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solutions



**offers**

**Financial Management and Support Solutions  
to build, operate and transfer  
professional management systems  
for young companies and SMEs**

# Why is there a need for this ?

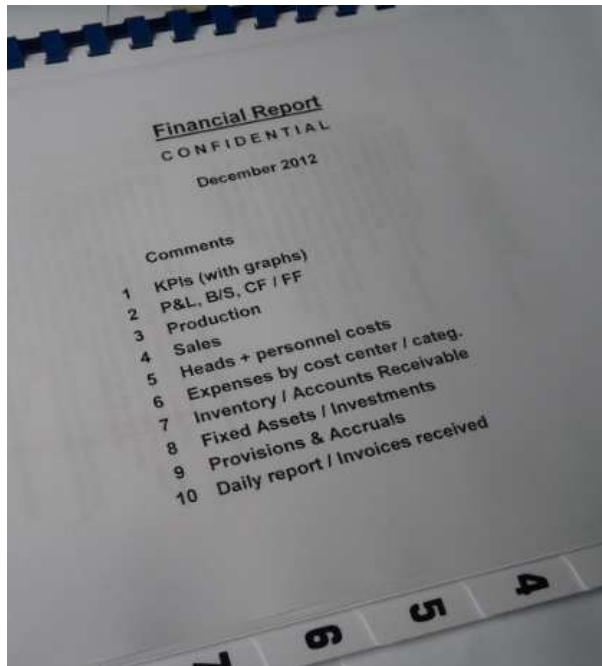
**Young companies must focus  
on growth and survival. This means:**

**Too much to do  
Need to prioritize  
Finance is lower priority  
Finance is a very special field**

**Therefore, finance „comes later“.  
Professional management systems = ?**

# What are professional management systems ?

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**Planning and forecasting**  
**Management accounting**  
**Management reporting**  
**Risk analysis and accruals**  
**Cash flow control**  
**Headcount analyses**  
**Business process organization**  
**Organization of structures**  
**Business progress reviews**  
**Action plan monitoring**

# What do the stakeholders want ?



**confidence**



**transparency**



**results**



# What can be done ?

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**Focus on core business**



**Leave the rest to a service provider**

# How can this function ?



***A one-stop B.O.T. outsourcing solution with:***

**Experienced part-time managers**

**Qualified support staff**

**International presence**

**Proven toolbox solutions**

**State-of-the-art ICT systems**

# What does a comprehensive outsourcing solution include ?



**Management** (X)  
**Operations**

**System development**  
**Quality assurance**  
**Interfacing**

(X) Part-time



# Why is our offer credible ?



- 1. We have got what it takes.**
- 2. We have done it before.**
- 3. This is our core business.**

# Which are the alternatives ?



	<b>Strengths</b>	<b>Limits</b>
<b>Inhouse employees</b>	Being on site	Experience, availability
<b>Accounting firm</b>	Compliance	Focus on accounting
<b>Consulting firm</b>	Larger projects	Focus on consulting
<b>Int. man't. agency</b>	Providing heads	People, not solutions
<b>Freelancers</b>	Specialisation	Individuals, not teams
<b>icima solutions</b>	BOT solution	Part-time / off-site

# What is the conclusion ?

**The alternatives are all different from  
icima's one-stop solution  
and its B.O.T. approach  
as its core business.**

**So there are no direct competitors  
in this specific market segment:  
a BLUE OCEAN situation**

# What are the benefits ?

**Relief for stakeholders**

**Experience and competence**

**Neutral and objective**

**Capacities as required**

**No headcount increase**

**Modular pricing**

**Easy transfer and termination**

# Whom do we target, and why?



**Business Angels**  
**Venture Capital firms**  
**Private Equity firms**  
**Family Offices**  
**Banks**

**Same management concept**  
**Same language**  
**Same discipline**  
**Same entrepreneurial values**  
**Same international perspective**

# What is the cost structure ?

**Initial setup cost**

**Fixed monthly base price**

**Variable (modules / volume)**

**Deferred (shares, as an option)**

# And in summary ?

**Founders, investors and banks  
get more ...**

**Transparency**

**Competence**

**Control**

**Value**

**Ease of exit**

**Confidence**

# Whom to contact ?



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