



Situation

Sprout Solutions, founded in 2017 by Gretchen Henry, is a local agriculture startup providing mills and merchandisers with accurate, Web-based tools and systems to ensure the food they produce is not only safe, but traceable. Like most entrepreneurs, Henry's focus was on growing her business and introducing a viable software solution to the agriculture market. With business ownership comes a litany of responsibilities including developing and testing the product, raising funds and procuring investors, building her team and servicing her clients on top of the day-to-day operations.

While the accounting was far from the last thing on her mind, Henry simply didn't have the bandwidth to strategically plan for Sprout's financial future. That's when she was introduced to The Whitlock Company (TWC).

Solution

In January of 2017, Gretchen Henry met Chuck McCann, and immediately knew that his knowledge and expertise had to be involved in her growing startup. "He knew all of the right questions to ask, i.e. Where do you want this company to go? Where are your gaps? How do you scale?"

Right from the start, the partnership was all-encompassing with TWC taking care of Sprout Solution's bookkeeping, weekly budgeting and forecasting, financial modeling, preparing financial statements, while consulting with her on her business. With McCann acting as Sprout's outsourced CFO, he was able to help establish Sprout's current financial picture, what they needed to be covered, strategically forecast for the future, and implement goals and metrics to measure success for a fraction of the cost.

"Having Chuck at the table helped elevate Sprout's brand and legitimize our business with bankers and investors," Henry said. "They knew we weren't playing around and that we had our business in order."

Results

"Hiring TWC to take care of all of my accounting needs as well as utilizing Chuck as CFO has been a game-changer for Sprout's growth," Henry said. And as the partnership continues to progress, Henry has peace of mind knowing that this piece of her business is covered, allowing her to focus on everything else.