

Financial Model Readme

Thank you so much for choosing the BaseTemplates Financial Model Template. Our goal is to help you build a solid & good-looking financial plan without having the struggle of setting it all up from scratch for yourself.

In this folder you will find the following versions:

Clean Version

You can start building your model using the clean version. In this version, no data is filled in yet so make sure to go through every tab.

Example Version

The example version has a lot of numbers filled in to show you how the inputs might look like, but also how they will generate future data and charts.

You can see this one as an inspiration & explanation for your model.

How to work with the template

Video Explanation: https://youtu.be/frqxWfQ_81Y

1. Go through every tab

1. Cockpit	2. Revenues	3. Staff	4. Costs	5. Funding	Financials Statements	Chart overview
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We structured the model in clearly separated tabs you should go through each.

2. Input Fields

Every input field is marked with an orange background. Make sure, that you only fill in these and do not change other cells. If you hover on input fields most of them have a short explanation coming up.

Input field Do not change other cells

3. Unfold the input sections

In each tab the input sections are hidden by default to make the model more clear.

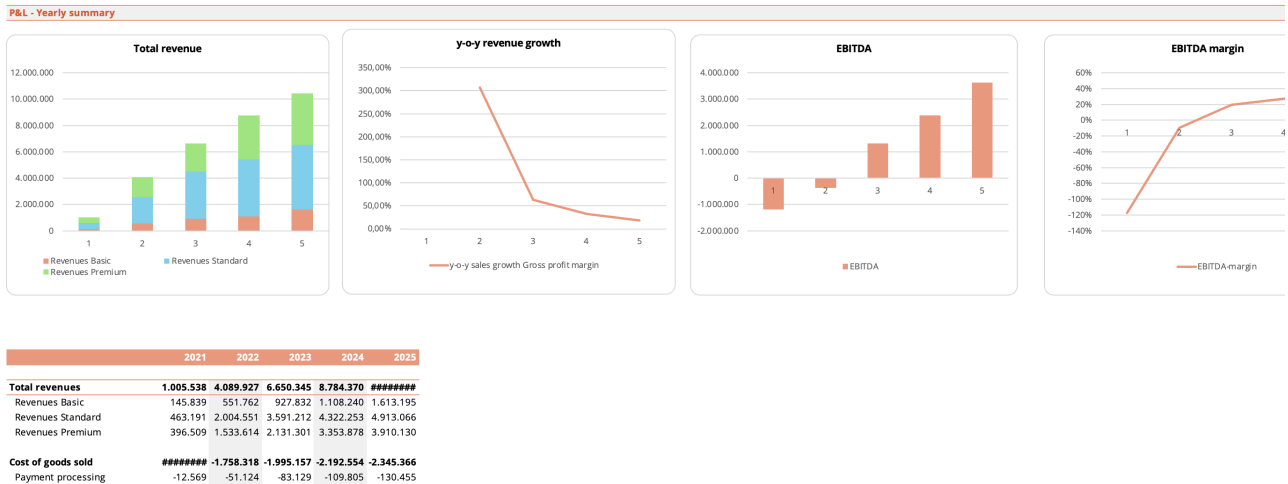
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10	A. Customer acquisition - Sales leads
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41	B. Customer base & product set up
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77	Output
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Click on the plus button to unfold them.

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10	A. Customer acquisition - Sales leads
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12	Lead generation
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14	2021
15	Existing relevant sales lead (1st month)
16	New organic leads (1st month)
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18	
19	2021
20	Organic sales leads growth rate (% p.m.)
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22	Name of marketing channel 1
23	Name of marketing channel 2
24	Name of marketing channel 3
25	
26	2021
27	Google Ads: cost per acquired sales lead (EUR)
28	Google Ads: Marketing budget for sales lead generation (EUR p.m.)
29	
30	2021
31	LinkedIn: cost per acquired sales lead (EUR)
32	LinkedIn: Marketing budget for sales lead generation (EUR p.m.)
33	
34	2021
35	Instagram: cost per acquired sales lead (EUR)
36	Instagram: Marketing budget for sales lead generation (EUR p.m.)
37	
38	Period to translate converted sales leads into revenue
39	Relevante periode für sales lead conversion (months)
40	
41	B. Customer base & product set up

4. Beautiful generated data

All of the things you put in the model are now used to generate future data, financial statements and charts.



Do you have questions regarding the financial model? Don't hesitate to contact us at hi@basetemplates.com.

Wishing you happy building,
The BaseTemplates Team