

Driving Startup Success: Flexible Accounting & CFO Services for a Medical Apparel Venture



Client Profile

A U.S.-based medical apparel company known for delivering high-quality, comfortable scrubs to nurses via an eCommerce platform was gearing up for fast growth. Founded at Harvard Innovation Labs, the company aims to scale while keeping financial operations lean and strategic. To focus on business expansion and fundraising, the founder needed reliable support for bookkeeping, accounting, and CFO-level guidance designed for both startups and the eCommerce space.

The Challenge

Launching a business from the ground up comes with tight budgets and big decisions. This client faced multiple challenges early on:

- **High Costs:** Traditional accounting firms proved too expensive and not flexible for startup needs.
- **Scattered Expertise:** Needed a partner with both startup and eCommerce knowledge—not just general accounting help.
- **Fundraising Readiness:** Financial models and strategic insights were needed to support seed funding efforts.
- **Scalability Concerns:** Services had to grow with the company, without locking into fixed costs too early.

The Solutions

Analytix Solutions delivered a flexible and phased approach, aligning support with the client's growth journey. Key actions included:

- **Scalable Accounting Support:** Started with core bookkeeping and accounting services, only billed when used, minimizing overhead.
- **Fundraising Strategy:** Provided CFO-level expertise to develop financial models and support investor presentations during the fundraising phase.
- **eCommerce-Specific Accounting:** Supported accounting across both physical inventory and digital subscription products as the company expanded its offerings.
- **Business & Vendor Analysis:** Analyzed warehousing proposals, reviewed vendor costs vs. revenue margins, and assessed product demand for smarter decisions.
- **On-Demand Advisory:** Delivered strategic insights across operations, from inventory planning to vendor selection and multi product analysis.



The Results

1. Optimized costs with a pay-as-you-need model for accounting and CFO services.
2. Industry-aligned expertise covering eCommerce and startup-specific financial challenges.
3. Improved decision-making through real-time insights into inventory, vendor performance, and product trends.
4. Ready for growth with reliable financial modeling and advisory support for raising capital.
5. Confidence in numbers with accurate, timely, and audit-ready financial data.

Client Testimonial

"Analytix takes on clients they believe in. Their team always shows up for me and always works with my needs. They have a very human-first approach. Analytix was built by entrepreneurs, and they do an excellent job servicing the needs of entrepreneurs."

CEO, Medical Apparel Company

About Analytix

At Analytix Solutions, the team serves as your reliable ally for extensive finance and accounting solutions. Whether you are a small business accountant or CPA firm, or manage a business of any scale, get customized services that align with your specific needs. From managing back-office tasks to providing bookkeeping, part-time CFO services, accounting assistance, 401(k) audits, tax preparation, and accounting system integration, the team stands ready to optimize your operations through enhanced efficiency and automation.