

OUR FIRM

Maemura & Company, CPAs LLP is a full service accounting and advisory firm offering strategic cross-border tax and comprehensive business solutions to startups through multi-national companies. We understand that each company is unique, and we tailor our services to meet the needs of each client. As a result, we have built lasting relationships with many of our clients, and they trust us to achieve their financial goals.

STARTUPS

From the onset, startups face multiple challenges and uncertainty. Those most likely to launch a business successfully will have a well-defined vision and understand the importance of market timing and cash flow. Once a business has launched, however, unforeseen financial problems can emerge which must be carefully analyzed and resolved before they affect the growth of business.

Despite its many challenges, starting a new business can be greatly rewarding. Successful startups can direct the future of their industry, and change conventional ways of thinking. They can experience the satisfaction of seeing a new venture grow and develop into something that contributes to the advancement of society.

With a clear vision, determination, and a well-prepared business plan to accommodate uncertainty, a startup can increase its chance of success. Our experienced professionals will assist you at each stage of development to complete these transitions successfully.

LAUNCHING

The most common mistakes made during a launch are to underestimate how much capital is necessary for developing the business idea into a startup company. Finding the most opportune time to launch requires careful analysis of the economy, its market conditions and product development. With this in mind, your business and financial strategies must be focused, yet flexible.

In general, startup companies face more challenges, take longer, and cost more than their original plan. Therefore, management must have the unique skills and mental fortitude needed to take on the venture. Minimizing financial uncertainty will allow you to focus on your business and reduce risk. Unrealistic financial goals and impractical business strategies are both common pitfalls that can be avoided with properly managed finances.

Our professionals will help navigate the complexities of tax and business planning so you can spend valuable time and resources to focus on product development.

Our Services for Launching include:

- Reviewing business plan and business feasibility
- Advising for the choice of business entity
- Cash flow budgeting
- Assisting with investor presentations
- Equity/debt fundraising
- Tax strategy and compliance
- Setting up multistate/Federal registration

OPERATIONS

One of the most important responsibilities of any operating business is to present accurate and reliable financial statements to investors. If a company spends based on unrealistic sales projections, it may create unrecoverable losses for investors.

While operating the business, management needs to be mindful of a number of business and financial issues, along with an increasingly complex legal landscape. Knowledge of corporate entity, equity compensation, and employee retention becomes crucial elements for business growth. These crucial details may take an unforeseeable amount of time if not handled properly.

Careful planning must be done at every phase of business operations in order to gain a competitive advantage and build market momentum. Likewise, to succeed in an ever-changing market requires continual reassessment of operations and the ability to scale business accordingly. Growing companies can still experience a variety of complex issues similar to those found in established businesses.

Our Services for Operations include:

- Accounting staff screening and training
- Advising for joint ventures, licensing arrangements and other strategic alliances
- Technical accounting rule implementation
- Establishing internal controls and corporate governance procedures
- Audit/review

EXIT

While there are many challenges in launching a company, exiting successfully can be even more challenging. Successful exits require considerable planning early on as well as careful financial management.

The first step is to determine exactly what you want from the exit; this will enable you to build an exit strategy that is the best fit for your company's future. Acquisitions are driven by the market, and companies that display good performance and present great opportunities will always be attractive to buyers.

The optimum path in planning a successful and profitable exit is to keep your company in a favorable market position. Focus your energy on creating value through good management, a sustainable market position, recurring cash flows, and diversified revenues.

Our Services for Exit include:

- Formulation of exit strategy
- Tax planning and compliance
- Asset recovery & liquidation
- Fraud review and forensic accounting

With all of the work and uncertainty that goes into starting a business successfully, you will benefit from surrounding yourself with dedicated, top-tier performance people. We look forward to helping you with your business and financials so that you can focus on moving your business forward.