# Financial Management [How]

High level vision: To bring first world industrial technology to the third world, to aid third world organisations in growth and asset development.

Revenue model:

BMI

Cash to cash cycle:

The financial model is developed to sustain cashflow in the company. The programs are developed for a set cost to suit each individual company, then a subscription bases is used to generate a continuous revenue stream.

The start-up cost estimation for this is R 953 800 (Cash out)

Product is sold by, having a company sit-down consultation and design @ R 5 000.

The program is then tailored to specific company and industry @ R 20 000.

From then on, a monthly fee is charged for continues usage of the software @ R 3 500 pm.

To cover start up cost 37 programs needs to be sold, excluding monthly subscription fee.

The program is estimated to take 1 month of development at an external contractor.

Launch and logistics is estimated to take up to 3 months.

Estimated cash-to-cash cycle is 4 months.

Cash flow shortage dealings;

The finances:

The goal for the company is the acquire as many loyal customers that use the software in as small of a time window as possible. This is because the biggest revenue stream come from the subscription. To be able to reach a positive net worth for the company is the 3 year short term goal, this means that all the start-up cost is covered and all proceeds can go back in to growing the company.

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