The R&D Edge: Unlocking Financial Impact with OpStart

business case

presented by OpStart

Prowler

CHALLENGE

Financial operations were being managed by a single person wearing too many hats, without the depth of professional accounting expertise needed to scale. Relying on one person to handle the complexities of finance left the business vulnerable, making it difficult to confidently manage growth and deliver the level of financial clarity investors expect.

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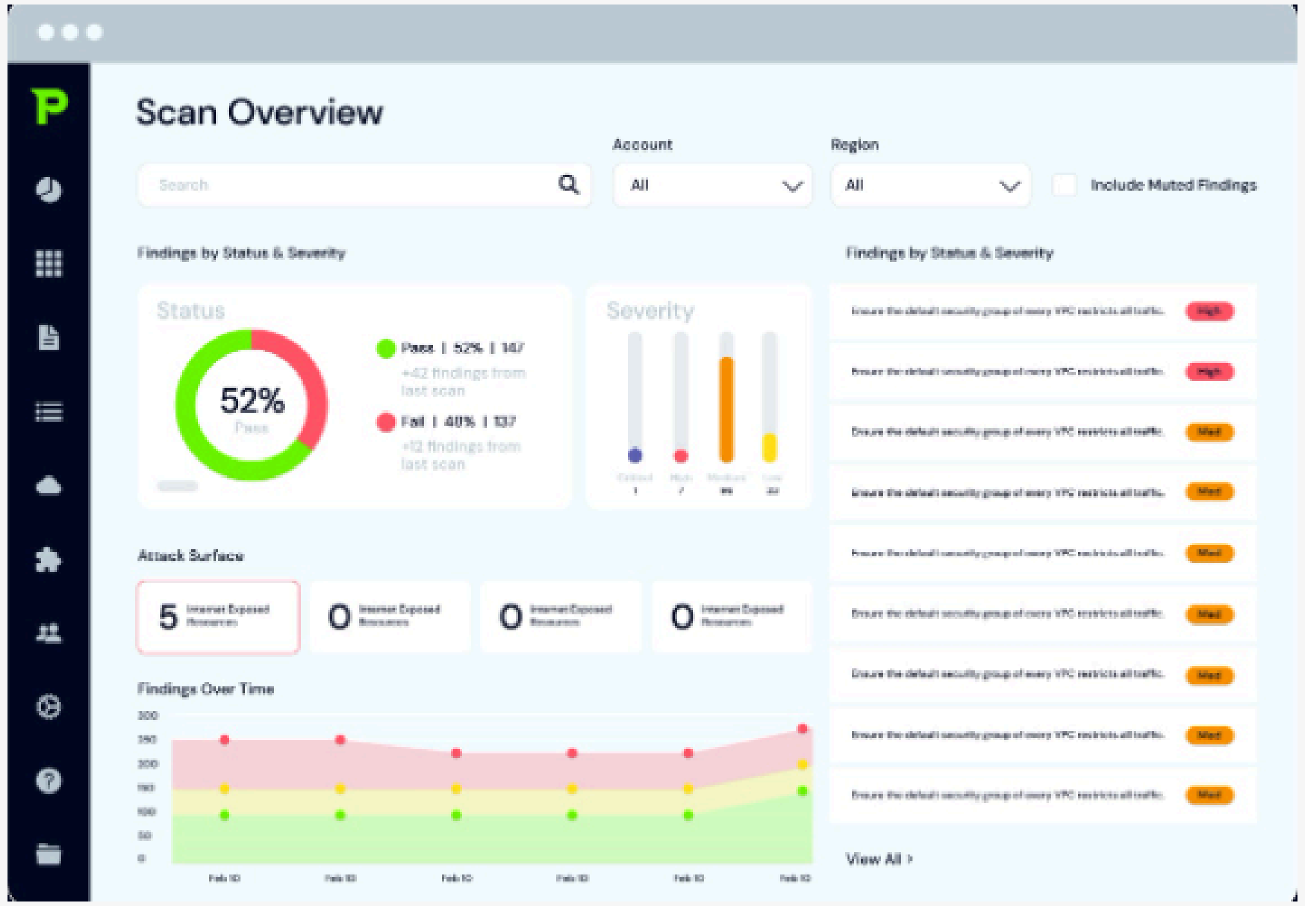

BACKGROUND

Early on at Prowler, a fast growing open source, free cloud security tool, Rich, Director of Business Operations at Prowler, knew a strong financial function would be essential. Hiring in-house wasn't an option, so he did his homework—asking around and vetting options. He wanted a team he could trust to deliver the best services for the best value. Just as important, he was looking for access to seasoned Fractional CFOs who could provide the strategic insight.

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WHY OPSTART?

Prowler chose OpStart on a trusted recommendation, then confirmed it through rigorous diligence—interviewing six or seven finance firms. OpStart quickly rose to the top, offering the **strongest combination of services and pricing.**

Prowler

> There wasn't another company that was close on the services offered and the price.

Rich Bard, Founder Director of Business Operations

OpStart

SOLUTION & IMPACT

The solution? First providing the essentials—keeping the books clean, compliant, and investor-ready. Beyond that foundation, OpStart delivered real value through specialized services like maximizing the R&D tax credit, **which made a major financial impact.** In addition, having access to a seasoned CFO gave him trusted guidance on company next steps.

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JUST HOW MUCH FINANCIAL IMPACT?

Prowler partnered with OpStart to streamline their finances and unlock hidden value. Through our R&D tax credit process, Prowler saw their investment in OpStart turn into a major return on investment—**80% ROI to be exact.** Instead of being a back-office cost, OpStart became a profit driver, proving the value of having a true financial co-founder in their corner.

For every $1 spent with OpStart, the client realized $1.80 in value from R&D tax credits alone.

Prowler

I have no complaints. Excellent service.

Rich Bard, Founder Director of Business Operations

Prowler

ADVICE FOR FOUNDERS

We asked Rich for his best advice to founders—here's what he shared; "In a world that's changing faster than ever, it's vital to seek out peers who can give you the real deal and walk alongside you."

OpStart gives Prowler **peace of mind with clean books, meaningful savings through the R&D tax credit, and trusted CFO guidance to confidently plan its next steps.**

About OpStart

We're your modern finance function-as-a-service—bookkeeping, taxes, and fractional CFO—in one high-touch team that gives founders real-time clarity, proactive guidance, and the freedom to focus on growth.

Let's learn more about each other! Schedule a call today.

High-touch customer support

"OpStart's assistance has been invaluable in managing our accounting, bookkeeping, and tax needs. We feel completely at ease knowing your team is here to support us." **Brandyn Curry, Director, The Shield Foundation**

Always Compliant Taxes

In our recent NPS survey (Aug+Sept 2025) 64% of the respondents said, "OpStart keeps me compliant with taxes"

Founder Focus & Freedom

"Where do I leave a 5-star review for OpStart? You guys give us so much leverage on our time!" **Jackson Jhin, Co-Founder & CEO, Protege**

Accounting Expertise & Forward Vision

"OpStart provides expert-level oversight of accounting, quick feedback, and forward-looking analysis." **Matt Roberts, Founder & CEO, D1.ticker**