

Overview

Upfront Clarity offers fractional CFO services for growth-stage and founder-led companies seeking expert financial leadership without the expense of a full-time executive. We combine in-depth strategic finance knowledge with practical execution to provide clarity, structure, and confidence to ambitious companies ready to expand. Whether you're pre-revenue or growing quickly, we offer the financial strategy and oversight needed to support sustainable growth.

What We Do

We deliver comprehensive financial leadership across all aspects of your business. Our main services include creating strong financial models and forecasts, optimizing cash flow and liquidity, and developing persuasive investor materials for fundraising. We also build executive dashboards for real-time KPI tracking, streamline back-office systems, and offer specialized advice on M&A analysis, pricing strategies, and other high-stakes financial projects.

How We Work

Our proven four-step process is designed to deliver immediate value while building long-term infrastructure. We begin with a discovery call to align on your goals, followed by a thorough financial assessment to identify gaps. Then, we get hands-on with execution and implementation—building the models and systems you need—and provide ongoing support through regular business reviews and strategic advisory.

Why Upfront Clarity

Led by John Ireland, who has over 30 years of experience in various industries, we provide deep expertise in startups, ag-tech, SaaS, and mission-driven organizations. We simplify financial complexity to deliver actionable insights and offer flexible engagement options—including hourly advisory, project-based work, or monthly retainers—customized to your specific budget and growth stage.

Who We Serve

We work with growth-stage and founder-led companies that value strategic financial guidance but don't require a full-time CFO. Our clients range from pre-revenue startups with strong product-market fit to established firms gearing up for major funding rounds or liquidity events.

Contact Info

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