



Financial Projections - Crash Course for Entrepreneurs

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Financial Projections - Crash Course for Entrepreneurs - Overview

Course Title: Financial Projections - Crash Course for Entrepreneurs

Course Duration: 1 full day

Designed For: Entrepreneurs who have zero or very little financial training. This course is particularly ideal for technology entrepreneurs who need a significant understanding of finance, as it relates to their new start-up.

Objective: To give entrepreneurs what they need to know so that they can formulate realistic financial projections that can be used when seeking investment or as a basis for developing future business strategies.

A key objective of this course is to enable entrepreneurs to prepare their financial projections using just four basic spreadsheet skills. These are: how to add, subtract, multiply and divide using spreadsheets. This allows them to focus on their projections and not spend valuable time learning how to use the intricacies of a spreadsheet that they will never need.

Another key objective is to teach entrepreneurs how to build their projections from the bottom up as opposed to a top down approach. This is widely regarded as the most accurate method and, therefore, more likely to attract a potential investor's interest.

Results: On completion, entrepreneurs will be able to design customized financial projections and modify them as future plans change. They will be able to build accurate sales projections based on market research. They will be able to accurately identify their expenses and compare them to industry norms. They will have the required skills to stress test their financials in anticipation of questions a potential Venture Capitalist or Business Angel may ask.

The financial projections will take the form of:

- 1) An Assumptions Page
- 2) Profit and Loss/Income Projections
- 3) Cash Flow Projections
- 4) Balance Sheet

Benefits: Entrepreneurs will be able to adapt and assess their financial projections in real time, as their business model and strategy evolves. They will save valuable start-up cash because the need for outsourcing the development of their company's financial projections will not now be necessary.

They will be much better positioned to answer difficult questions posed by Venture Capitalists and Business Angels regarding their financial projections. Most importantly, they will become more aware of the link between their financial projections and their day to day activities.

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Course Breakdown:

- 1) How to build an “Assumptions Page”
- 2) Putting together realistic sales assumptions.
- 3) Developing realistic expense assumptions.
- 4) Constructing Profit and Loss/Income projections based on sales and expense assumptions.
- 5) Projecting cash flow based on above assumptions.
- 6) Balance Sheet projections based on above assumptions.
- 7) How to conduct “stress tests” for potential investors’ queries.

Bonus: Additional e-learning supports such as podcasts, slidecasts, notes and “how to” videos will be available to reinforce the face to face session.

This course is brought to you by LostJobStartBusiness.com

This course is only available in Ireland and the UK.

This course is delivered in a face to face classroom setting when booked by an Enterprise Tuition Manager.

One to one sessions can be booked by individual entrepreneurs and start-up companies.

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