need help with setup, analytics, reporting, or measuring progress, we work side-by-side with you to put you in control of your numbers. We fulfill project-based needs, often acting on an interim or part-time basis.

Our clients and partners are visionaries, entrepreneurs, startups, growing companies, corporates, and other entrepreneurial agencies.

Financial accounting

Without good accounting you can't properly communicate what your company looks like, know your cash situation, or provide proper financials.

- Accounting setup & integration
- Infrastructure: systems and processes
- Growth, scaling and controls
- Financial reporting – IFRS, GAAP

Resource: [Basics of financial accounting for startups](#)

Managerial accounting

Companies rely on managerial accounting to connect the finance function to the business opportunity and other functional areas such as sales, marketing, product development, and HR.

- Business economics: unit economics
- Frameworks and benchmarking
- Performance accountability: metrics (KPIs)
- Cash-flow and cash management
- Internal reporting: *opportunity led*

Resource: [Basics of managerial accounting for startups](#)

Financial planning & analysis (FP&A)

To develop your venture, you need to determine how your company will afford to achieve its vision, strategic goals and objectives.

- Financial strategy, viability and growth
- Budgeting and forecasting
- Life cycle: valuation and fund-raising (M&A)
- Due-diligence financial & growth reporting

Resource: [Basics of financial planning & analysis for startups](#)



**Pay by the hour,
no hidden costs**

Book a call to talk about your business objectives and management needs.

Or come visit us at our studio located just two minutes' walk from Google Campus in Madrid's creative district of Arganzuela.

€65

Per hour, per Associate
(Base rate, exc. IVA/VAT)

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