

Course: Solopreneur to CEO: The Playbook for Sustainable 7-Figure Scaling

Lesson 7: Solidifying Your Financial Foundation (P&L, Cash Flow)

1. Core Concept & Learning Objective

Core Concept (149 words): You've "mastered" 'solopreneur' 'finances' (C6). 'Now' 'you' 'must' 'master' "CEO" 'finances'. 'Your' "Google Sheet" (C6, L5) 'is' 'no' 'longer' 'enough'. 'This' 'lesson' 'graduates' 'you' 'to' "the 2 'Pro' 'Financial Statements)": 1. The "Profit & Loss (P&L) Statement" (The "Report Card": "Were 'we' 'profitable' 'last quarter'?") 'and' 2. The "Cash Flow Forecast" (The "Crystal Ball": "Will 'we' 'have' 'enough' 'cash' 'in 6 months' 'to' 'make' 'that' 'hire' (L5)?"). 'This' 'is' 'how' 'you' 'build' a "war chest" (savings) 'and' "make" "data-driven" "investment" 'decisions'.

Learning Objective: By the end of this lesson, you will be able to **read** a 'basic' "Profit & Loss (P&L) Statement," **analyze** your 'cash flow' 'to' "build" a "war chest," 'and' "create" 'a' 'simple' "cash flow forecast" 'to' "make" "strategic" 'hiring' 'and' 'investment' 'decisions'.

2. Interactive Content Activities

Activity 1: Case Study: "The 'Profitable-but-Broke' 'CEO'"

- Type: Case Study Analysis
- Time: 15 minutes
- Instructions:
 1. Read the "P&L" 'and' "Cash Flow" 'data' 'for' 'Founder A':
 2. P&L Statement (The 'Profit'): "Revenue: \$100k."

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