

[Your Company Name]
[Your Address]
[City, State, Zip Code]
[Date]

[Client Name]
[Founder/CEO]
[Startup Name]
[Address]

Subject: Advisory Services for Cash Flow Forecasting and Budgeting

Dear [Client Name],

Following our recent discussions regarding [Startup Name]'s financial roadmap, I am pleased to outline our advisory approach for your cash flow forecasting and budgeting processes.

For early-stage startups, maintaining a clear "runway" and managing "burn rate" are critical for survival and successful fundraising. Our advisory services will focus on the following key areas:

- 1. Cash Flow Forecasting:** We will develop a 12-to-24-month rolling forecast that tracks cash inflows and outflows, allowing you to anticipate potential funding gaps before they occur.
- 2. Zero-Based Budgeting:** We will assist in building a departmental budget from the ground up, ensuring every dollar spent aligns directly with your current growth milestones and KPIs.
- 3. Scenario Analysis:** We will create "Best Case," "Base Case," and "Worst Case" financial models to help your leadership team make informed decisions during market volatility.
- 4. Variance Reporting:** On a monthly basis, we will compare actual performance against your budget to identify overspending and adjust future projections accordingly.

Our goal is to provide you with the financial clarity needed to scale sustainably and provide transparency to your investors. I have attached a formal engagement letter detailing the specific deliverables and timelines for your review.

I look forward to supporting [Startup Name]'s growth.

Sincerely,

[Your Name]
[Your Title]
[Your Contact Information]