Appendix - 📊 Scenario Builder

What It Is:

A spreadsheet tool that lets you compare Base, Stretch, and Downside forecasts by toggling key assumptions—without breaking formulas or duplicating entire models.

💡 Why This Matters

In startup finance, your assumptions will break.
This tool helps you stay ahead of that breakage by simulating multiple futures *before* you're living in them.

Good financial operators don't just plan for one outcome.
They ask: "What if we're wrong about pricing, CAC, churn, or hiring speed?"
And they map those scenarios before committing spend.

🛠️ What's Included

Sheet	Description
Inputs	Central place to define key drivers (pricing, conversion, churn, hiring)
Scenarios	Choose Base, Stretch, or Downside to automatically update the forecast
Monthly Forecast	Revenue, expenses, burn, and runway for each month

Sheet	Description
Toggle Dashboard	See the impact of different assumptions at a glance
Charts	Visualize revenue growth, runway, and burn under each scenario

✅ Example Use Cases

- You're planning a fundraise and want to show what happens if CAC increases by 25%
- You want to understand how a slower sales ramp affects your Q4 cash position
- You need to decide whether to hire now or wait 2 months—and simulate both options

🔄 How to Use It

1. Open the **Inputs** sheet
2. Set your assumptions (you'll see them propagate)
3. Go to the **Scenario Toggle** tab and pick a scenario
4. Watch the **Monthly Forecast** and **Dashboard** respond
5. Adjust, review, and copy the scenario that best fits your current plan

🧭 Pro Tip

Use this tool in monthly finance reviews.

Update your Base Case, then see if Stretch or Downside assumptions still hold.

This helps you stay in decision-making mode—not fantasy modeling mode.

Download:

👉 scenario-builder-toggle.xlsx