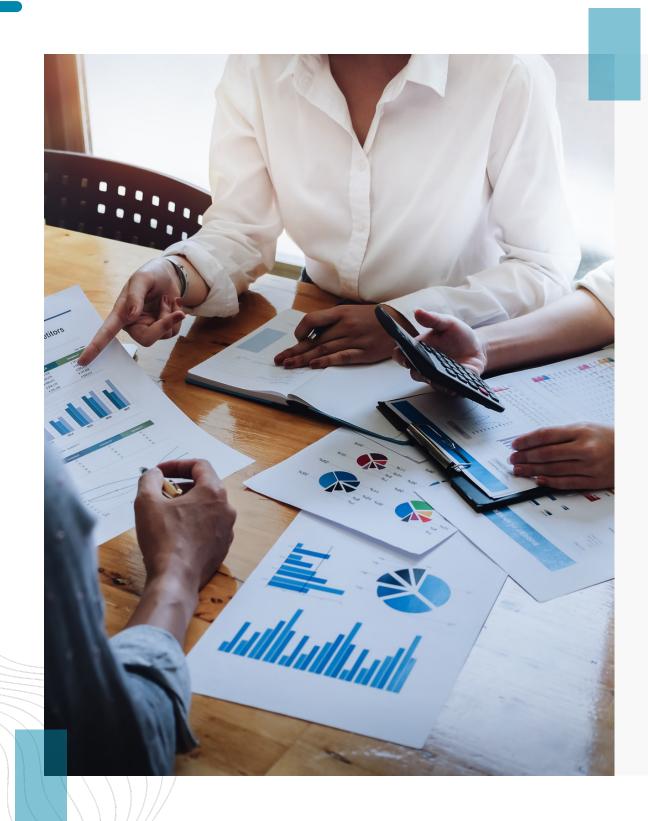
FINANCIAL PLANS

W W W . S T A R T M E S P A R T A N B U R G . C O M





Week Four Objectives

Draft your business financials
Introduce key components of business financials.

Show Me The Money!

In a nutshell, a good financial plan does three things.



Where the money came from



Where the money went



Where the money is now



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"Beware of little expenses. A small leak will sink a great ship." – Benjamin Franklin

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TYPES OF FINANCIAL PLANS

INCOME STATEMENT: Revenue and costs over time. Also called a P&L (profit and loss) statement.

BALANCE SHEET: Company owns and owes at a point in time. Assets= Liabilities+Equity

STATEMENT OF CASH FLOW: Increase or decrease in cash over time.

Week Four Homework

Use the spreadsheet example given to draft financials in Excel or Google Sheets.

You can access additional class materials by using the QR code below and using password "imallin".



