



THE OAKWORTH GROUP

-Strategic Financial Modeling & Advisory

Services Overview

Introduction

The Oakworth Group provides structured financial modelling and advisory services designed to empower startups, growth-stage businesses, and investment entities with actionable insight. This document presents our full suite of financial models, highlighting their purpose, scope, and how we deliver each solution. Our approach combines technical precision with practical usability, ensuring that every model provides clarity, informs decisions, and supports strategic action. We encourage readers to explore our LinkedIn page to view examples of our services, case studies, and insights.

With experience spanning over 150 startups and multiple engagements with venture capital and corporate clients, Oakworth brings both technical rigor and real-world perspective. The models detailed below reflect our commitment to helping founders, executives, and investment professionals navigate complex financial decisions with confidence.

Core Services

Fundraising Models

SaaS Metrics Model

- Terminology / Focus: Core operating and growth metrics for subscription-based businesses
- Description: Tracks monthly recurring revenue (MRR), annual recurring revenue (ARR), customer acquisition cost (CAC), lifetime value (LTV), churn, and revenue growth. Enables founders to understand unit economics and evaluate scalability.
- How Oakworth Provides It: Single-sheet interactive model with dashboards, 150–200 formulas, conditional guidance, and scenario testing. Designed for quick interpretation and actionable insight.

Cash Flow & Runway Model

- Terminology / Focus: Operational cash flow and runway visibility
- Description: Provides monthly projections of revenue, costs, burn rate, and cash runway. Helps startups manage liquidity, plan funding needs, and make informed operational decisions.
- How Oakworth Provides It: Interactive sheet with conditional alerts and key ratios, enabling quick assessment of cash sufficiency across scenarios.

Fundraising Readiness Model

- Terminology / Focus: Preparation for investor engagement
- Description: Assesses capital requirements, valuation perspectives, and readiness for funding rounds. Helps founders enter investor discussions with confidence and alignment.
- How Oakworth Provides It: Provides a structured framework that evaluates fundraising assumptions, generates summary dashboards, and highlights strategic gaps.

Valuation Model

- Terminology / Focus: Determining company value for investors or strategic planning
- Description: Applies market context, financial assumptions, and key performance indicators to produce reasoned valuation ranges. Supports negotiation and capital structuring decisions.

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- How Oakworth Provides It: Includes scenario-based outputs, sensitivity analysis, and a summary dashboard highlighting valuation drivers.

Startup Metrics & Growth Models

Revenue Forecasting Model

- Terminology / Focus: Predicting revenue performance across business lines
- Description: Tracks product or service-level revenue, subscription uptake, and sales cycles. Provides insight into revenue growth patterns and future projections.
- How Oakworth Provides It: Structured, interactive sheet with dynamic assumptions, dashboards, and growth analysis.

Customer & Unit Economics Model

- Terminology / Focus: Understanding profitability at the unit level
- Description: Analyzes CAC, LTV, churn, and conversion rates to assess sustainability of growth strategies.
- How Oakworth Provides It: Interactive dashboards, conditional alerts for key metrics, and scenario testing.

Cohort Analysis & Retention Model

- Terminology / Focus: Evaluating customer behavior over time
- Description: Tracks cohort performance, retention rates, and churn patterns to inform product and marketing strategies.
- How Oakworth Provides It: Embedded dashboards and charts for easy visualization, with guidance notes for interpretation.

FP&A Business Models

Operational Budgeting Model

- Terminology / Focus: Budgeting and cost management
- Description: Provides a framework for planning expenses, overhead, and resource allocation across departments.
- How Oakworth Provides It: Interactive sheet with scenario analysis, key ratios, and dashboard summaries.

Scenario Planning & Forecasting Model

- Terminology / Focus: Testing alternative business strategies
- Description: Evaluates multiple growth and cost scenarios to guide decision-making and risk management.
- How Oakworth Provides It: Dynamic scenario inputs, dashboards, and conditional insights.

Revenue & Expense Modeling

- Terminology / Focus: Detailed projection of income and costs
- Description: Supports financial planning, cash management, and profitability analysis.
- How Oakworth Provides It: Provides structured forecasts, visualization of key drivers, and interactive dashboards.

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Institutional & Advanced Models

M&A / Acquisition Model

- Terminology / Focus: Structuring and evaluating acquisitions
- Description: Models acquisition scenarios, including valuations, deal structuring, and potential returns.
- How Oakworth Provides It: Multi-sheet professional model with scenario analysis, dashboards, and summary outputs.

LBO / Investment Model

- Terminology / Focus: Leveraged buyout and investment evaluation
- Description: Assesses potential investments using debt and equity structures, IRR analysis, and exit scenarios.
- How Oakworth Provides It: Includes dynamic inputs, dashboards, and sensitivity analysis to guide investment decisions.

Capital Allocation & Efficiency Model

- Terminology / Focus: Optimal deployment of resources
- Description: Evaluates capital allocation, funding requirements, and efficiency metrics to maximize business outcomes.
- How Oakworth Provides It: Interactive dashboards, scenario testing, and conditional insights.

Strategic Analysis Model

- Terminology / Focus: Assessing high-level business opportunities
- Description: Provides detailed operational and financial analysis to evaluate strategic decisions or market entries.
- How Oakworth Provides It: Structured framework for scenario evaluation, KPIs, and risk assessment.

Approach

Oakworth models are designed with clarity, decision-oriented thinking, and scenario-based perspectives. Each engagement begins by understanding business assumptions, followed by iterative model development and actionable dashboards. Models are adaptable to client-specific needs, enabling both founders and investors to interpret insights quickly and make confident decisions. Our methodology emphasizes practical usability, ensuring that every model is not only technically accurate but also operationally meaningful.

Deliverables

Each model includes interactive sheets, dashboards for quick interpretation, embedded conditional insights, and guidance notes for proper application. These deliverables provide founders and executives with tools to evaluate performance, plan funding, communicate with investors, and manage growth effectively.

Explore our LinkedIn page to view additional examples of our services, insights, and updates:

<https://www.linkedin.com/services/page/680b97340a3544b989/>

The Oakworth Group provides founders, executives, and investment professionals with structured, actionable financial frameworks that support confident decision-making, strategic clarity, and sustainable growth.