

Introduction

This spreadsheet offers the support needed to demonstrate an accurate view of your current business operations and where you expect it to go.

The workbook is split into the following tabs:

- 1) **Assumptions** - Use this tab to input your expectations for your 1-5 year Net Cash Flow Forecast. Input your expectations for Revenue, Operating Costs, Sales, and General, and Administration costs. These will flow into the tab entitled Cash Flow Forecast.
- 2) **Net Cash Flow Forecast** - Use this tab to input your actual results and build out your 1-5 year Net Cash Flow Forecast. This tab requires the most input as it is based specifically on your business and where you expect it to go.
- 3) **Financial Tables** - This tab is linked directly to your Net Cash Flow Forecast. So, when you are happy with your forecast, your results will be reflected in financial tables and graphs that help you easily tell the story of your company.
- 4) **Definitions** - Use this tab for helpful definitions of key terms that you will encounter as you build out this workbook and the accompanying Pitch Deck.

Assumptions

Input your assumptions below on how you expect your company to grow. This information is very useful to potential investors as it demonstrates the potential of your business. Provide as much detail to support your assumptions as possible

Instructions:
Use the space under the heading "Explanation of Assumptions" to summarize what you expect your changes in Revenue, Operating Costs and Selling, General & Administrative costs.
Once you have completed documenting the explanation of your assumptions, use the space under "Input Assumptions" to lay out your Revenue and Costs for each year. Input this on a monthly basis to make sure you have detailed support.
Important: Complete the inputs under "Input Assumptions" as these items are linked into the Net Cash Flow Forecast so that you do not have to input information twice.

Input Assumptions (linked to forecast)

	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018	OCT 2018	NOV 2018	DEC 2018
Revenue												
<i>Product 1</i>												
Volume	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Actual Price	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5	\$ 5
Total Product 1	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
<i>Product 2</i>												
Quantity	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Actual Price	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2	\$ 2
Total Product 2	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
+ [Add products as needed]												
Total Revenue	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000
Operating Costs												
<i>Labour</i>												
Hours	250	250	250	250	250	250	250	250	250	250	250	250
Actual Rate	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10	\$ 10
Total Labour	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
<i>Materials</i>												
Quantity	150	150	150	150	150	150	150	150	150	150	150	150
Actual Cost	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15
Total Materials	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250
+ [Add operating costs as needed]												
Total Operating Costs	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750	\$ 4,750
Gross Margin (%)	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
Selling, General & Admin												
Salaries, benefits and wages	900	900	900	900	900	900	900	900	900	900	900	900
Facility, building maintenance and utilities	800	800	800	800	800	800	800	800	800	800	800	800
Professional and consulting fees	300	300	300	300	300	300	300	300	300	300	300	300
Travel, meals and entertainment	100	100	100	100	100	100	100	100	100	100	100	100
Insurance	200	200	200	200	200	200	200	200	200	200	200	200
Vehicles and fuel	600	600	600	600	600	600	600	600	600	600	600	600
Other	100	100	100	100	100	100	100	100	100	100	100	100
+ [Add expenses as needed]	-	-	-	-	-	-	-	-	-	-	-	-
Total Selling, General & Admin	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000
Startup Costs*												
Website development	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167
Marketing	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333
Staffing	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333
Distribution	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333	3,333
Other	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667
Total Startup Costs	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833	\$ 20,833

Use the Startup Costs to reflect Startup or one time costs that are out of the course of normal day to day business.

Net Cash Flow Forecast

Create a five year look at your company. This net cash flow forecast is to be used to show month by month your actual and expected results. This allows you to gain a strong understanding of the financial position and direction of your business.

Instructions:

This majority of this table is linked to the assumptions, therefore if you need to make updates or change numbers, this should be done on the assumptions tab.

1) When adding new rows, make sure that all calculating green cells are updated to the new row by copying and pasting the formulas from the cell above. Link into the Assumptions tab when you add a new product.

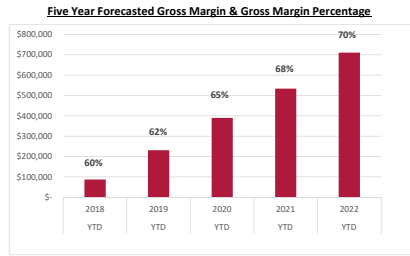
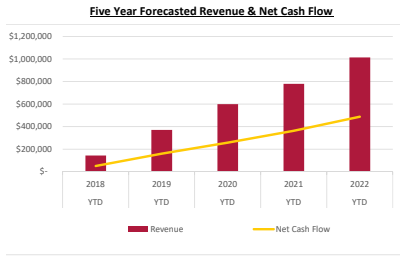
2) To view the summarized data use the 1 & 2 column toggle buttons located above the first column. These instructions can also be hidden by using the to row toggle in the same place.

	Forecast Results												Summary of Actual Results				
	JAN 2018	FEB 2018	MAR 2018	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018	OCT 2018	NOV 2018	DEC 2018	Q1 2018	Q2 2018	Q3 2018	Q4 2018	YTD 2018
Revenue																	
Product 1 [insert product name]	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	30,000	30,000	30,000	30,000	120,000
Product 2 [insert product name]	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	6,000	6,000	6,000	6,000	24,000
+ [Additional products - note 1]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total revenue	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	36,000	36,000	36,000	36,000	144,000	
Operating costs																	
Labour	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	7,500	7,500	7,500	7,500	30,000
Materials	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	6,750	6,750	6,750	6,750	27,000
+ [Additional costs - note 1]	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total operating costs	4,750	4,750	4,750	4,750	4,750	4,750	4,750	4,750	4,750	4,750	4,750	14,250	14,250	14,250	14,250	57,000	
Gross margin	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	7,250	21,750	21,750	21,750	21,750	87,000	
Gross margin %	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	
Selling, general & administrative costs																	
Total administrative costs	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	9,000	9,000	9,000	9,000	36,000
Net Cash Flow	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	4,250	12,750	12,750	12,750	12,750	51,000	

Three Year Forecasted Results (by year):

	YTD 2018	YTD 2019	YTD 2020	YTD 2021	YTD 2022
Revenue	\$ 144,000	\$ 372,000	\$ 600,000	\$ 780,000	\$ 1,014,000
Operating Costs	57,000	140,400	210,000	246,000	303,000
Gross margin	87,000	231,600	390,000	534,000	711,000
Gross margin %	60%	62%	65%	68%	70%
Net Cash Flow	\$ 51,000	\$ 159,600	\$ 258,000	\$ 362,400	\$ 487,920

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Five Year Forecasted Results (by quarter):

	2018				2019				2020				2021				2022			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Revenue	\$ 36,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 93,000	\$ 93,000	\$ 93,000	\$ 93,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 195,000	\$ 195,000	\$ 195,000	\$ 195,000	\$ 253,500	\$ 253,500	\$ 253,500	\$ 253,500
Operating Costs	14,250	14,250	14,250	14,250	35,100	35,100	35,100	35,100	52,500	52,500	52,500	52,500	61,500	61,500	61,500	61,500	75,750	75,750	75,750	75,750
Gross margin	21,750	21,750	21,750	21,750	57,900	57,900	57,900	57,900	97,500	97,500	97,500	97,500	133,500	133,500	133,500	133,500	177,750	177,750	177,750	177,750
Gross margin %	60%	60%	60%	60%	62%	62%	62%	62%	65%	65%	65%	65%	68%	68%	68%	68%	70%	70%	70%	70%
Net Cash Flow	\$ 12,750	\$ 12,750	\$ 12,750	\$ 12,750	\$ 39,900	\$ 39,900	\$ 39,900	\$ 39,900	\$ 64,500	\$ 64,500	\$ 64,500	\$ 64,500	\$ 90,600	\$ 90,600	\$ 90,600	\$ 90,600	\$ 121,980	\$ 121,980	\$ 121,980	\$ 121,980

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