

"Optimal Numbers: DTC Operators' Financial Program"

Unlock the Hidden Potential of Your Business – Master the Numbers that Drive Profitability and Cash Flow During BFCM and Beyond.

TAKE UP THE PROGRAM

You're passionate about your brand, but the financial side of things? Not so much.

- Are you a DTC Operator or Growth Strategist overwhelmed by numbers, stressed about making financial decisions, or struggling to see the big picture when it comes to scaling profitably?
- Imagine having the clarity and confidence to not only survive but thrive during the most critical sales periods, like BFCM, and beyond.
- What if you could transform your business into a well-oiled machine that generates consistent cash flow and sets you on the path to financial freedom?

Join the **"Optimal Numbers: DTC Operators' Financial Program"**, where you'll learn to speak the language of finance fluently, understand the key concepts and metrics that matter, and use them to drive your business to new heights.

This program isn't about quick fixes or hacks. It's about developing a strategic understanding of your numbers so you can scale with confidence.


Right now, you might feel like you're:

- Navigating a financial maze
- Unsure of which decisions will lead to success and which might sink your business
- Constantly under the stress of managing cash flow
- Being confused about financial data
- Being afraid of making costly mistakes that may put your brand in jeopardy

By the end of this program, you'll:


- Have an actionable roadmap for scaling your business with confidence.
- Discover exactly how to maximize profitability, optimize cash flow, and make data-driven decisions that propel your brand forward.
- Discover how to generate a solid 12+ month cash buffer
- Be ready to weather any storm and steer your business towards a future of financial freedom

What Do Mentees Say:

 **Spiros Petrou** • 1st
Founder of Red Raven 2w ...


The best course on financials I have ever taken!
As a DTC Brand owner, it really did help me understand my numbers, track what is important and most of all, take the right actions from these insights.
Valentin is so knowledgeable, experienced and clear in his communication - he really knows his stuff. 🙌

Love · ❤️ 1 | Reply · 1 Reply

 **Valentin Kuznetcov** Author 1w ...
Growth Consultant & Finance Partner to 7 & 8-Figure D2C...

[Spiros Petrou](#) means a lot coming from you, my friend 🙌

Like · ❤️ 1 | Reply

 **Bepi Jones ACA** • 1st
Building *finance teams* for 7 & 8 figure D2C brands 2w ...


This is one of the best courses I've ever taken.

It's fundamentally changed the structure of the reports we present to partners each month.

Using the techniques I learned on this course, I've just come out of a board meeting where we've been able to 3x Ebitda YoY in a 6 month period.

Val knows his 🙌

Love · ❤️ 2 | Reply · 1 Reply

 **Valentin Kuznetcov** Author 2w ...
Growth Consultant & Finance Partner to 7 & 8-Figure D2C...

[Bepi Jones ACA](#) impressive results - keep killing it, man!


Like · ❤️ 1 | Reply

 **Andrew Hassard** • 1st
Co-Founder RAM Commerce | Managing Director at Modmo 2w ...

Value packed, actually useful and superb content.


Thumbs up here. 👍

Support · 🗨️ 1 | Reply · 1 Reply

 **Valentin Kuznetcov** **Author**
Growth Consultant & Finance Partner to 7 & 8-Figure D2C... 2w ...


[Andrew Hassard](#) i hope you've had time to apply most of the learnings to your business, Andrew - keep me posted about your progress 🙌

Like | Reply

 **Tommaso Pieretti** • 1st
CEO & Co-Founder Performance Boutique | Performance Marketing... 2w ...


The best coaching / masterclass I've ever taken, on the most underrated subject by DTC operators. 🙌 [Valentin](#) is a beast building bridges between marketing and finance 🚀

Love · ❤️ 1 | Reply · 1 Reply

 **Valentin Kuznetcov** **Author**
Growth Consultant & Finance Partner to 7 & 8-Figure D2C... 1w ...


[Tommaso Pieretti](#) appreciate the feedback, man!

Like | Reply

 **Konstantinos Sioutos** • 1st
I help eCommerce brands grow and maximize profit through Perfor... 2w ...


Totally recommended! As a performance marketer, it really helped me connect marketing wins with actual business growth, and I still have many things to apply. It's super practical and has opened my eyes to so much. Also, Valentin is a great guy!

Support · 🗨️ 2 | Reply · 1 Reply

 **Valentin Kuznetcov** **Author**
Growth Consultant & Finance Partner to 7 & 8-Figure D2C... 1w ...


[Konstantinos Sioutos](#) thanks for the kind words, man - hope you'll apply more learnings as you go on 🙌

Like · ❤️ 1 | Reply

 **Moamen Ibra** • 1st
Performance Marketer @Blue Sense Digital | Growth Strategist 2w ...

This is a must attend for D2C operators.
Practical, value packed and applicable in so many different ways! 🙌

Support · 🗨️ 1 | Reply · 1 Reply

 **Valentin Kuznetcov** **Author**
Growth Consultant & Finance Partner to 7 & 8-Figure D2C... 2w ...

[Moamen Ibra](#) thanks, mate - hope you've taken a lot way from this program and have started applying the learnings 🙌

Like · 🗨️ 1 | Reply


"I have been following Val and his amazing content on LinkedIn for the past year, had a chance to check and use lots of his useful free resources, which gave me an idea of what I can expect from this cohort, nonetheless it was way above my expectations! For me as a growth marketer this cohort opened my eyes to areas of optimizations that are extremely important for all D2C businesses and which I couldn't put my hands on prior to this learning journey. Other than that, Val is extremely available to provide extra help and answer all of the questions that can come to your mind. Highly recommended 10/10 !"

What You'll Get:

- **Recordings and Slide of 4 Interactive Sessions**

Engage in four dynamic sessions that break down complex financial concepts into actionable insights. Learn about the fundamentals of profitable scale, financial analytics, cash flow management, and how to turn insights into winning strategies.

NOTE: Detailed Structure Outline:

 Optimal Numbers: Detailed Sessions Structure

- **More Real-Life Case Studies**

Apply what you learn to real DTC brands, uncovering the secrets behind their financial success. You'll see exactly how to replicate these strategies in your own business.

- **Ongoing Support During Your Study**

Have questions or need guidance? You'll have direct access to Val throughout the program for real-time support and feedback.

- **Essential Frameworks, Tools & Templates**

Receive key frameworks, calculators, and tools that will become your go-to resources during BFCM and beyond. From a **Net Profit Target Calculator** to a **Financial Snapshot Model**, you'll be equipped to handle any financial challenge.

Add-ON:

- **1:1 Personalized Session (1 hour each)**

Get one personalized session with Val to apply the program's learnings to your unique business challenges. You'll walk away with a tailored action plan to boost profitability and cash flow.

Program Structure:

- **Session 1: Understanding The Fundamentals of Profitable Scale**
Discover how to align your business model with profitability, avoid common financial pitfalls, and master your P&L.
- **Session 2: Managing Cash to Accelerate Profitable Scale**
Uncover the secrets of cash flow management, understand your balance sheet, and shorten your cash conversion cycle.
- **Session 3: Deriving Actionable Insights from Data**
Learn how to set meaningful financial goals, benchmark against industry Operators, and boost your business's financial performance.
- **Session 4: Converting Insights into Action and Strategy**
Translate financial data into strategies that will move the needle using a proprietary "Consulting Playbook" – from discounting to inventory management and more.

Who Is This For?

This program is for DTC founders, operators, and managers who are serious about taking control of their financial future. If you're ready to build a financially sustainable brand, generate consistent cash flow, and scale profitably, this program is for you.

Who Is This NOT For?

If you're looking for quick fixes or hacks to inflate revenue without understanding the underlying financials, this isn't the program for you. This program is about building a solid financial foundation for long-term success.

Frequently Asked Questions:

Q: Will this program help me discover what I don't know?

A: Absolutely. We'll dive deep into financial concepts, metrics and strategies that many DTC Operators overlook, giving you the knowledge to make informed decisions.

Q: Will this program show me how to take action on insights?

A: Yes. Each workshop is designed to be practical and actionable, with real-life examples and case studies to guide you in applying what you've learned.

Q: Will this program require too much time to learn?

A: The program is intensive but designed to fit into your busy schedule. With live sessions, 1:1 support, and ongoing Slack access, you'll get the guidance you need without feeling overwhelmed.

Q: How long is each study session?

A: Each study session will span 1.5 - 2 hours

About Valentin:

Valentin is the secret weapon behind some of the most successful DTC brands in the industry.

Over the past 6 years, he's helped 50+ brands like Nomad the Label, AvalonKing, The Wod Life, Freez Clothing, and In-lite Outdoor Lighting thrive in the competitive eCommerce landscape.

Valentin has also partnered with private equity and venture capital firms, bringing his unparalleled expertise in financial strategy to scale businesses to new heights. When it comes to turning complex financial data into clear, actionable strategies, Valentin is the go-to expert that top-tier brands and investors trust.

Ready to Scale with Confidence?

Don't let financial uncertainty hold you back. Join **"Optimal Numbers: DTC Operators' Financial Program"** and take the first step towards a profitable, cash-generating, and scalable business.

NOTE: Spots are limited - secure yours today and start your journey towards financial mastery!

Investment

The insights and strategies you'll gain from this program are valued at well over **\$30,000**, based on the years of experience, countless experiments, and significant investment that went into developing them.

The Investment = \$1,250

TAKE UP THE PROGRAM SESSIONS