

## **At Mind the GAAP, our mission is to educate professionals on Accounting rules, SEC regulation and Controllershship.**

Mind the GAAP is a leader in customized training courses on United States generally accepted accounting principles (U.S. GAAP). We also develop and deliver tailored sessions on SEC reporting, international financial reporting standards (IFRS) and Controllershship (business ethics).

We do not carry a catalogue of "off the shelf" courses available to the general public. Instead, we design and develop each and every one of our courses to meet the specific requirements of our clients, focusing only on topics that are relevant to them.

## **The education does not stop once the formal training ends.**

We provide on-demand coaching and consultation services when you need them most. Whether you're negotiating a deal, raising capital, or preparing SEC filings, we're there to answer your questions and provide the support you need.



**We truly enjoy sharing our insights with others. Delivering complex topics in an understandable manner is our biggest strength and differentiator. The unanimously positive feedback we receive from our clients validates our approach.**



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We are always proud to deliver the training materials we custom create. Our courses are designed to be the right mix of **group discussion, examples, and learning exercises**, often in the form of short team case studies or more detailed simulations. Where appropriate, we'll craft games or contests to create a "competition to learn".

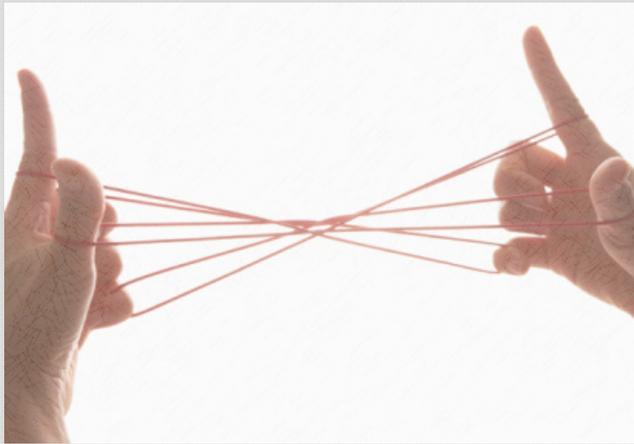
One of our strengths is listening. We enjoy taking questions from participants and helping guide them to potential solutions or resources. In fact, many of our courses contain a session entitled "Ask Dr. GAAP" in which we address any and all questions from the audience.

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## Formal training is not enough. Your business will grow, and questions will emerge.

- We provide on-demand coaching services to many of our clients. The goal is to answer your accounting questions real-time and at a moment's notice.
- **Example:** Mind the GAAP can provide input on how a proposed transaction could affect the balance sheet and P&L, and offer recommendations for alternative deal structures that could avoid undesirable accounting consequences.
- Mind the GAAP can even help your finance teams develop position papers to support the conclusions reached, and serve as a liaison with your auditor.
- We deliver our coaching services in any manner that works best for our clients, typically by phone, email, or web conference.





## Mind the GAAP has delivered training and coaching services to:

- Global organizations including General Electric, CSC, Dell, Pfizer, Moody's, E.On, Experian, and CCH
- Many of the world's largest accounting firms, including KMPG, PwC, Deloitte, BDO and Grant Thornton
- Emerging companies, such as MicroVision, QLogic, Genocsa, Preferred Sands, Epizyme, and Dropbox
- Regional accounting firms, including those serving both public and private companies

**Scott Ehrlich is the founder of Mind the GAAP. He started the company in 2002 with the goal of developing the highest quality, best-in-class accounting training.**



Personal and professional development has always been one of Scott's passions. He is an expert at taking complex concepts, and making them understandable to all. Having facilitated courses for over 20 years, Scott is very comfortable instructing in large or small group settings. He also understands the benefits and constraints of virtual learning, and has worked with leading organizations to maximize the outcomes from this form of training.

Prior to founding Mind the GAAP, Scott was a senior manager at Arthur Andersen, spending his final three years in the firm's professional standards group. Scott graduated from Bucknell University as class valedictorian and was awarded the Gold Medal Award in the state of Connecticut for the highest score on the November 1993 CPA exam.



**Thank you for your interest in Mind the GAAP.**



We welcome the opportunity to learn more about your company and discussing your accounting educational needs.



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