Mastering Cash Liquidity & Building Sustainable Profit

Treasury Coaching Program for Business Owners and CFOs

Stonerose Treasury Coaching Program

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Who We Are

With over 23 years of experience in treasury and finance leadership, I’m passionate about helping businesses avoid cash loss and build sustainable, long-term cash profits

Our step-by-step roadmap ensures consistent and sustainable growth.

Growth Strategy Roadmap

2025

Presentation Slide

Growth Strategic Roadmap

Our step-by-step roadmap ensures consistent and sustainable growth.



Foundation

Build your daily and 13-week cash forecast using proven treasury principles



Optimization

Identify cash drains and Improve liquidity across legal entities and departments



Automation

Systemize cash flow tracking and forecasting with Power BI, Python, SQL and ML.



Scaling

Leverage your cash model to support growth, investment, and funding decisions

The Problems

Today, the business treasury management industry faces these problems

1. “82% of business failures are due to poor cash flow, not lack of profit” -U.S. Bank study via Jessie Hagen, CFO.com
2. Many profitable companies still face insolvency because they lack proper liquidity planning
3. Manual processes delay cash decisions in time-critical moments
4. Complex businesses lack agile treasury forecasting tools



Our Solution.

We have developed a scalable digital platform to solve these problems by providing

A tailored coaching program led by a treasury expert with 23+ years of hands-on experience in diverse sectors

Built on the proprietary Stonerose Treasury Forecasting Framework used to drive multimillion-pound cash profits

Unique blend of strategic guidance and technical enablement: combines real-world treasury insights with automation using Power BI, Python, and SQL

Practical implementation of cash forecasting across daily, 13-week, and long-term cycles

Designed for businesses without a Treasury Management System, helping them transition from spreadsheet chaos to structured clarity

Step-by-step transformation roadmap backed by proven results from national law firms and global manufacturers

Who This Is For

B

Business Owners seeking financial stability and growth

C

CFOs who want to take full control of liquidity.

C

Companies with no Treasury Management System but high complexity

F

Firms using spreadsheets and manual reports that want to automate

The 3-Part Framework

This framework gives you a competitive edge in treasury cash management

Clarity – Diagnose and structure your liquidity framework

Control – Build forecasts, integrate bank and operational data

Confidence – Automate reports and drive cash decisions

Program Outcomes

- Gain a deep understanding of liquidity and cash drivers
- Build and automate a daily cash and 13-week cash forecast model
- Implement sustainable profit-generation strategies
- Identify and manage financial risks confidently



These differentiators position us as a market leader in treasury cash management and automation.

About the Founder

- Mala Sun, ACCA-qualified Treasury Leader
- Built treasury functions from scratch for national law firms & global manufacturers
- Delivered multimillion-pound cash profits through innovation and automation
- Creator of the Stonerose Treasury Cash & Forecast System



Mala Sun, The Founder

Over 23 years experience in treasury and finance leadership

“I’ve learned that failure is often the push we need to rise to the next level, and success is never final—through resilience and working smarter, we evolve into better versions of ourselves at every stage.”

— Mala Sun



Get in Touch

Ready to master your cash flow? Book your free discovery call today.



For more information, please reach out to us at

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We look forward to hearing from you!