

Financial Forecasting

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**You researched and validated
your idea... now what?**

Financial representation of your strategy

If your assumptions are correct...

**Do you have a good
business?**

Assumptions are rarely right, but...

**What are the key variables that
could make or break your
strategy?**

What resources do you need?

When do you (really) need them?

How much will they cost?

What's your estimated cash situation?

How much funding (if any) do you need?

Building a Financial Model

- Keep it simple, but exhaustive
- Include KPI's and key assumptions/drivers
- Break it out by month
- Be a realist (for management, not investors)
- Test various scenarios

Most importantly...

- Update it every month
- Re-adjust forecast based on KPI's
- Always know your expected cash position
- Adjust strategy and expenditures accordingly

Group Activity