

CFO Guide

When Should a Business Hire a CFO?

If you're asking "Do we need a CFO?" — chances are, you already do.

A CFO isn't just for large corporations. Today, growing startups and mid-sized businesses hire CFOs to improve cash flow, increase profitability, prepare for investors, and make smarter strategic decisions.

This guide helps you determine when hiring a CFO makes sense, what value a CFO delivers, and whether a fractional CFO is the right fit.

What Does a CFO Actually Do?

A Chief Financial Officer (CFO) provides strategic financial leadership — not just accounting.

- Build accurate cash flow forecasts
- Improve margins and profitability
- Create financial models and KPIs
- Prepare for fundraising, debt, or exit
- Strengthen financial controls and reporting
- Support leadership with data-driven insights

Who Should Hire a CFO?

Growing Businesses That Need Financial Clarity

- Growing revenue but struggling with cash flow
- Lacking reliable forecasting
- Making big decisions without data
- Feeling reactive instead of strategic

Startups Preparing to Scale or Raise Capital

A CFO helps with investor-ready models, pitch decks, burn-rate management, and due diligence.

Companies With \$2M–\$50M in Revenue

At this stage, complexity increases and a CFO ensures systems scale without breaking.

Founder-Led Companies Where Finance Is a Bottleneck

A CFO frees founders from day-to-day finance and enables growth focus.

Businesses Facing High-Stakes Transitions

Critical during expansion, M&A, exits, or financial stress.

Full-Time vs Fractional CFO

Fractional CFOs provide senior expertise without full-time cost and offer flexibility.

Final Thought

Hiring a CFO isn't about size — it's about clarity, confidence, and control.