

# Creating financial model for Startup

## *Oral Wellness Corporation (OWC)*

# Creating financial projections for a startup company is a crucial step as it helps in:

- Planning for the future
- Attracting potential investors or lenders

# Financial Modelling Case: Startup company selling oral wellness products

### **Case Overview :**

- Oral Wellness Corporation (OWC) has just started business and looking to sell oral care products
- The company has decided to sell its products via offline distribution channels
- OWC plans to start with a variety of products, including different types of toothpaste, toothbrush, mouthwash, etc.
- The company has done a preliminary market research to get an idea of product demand and likely selling price for each of the products proposed to be sold; however, it wants to get an idea of likely revenue in different scenarios of volume and price of its product

### **Assignment :**

- Identify key drivers of the revenue
  - Build scenarios for volume and price.
  - Run sensitivities around volume and price scenarios on revenue.
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*Note- Here only revenue working would be present in the model. We could do similar working (with different scenarios) with other line items such as cost, debt financing, equity, etc. This model is a depiction about how I as a Financial Modeler would approach a Startup Model.*

*Moreover, The input are assumed and are already present in the excel workbook.*