

01 Welcome to FDPack



A virtual Finance Director service for ambitious SMEs

FDPack is a unique virtual Finance Director service combining expert FD support with our own forecasting software

We give business owners a clear, forward-looking view of their numbers, so they can make confident decisions about the future. We provide high quality financial information and accurate forecasts you can trust, giving you the clarity and confidence to grow, raise investment or plan for exit, without the cost of a full-time finance director.

Financial clarity for forward-looking businesses



02 Who We Help



Designed for ambitious SMEs

FDPack supports:

- ✔ Founders and CEOs of growing businesses
- ✔ Businesses planning to raise investment or preparing for exit
- ✔ Investors and VCs seeking clarity across portfolio companies
- ✔ Business advisers and consultants who support scale-up clients



“

We're the only UK provider offering both fractional FD expertise and our own forecasting software in one clear, cost-effective solution for ambitious SMEs.

Spencer Smith, Founder

”

Financial clarity for forward-looking businesses

We sit at the heart of your finance and accounting function

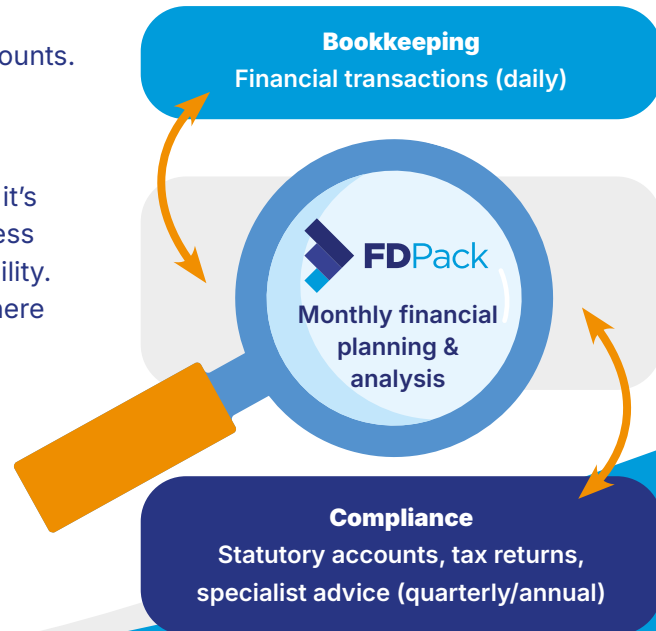
Most businesses receive two things from their accountant: basic bookkeeping, and year-end accounts. And on the surface, that sounds like enough.

What's missing is the insight in between

But there's a significant gap between the two, and it's in that gap where the real management of a business happens. The monthly picture. The cash flow visibility. The forward-looking view that tells you not just where you've been, but where you're heading.

Without that, business owners are often making important decisions on instinct, or on information that's months out of date. Most don't realise what they're missing because nobody's ever shown them what good looks like.

That's exactly what FDPack was built to provide.



Financial clarity for forward-looking businesses

04 Our Solution

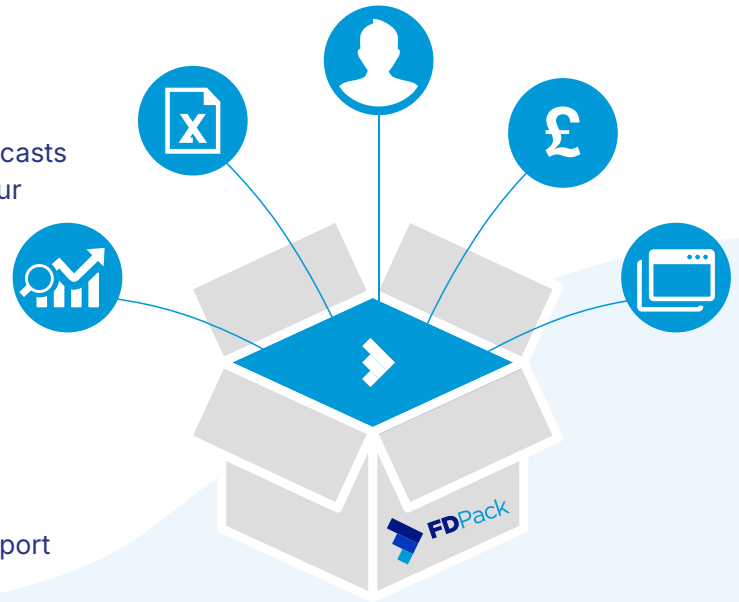


The complete package: we take care of your management accounting

Forecasting, financial insight, clarity and simplicity – all in one

FDPack brings together your actuals, budgets, and forecasts into one seamless, easy-to-use system supported by our seasoned FD expertise.

- ✓ 3-way forecasting (P&L, Cash Flow, Balance Sheet)
- ✓ Rolling updates with monthly actuals
- ✓ Forecasts with transaction-level detail
- ✓ Custom views for board, team, and investors
- ✓ Scenario planning and forward-looking decision support



Financial clarity for forward-looking businesses

05 Key Differentiators



Why FDPack is different

- ✓ **Future-focused, not backward-looking** – enabling action today, not regret tomorrow.
- ✓ **Software + expert service** – one fully managed solution, not DIY SaaS.
- ✓ **Fractional and embedded finance function** – all the clarity and capability of a finance director and team, but without the costs.
- ✓ **Rolling 3-way transactional forecasts** – actuals feed directly into the forecast, giving a current actionable view of the future.
- ✓ **Simplicity that adds clarity** – we remove the noise and make the numbers actually useful.
- ✓ **Fixed monthly cost, no surprises** – one clear fee that covers everything.
- ✓ **A Category of One** – a forecasting-led finance system delivered by fractional FD experts.

Financial clarity for forward-looking businesses

06 Our Story



FDPack was built out of necessity – not theory

“ I created FDPack 15 years ago as one of the UK’s first virtual FD services, with a clear purpose: to give business owners the financial clarity they need to make confident decisions – delivered simply, accurately, and efficiently. Inspired by the principle of Colin Chapman, founder of Lotus Cars, ‘Simplify, then add lightness,’ I built a service that focuses on what really matters. Our approach is to remove unnecessary steps, reduce cost, and bring forward-looking insight that helps you run your business better.

FDPack shifts the focus from hindsight to foresight.

“ Most business owners are stuck reacting to historic data. We give them a forward view – forecasts, trends and cash flow projections they can trust. Because when you understand where your business is heading, you can act today to influence tomorrow. ”

Spencer Smith, Founder

Financial clarity for forward-looking businesses



07 What Clients Say



Meet some of the people we've helped

It's not what we say that's important, it's what our clients say that matters most.



"FDPack helped us to reduce the amount we spent on the finance team, simplifying and consolidating our systems, preparing the company for a successful sale at retirement."

Amanda Howell, Managing Director, SURE24



"FDPack have helped us to reduce the cost of our admin staff, integrate our sales pipeline into a forecasting model, improved accuracy of monthly accounts and forecasts and given potential investors confidence about the integrity of the numbers."

Nigel Phillips, Finance Director, Govtech Solutions

"FDPack allows us to have a complete set of monthly financial reporting statements covering actual and forecast data without the cost of a finance team."

Gadi Sonnino, CEO, IDO



"Spencer has become an invaluable member of the team playing a critical role in implementing major changes to our tools and processes. The FDPack reporting tool is central to each board meeting, providing consolidation of our operating companies and the forward-focused views which are key to our decision making."

Chris Lewis, CEO of Chris Lewis Group



Jolene

LONDON

"FDPack allows me to really have the visibility I need to run my business. Now I have a live forward-looking forecast, and a clear picture of my cash flow month by month. That level of clarity has been a complete game changer."

Rebecca Hunter, Founder & CEO, Jolene

BARRATTS
SOLICITORS

"FDPack has given us the technical financial / accountancy expertise that an in-house finance director would give us and have enabled us to build a strategic plan, that is now being tracked each month, so that we can be confident about the growth decisions we are making to reach our financial goals."

Ross Brain, Managing Director, Barratts Solicitors

08 Get in Touch



See FDPack in action

Book your discovery call

If you would like to talk about where you are now and where you'd like to go, then get in touch.

There's no pressure and no jargon - just friendly, expert advice based on real experience.

 **01636 382750**

 **info@fdpack.co.uk**

 **www.fdpack.co.uk**

