STRATEGIC PILLAR I

CASHFLOW ARCHITECTURE

Engineering liquidity for scale.

THE LIQUIDITY PARADOX

ACCOUNTING VIEW

PROFITABLE

(Revenue Recognized)

OPERTIONAL VIEW

CASH DEFICIT

(Cash Trapped)

Insight: Rapid growth widens the gap between revenue recognition and cash realization

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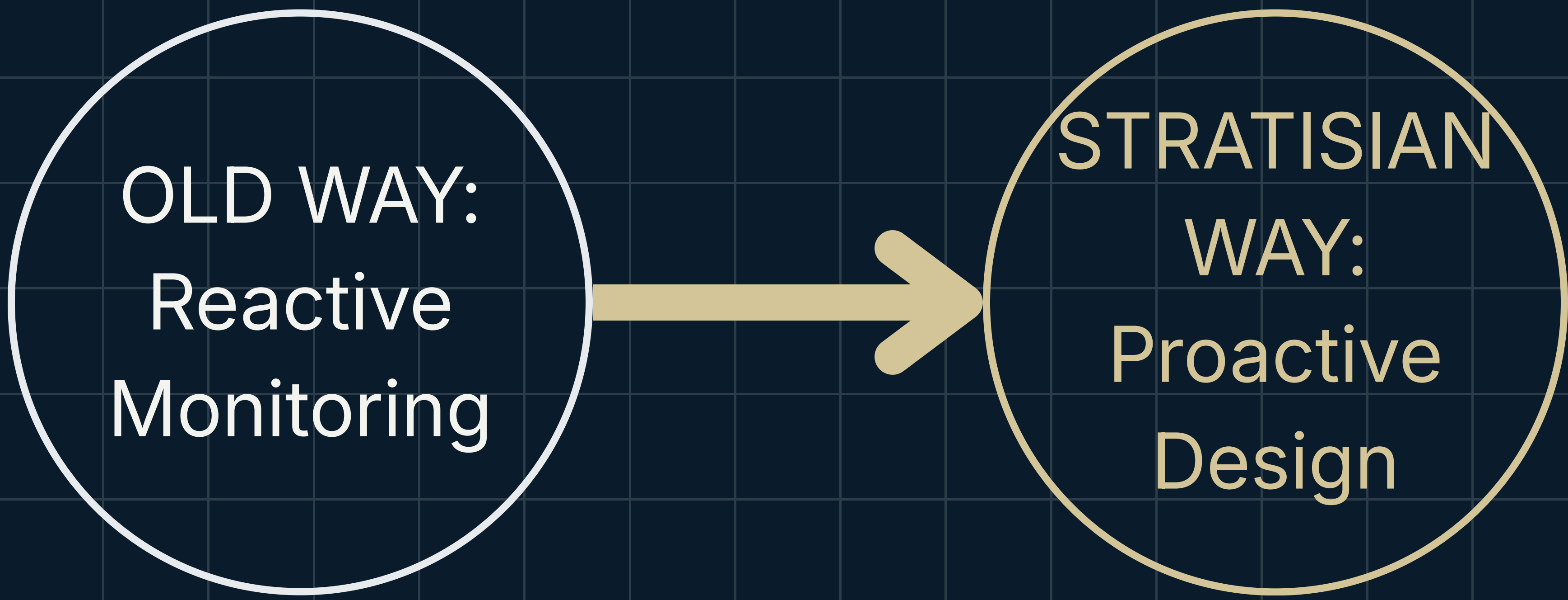
Strategy. Structure. Scale.

WHAT IS CASHFLOW ARCHITECTURE?



The Shift: Most firms accept market-standard payment terms as fixed variables.

The Goal: Maximize the velocity of capital through the system.

The Stratisian Approach: We treat payment terms, inventory turnover, and billing cycles as designable variables.

LEVER I: RECEIVABLES COMPRESSION

Reducing Day Sales Outstanding (DSO)

Strategic Incentives: Utilizing early-payment discounts (e.g., 2%/10 Net 30) to prioritize liquidity over gross margin.

Frictionless Settlement: Removing administrative barriers to payment acceptance.

Terms Alignment: aligning billing cycles with client pay-cycles.

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LEVER II: PAYABLES EXTENSION

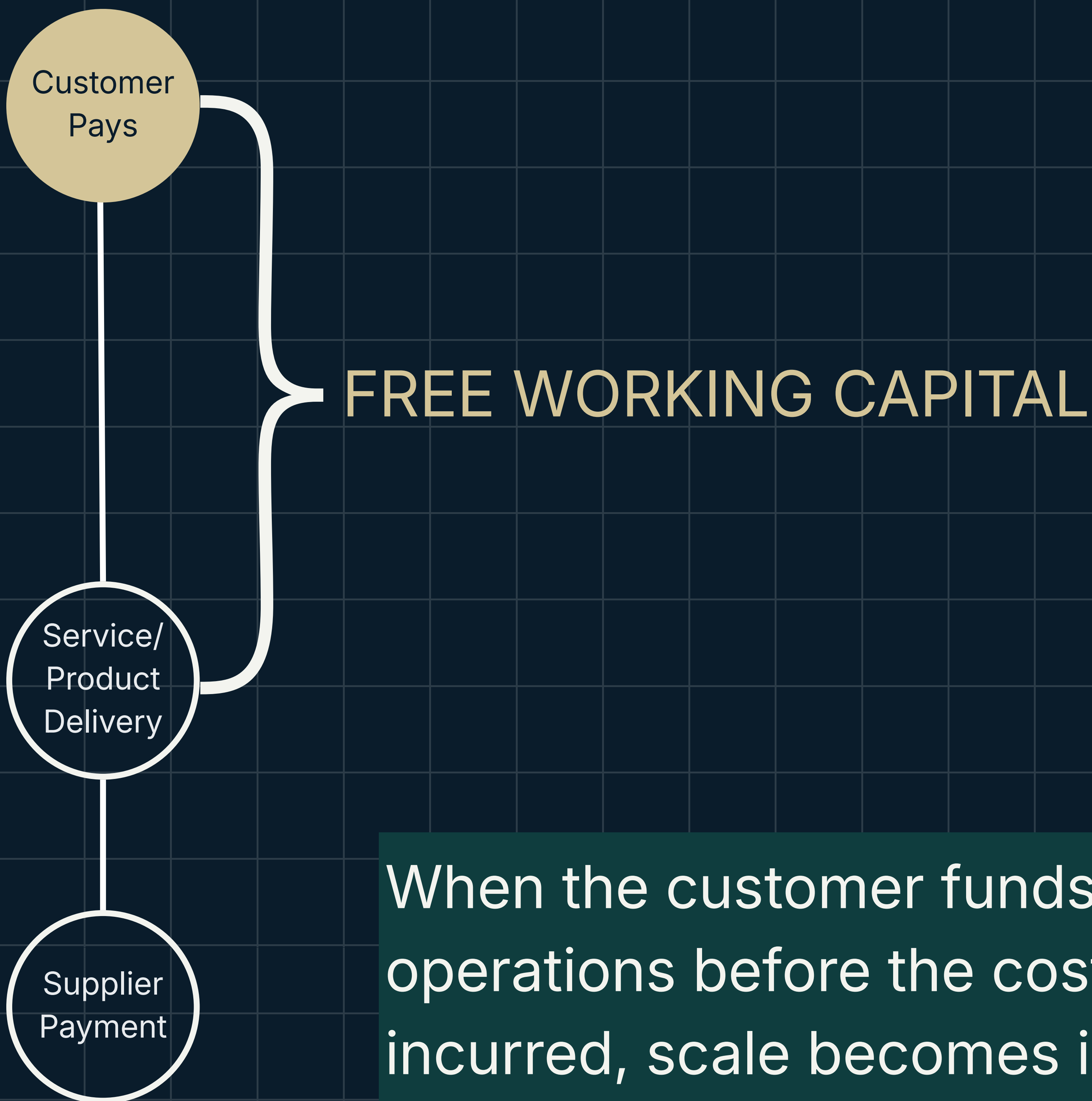
Optimizing Days Payable Outstanding (DPO)

Supplier Financing: Using supplier terms as zero-interest working capital.

Negotiation Priority: Prioritizing longer payment terms over marginal price reductions during procurement.

Timing: executing payments at the precise maturity date, preserving cash on hand.

THE GOLD STANDARD: SELF-FUNDING GROWTH



When the customer funds the operations before the cost is incurred, scale becomes infinite.

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THE PILLAR I AUDIT

- Analyze the gap between P&L Profit and Net Cash Flow.
- Audit current Receivables (DSO) metrics.
- Review Supplier Agreements for term extension.
- Calculate the Cash Conversion Cycle (CCC).

Next: Pillar 2 - Customer Value Engine

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Strategy.

Structure.

Scale.