

FRACTIONAL CFO SERVICES



For Growing Canadian Businesses



Ryan Chenier, MBA
Founder and CEO
Mastery Fractional CFO Services

***Takes Your Business to New Heights with
Executive-level Financial Guidance***

- Gain clarity and take control of your finances.
- Leverage your time and expand your impact.
- Achieve your vision of success.

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Welcome to Mastery Fractional CFO Services

Founded in 2019 in Winnipeg, Mastery
CFO serves companies across Canada.

Ryan and his team helps businesses streamline their finances, improve cash flow, and make smarter financial decisions. With strategies tailored to your unique needs, they guide you toward sustainable growth and financial clarity, freeing you to lead, build, and grow—without second-guessing your numbers.

Unlock the impact and value of CFO expertise
- at a fraction of the cost of hiring in-house.

“I love business and working with other business people—I find it energizing and rewarding to help build better businesses.”

- Ryan Chenier, Founder & CEO



What is a Fractional CFO?

When Roman Petrushel launched Einktab, his vision was clear—but his financial roadmap wasn't. Like many founders, he was deeply involved in operations, product development, and strategy—but not equipped to handle the growing complexity of his company's finances. He didn't need a full-time CFO. He needed a partner who could offer executive-level financial leadership without the executive-level price tag.

That's exactly what a fractional CFO provides.

A fractional CFO (Chief Financial Officer) is a senior financial expert who offers strategic leadership to growing businesses on a part-time or contract basis. For companies that are scaling quickly or navigating complexity—but aren't ready for a full-time, in-house financial executive—a fractional CFO offers the ideal solution.

Mastery Fractional CFO Services helps businesses:

- Make sense of the numbers,
- Plan, budget and forecast with clarity,
- Improve cash flow,
- Make confident, data-backed decisions,
- Prepare for funding, lending, or strategic exits,
- Build processes that turn chaos into control.

The Mastery team acts as an embedded part of the leadership team, aligning financial strategy with business goals—so clients can grow with confidence. They don't just provide insight; they help business owners act on it.

By leveraging the expertise of Mastery, Einktab was able to access the kind of financial guidance and management that larger organizations rely on—while still keeping costs manageable. This empowered them to make informed decisions that fueled rapid growth and profitability.

And they're not alone.

More small and mid-sized businesses are now turning to fractional CFOs to bridge the gap between internal capacity and growing complexity. Whether you're preparing to scale, seeking financing, facing operational challenges, or simply want to improve profitability, a fractional CFO can become your most strategic asset.

It's not just about financial oversight—it's about having a trusted guide who helps turn data into strategy, complexity into clarity, and potential into progress.

"Working with Mastery Fractional CFO Services has been an absolute game changer for our business."

— Roman Petrushel, Director & Co-Founder of Einktab



How Does Mastery CFO Stand Out from Other Firms?

Mastery Fractional CFO Services offers more than traditional financial oversight. While many firms focus on compliance or historical reporting, Mastery brings forward-looking financial leadership. The team becomes an integrated part of the client's leadership structure, helping to implement strategies, forecast future outcomes, and drive measurable results.

What sets Mastery apart is their practical, hands-on approach. Every engagement is designed to deliver both clarity and action. Clients benefit from:

- Execution support that goes beyond analysis
- Financial strategies aligned to business goals
- Specialized expertise in construction, e-commerce, and high-growth sectors
- Expert insight—without the full-time cost

Rather than operating at arm's length, the Mastery team embeds themselves within each business, building close working relationships with owners and key decision-makers. This allows them to identify financial blind spots, unlock growth opportunities, and support better decision-making from day one.

Whether a client is preparing for expansion, recovering from financial instability, or looking to make operations more efficient, Mastery's value lies in being proactive,

flexible, and fully aligned with the client's goals.

A Commitment to Clarity, Partnership, and Results

Mastery's approach begins with understanding—not just the numbers, but the business itself. The team takes the time to learn each client's model, market position, challenges, and ambitions. This foundation allows them to deliver mentorship that is relevant, actionable, and tied to real outcomes.

Clients aren't left interpreting the numbers on their own. Through scheduled check-ins, simplified reporting, and collaborative planning, Mastery helps business leaders understand what's happening today—and what's coming next.

- Clear financial dashboards and forecasting tools keep clients ahead of the curve
- Tailored recommendations help prioritize what matters most
- Candid conversations bring accountability and focus to every meeting

Whether solving short-term issues like cash flow or building long-term frameworks for growth, Mastery adapts to your business—delivering clarity, confidence, and results.

"Their dedication to integrity and service is evident in every interaction."

— Jonathan Ames (Mastery client)



C&L ELECTRIC INC.

"Our journey with Mastery has been truly exceptional.

Mastery has brought unmatched financial & corporate expertise. What sets them apart is their strategic vision – they've not only helped define our corporate strategy but also helped our business set ambitious yet achievable goals.

Thanks to Mastery's guidance, we've experienced remarkable growth, surpassing 500% since starting to work together. Their hands-on support in identifying growth opportunities and overcoming obstacles has been a game-changer.

Their service and commitment to our success make them a 5-star choice for any business owner seeking financial excellence, strategic development & refining, and sustainable growth.

We highly recommend Mastery for any business."

- Chris Lekkas, Co-Owner

Mastery CFO helped the shareholders at C&L prepare their company to sell, and C&L is now a division of Paramount Services Ltd.



EINKTAB CORPORATION

"Working with Mastery Fractional CFO Services has been an absolute game changer for our business. In just our first year, they helped Einktab grow from zero to over \$1M in revenue – far beyond what we imagined possible.

Mastery Fractional CFO Services didn't just support our growth – they became a vital part of our business. From day one, they took the time to deeply understand our operations, goals, and challenges. They weren't just consultants looking at spreadsheets from the outside – they were fully involved, proactive, and genuinely invested in our success. Their hands-on approach gave us clarity and confidence to make key decisions, and their support has been instrumental in laying a strong foundation for our continued growth.

If you're looking for a true partner in your financial strategy, someone who will care about your business as if it were their own – Mastery is it. We can't recommend them highly enough!"

- Roman Petrushel, Director & Co-Founder

EINKTAB continues to partner with Mastery CFO, and has grown significantly in the last two years.



Mastery CFO Specializes in Construction and E-commerce Businesses

FAQs (Frequently Asked Questions)

Q: What exactly does a fractional CFO do—beyond what my accountant or bookkeeper handles?

A: While bookkeepers and accountants focus on tracking and compliance, a CFO looks ahead—forecasting cash flow, modeling different growth scenarios, managing financial risk, and helping you plan and execute with clarity. We help you act on your numbers—not just understand them.

Q: When is the right time to hire a fractional CFO?

A: If you're generating \$1M–\$3M in annual revenue, and finances are becoming too complex—or too important—for part-time attention, it's time. Whether you're scaling, preparing for funding, or just losing sleep over profit or cash flow, a fractional CFO brings leadership at a cost you can justify.

Q: How is Mastery different from other fractional CFO firms?

A: Many CFO providers offer insights. We offer execution. We embed with your team, tailor every engagement, and bring deep expertise in construction, e-commerce, and service-based industries. Our goal is measurable progress, not just reports. We meet regularly, own outcomes, and help drive real change.

Q: Do I need to change my accountant or bookkeeper?

A: Not at all. We complement your existing team.

Mastery bridges the gap between day-to-day financial operations and executive strategy. In fact, we often work alongside accountants, bringing structure and clarity that makes their work easier too.

Q: How often will I hear from my CFO? What does the relationship look like?

A: Every relationship is structured around your needs. For some, it's twice per month strategic sessions and forecasting support. For others, it's weekly collaboration on cash flow, financing, and growth planning. We're flexible, responsive, and available—without being on your payroll.

Q: What results can I expect?

A: Clients typically see improved cash flow, better financial visibility, stronger systems, and more confident decision-making within a month or two. More than that, they regain time, clarity, and peace of mind—knowing their financial plan is aligned with their goals.

Q: How much does it cost?

A: Our services are priced based on complexity and scope. Most of our clients invest between \$2,000 and \$8,000/month, which is a fraction of what they'd pay for a full-time CFO. Every engagement starts with a discovery call and tailored proposal.

Frequently Asked Questions (continued)

Q: What does the onboarding process look like?

A: Simple and streamlined. Beginning during a discovery session, we create a custom onboarding plan. Most clients are fully onboarded within 30 days, with early wins delivered in weeks—not months.

Q: Can a fractional CFO help me make better decisions about growth and expansion?

A: Absolutely. A fractional CFO is instrumental in helping businesses evaluate growth opportunities, assess risk, and model different financial outcomes before final decisions are made. Whether it's hiring, opening new locations, or seeking funding, Mastery guides the financial side of every major move.

Q: What if I've never worked with a CFO before?

A: Most of our clients are first-time CFO users. We guide you through every step, avoid jargon, and prioritize what matters. You don't need to speak finance—we'll meet you where you are, and elevate your business from there.

Q: What kinds of business owners benefit most from this service?

A: Our clients are typically founders or CEOs who want financial clarity, operational control, and confidence in their growth decisions. They're experts in their business—but need a partner who brings financial expertise to the table. That's where Mastery comes in.

Ready to take control of your finances?

Schedule a free no-pressure discovery session and find out how Mastery can help you grow with confidence (contact info on next page).



Mastery
Fractional CFO Services



SERIOUS ABOUT SCALING? SO ARE WE.

Your Financial Co-Pilot for Growth

We partner with growing businesses (\$1M–\$30M+) that need executive-level financial guidance—without the full-time CFO price tag..

Achieve Your Vision of Success

Experience the peace of mind that comes with knowing you have all the pieces in place to achieve your dreams—including the often elusive financial component.

“Whether solving cash flow issues or building frameworks for growth, Mastery adapts to your business — delivering clarity, confidence, and results”

—Ryan Chenier, MBA, Founder & CEO of Mastery

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Mastery
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