



# Today



Check-in

Intro

Cases

Establishing budget

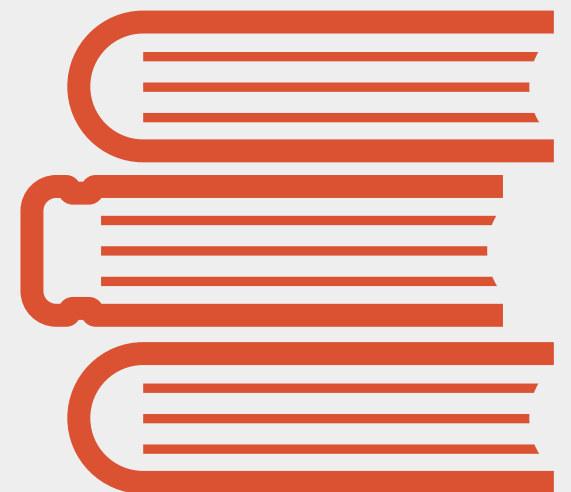
Operating budget

Sensitivity analysis

Sharing & summary

Helsinki planning

Check-out

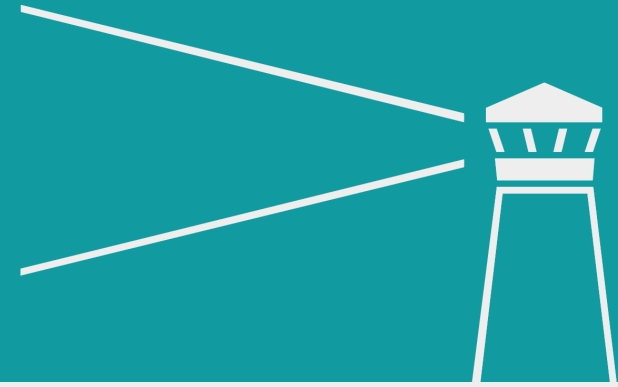


Check-in:

Do you keep a budget of personal finances? What does it look like?

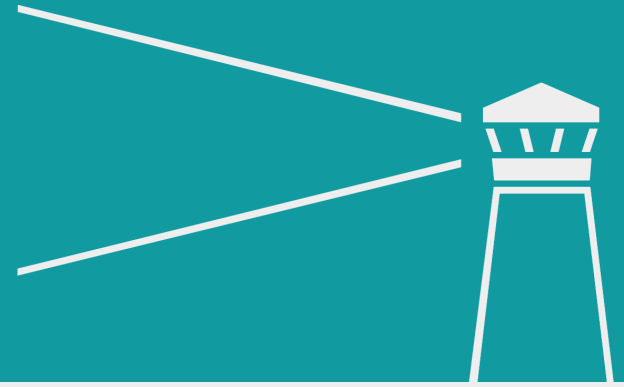
intro

# Why budget?



<https://www.youtube.com/watch?v=FFrag8l185w>

# Guesswork



A budget is always your **best guess**.  
(And won't necessarily be true.)



# Why budget?



Universal language

Gives overview

Planning tool

Quantifiable

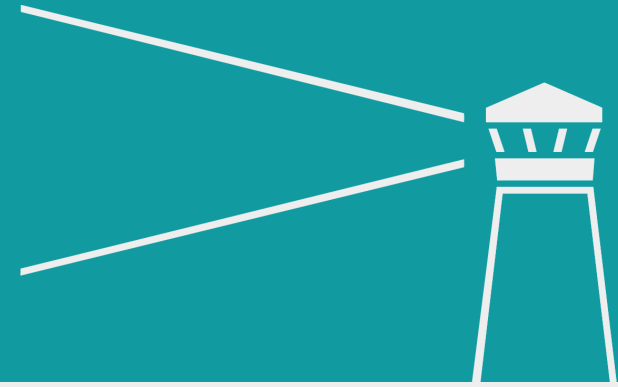
Professionalism

Collect stuff

Convince people



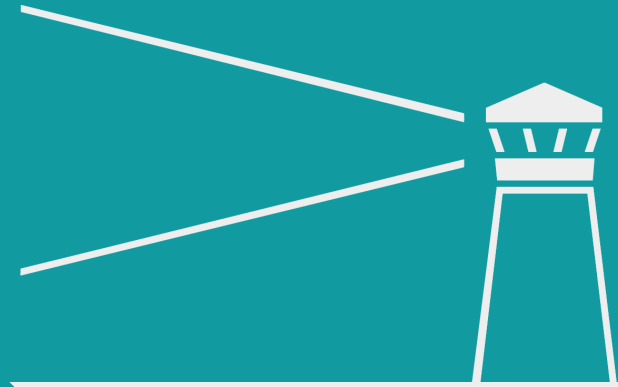
# Different kinds of budgets



Establishing budget  
Operating budget  
Balance sheets  
Sales budget  
etc.



# General guidelines



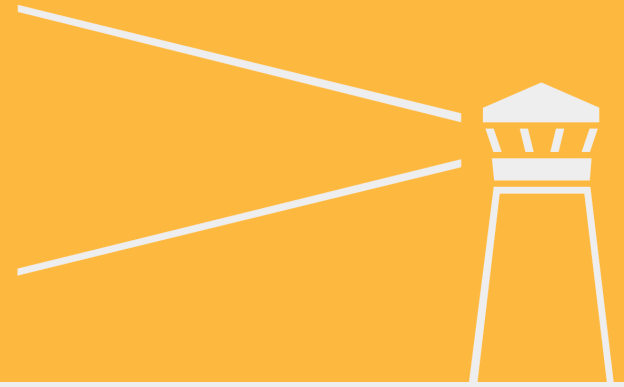
Holistic

Realistic optimism

Separate overview and detail

cases

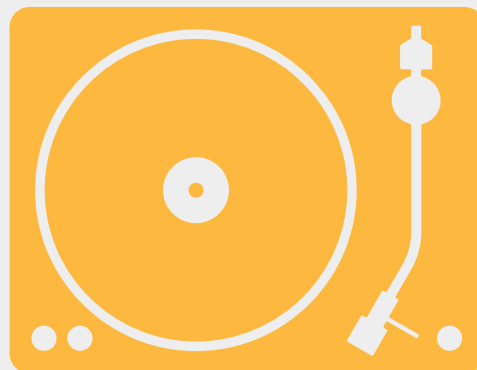
# Cases

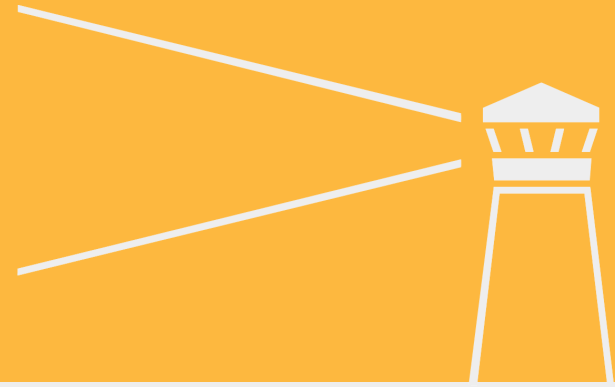


Example: Food truck

Group X: Music label with studio

Group Y: Eco farm





## **Assumptions**

Financing via bank loan(s)

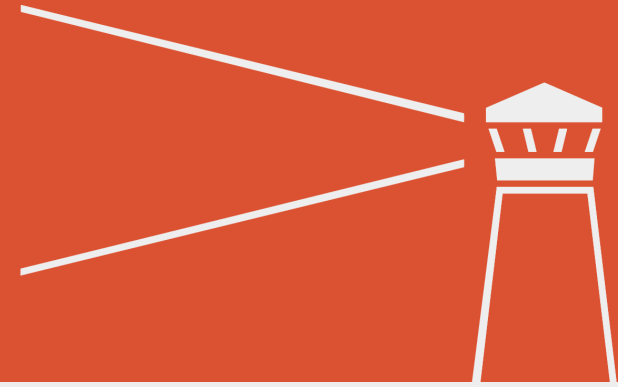
‘Medium’ scale

No bootstrapping!

When in doubt - guess!

**establishing  
budget**

# Establishing budget



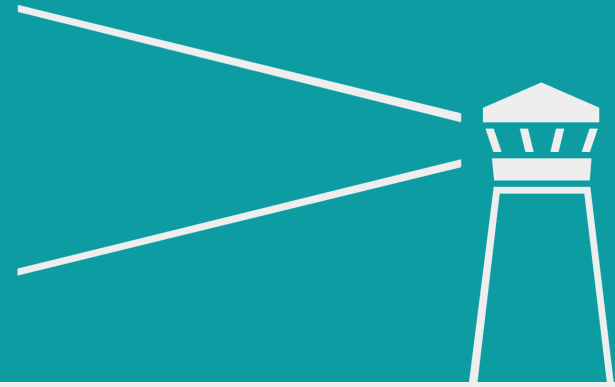
Initial investments  
Development cost  
Prototyping  
Contingency

**make  
your  
own**

# operating budget



# Operating budget

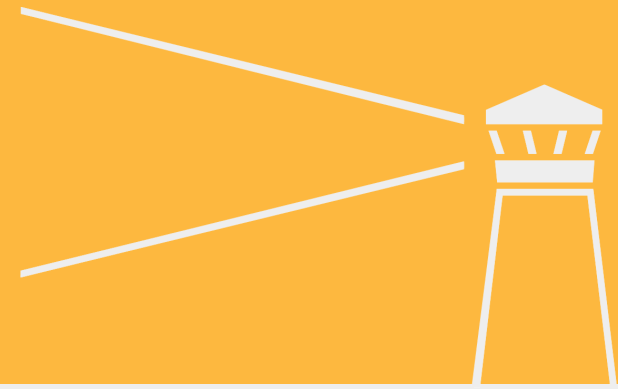


Revenue streams  
Operating cost  
Operating income  
Loan interest and amortization



# sensitivity analysis

# Sensitivity analysis



Create operating scenarios

Find break-even point per scenario

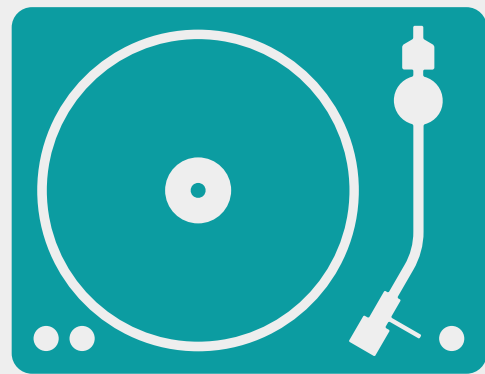
make  
your  
own

# Sharing & summary

# Budget sharing



Let's see what you've  
come up with.





## What did we learn?



# Hel sinki planning



Check-out:

What is your main  
takeaway from  
today?

kt hxb ye