

Startup Management Finance

FRI 63749B

Balance Sheet

Assets		Liabilities and Equity	
Current Assets	12.800	Liabilities	30.000
..Cash	6.600	..Credit Cards	5.000
..Accounts Receivable	6.200	..Accounts Payable	25.000
Fixed Assets	25.000	Equity	7.800
..Tools and equipment	25.000	..Capital	7000
		..Retained Earnings	800
Total	37.800	Total	37.800

Current Assets

- Cash and Cash Equivalents
- Accounts Receivables
- Prepaid Expenses

Fixed Assets

- Property, plant and equipment
- Intangible assets
- Investments

Liabilities

- **Accounts payable**
- **Financial liabilities**
- **Unearned revenue**

Equity

- **Capital**
- **Retained earnings**

Profit and Loss

Operating Revenue		15.000
.. Operating Revenue - Sales	15.000	
Gross Profit		8.000
.. Operating Expenses - Cost of goods sold	7.000	
Selling, General and Administrative Expenses (SG&A) -		2.000
.. Rent	1.500	
.. Insurance	250	
.. Office supplies	150	
.. Utilities	50	
.. Amortisation/Depreciation	50	
Operating Income		6.000
Other Income (Expenses)		
.. Loan interest	-500	
Earnings Before Income Taxes		5.500
.. Income Taxes	1.000	
Net Earnings		4.500

Cash Flow

Description	Q1	Q2	Q3	Q4
Cash flow from operations	10	10	10	8
..Sales (paid in cash)	30	40	40	50
..Materials	-10	-20	-20	-30
..Labor	-10	-10	-10	-12
Cash flow from financing	40	-11,4	-11,4	-13
..Incoming loan	+50	0	0	0
..Loan repayment	-5	-5	-5	-5
..Taxes	-5	-6,4	-6,4	-8
Cash flow from investments	30	0	0	0
..Seed	30	0	0	0
Net Cash flow	80	-1,4	-1,4	-5

Planning

- use common sense
- plan for 12 month
- review every quarter

Expenses total

Salaries

..Development

..Mktg & Sales

..Operations

..Mngmt

..taxes+benefits

Professional Fees

..Legal

..Accounting

..Other

Rent & expenses

..rent - SLO

..rent/desks - US

..rent/app - US

Communication expenses

..Telephones

IT Costs

..Hosting

..Equipment

Travel

Marketing & advertising

Initial manufacturing costs

Tooling and packaging

Certifications FCC, etc

Objectives and Key Results

- A long term objective, choose 1-3
- Each objective measured by 3-5 key results
- Follow the KRs regularly (weekly)

Key Performance Indicators

- set of performance measures
- well defined and quantifiable
- it should be as close to operation as possible

Readings

- https://en.wikipedia.org/wiki/Balance_sheet
- http://www.mindtools.com/pages/article/newCDV_45.htm
- <http://www.handsonbanking.org/biz/?p=212>