



The Fundamentals of Founder Finance

Whether you're new to entrepreneurship or have been around the block a time or two, most business owners missed out on Founder Finance 101. Oh wait! That's because it wasn't being taught, likely not in the classroom or at home. Financial illiteracy (although a dirty word) is driving the staggering failure rate of Founders, with 82% of businesses closing due to poor financial management.

This Bootcamp is a must for Founders who have a thousand and one questions about their finances but have been afraid to ask. Or for those that don't even know what they don't know. We're teaching the nuts and bolts of Founder Finance, from A to Z, we've got you covered. From how to select an accountant to the merits of a zero-based balanced budget, our Pros have you covered.

Topics Covered //

- Fundamentals of personal finances and their impact on the business
- Fundamentals of beacon scores and credit reports
- Fundamentals of startup vs. working capital
- Fundamentals of financial statements
- Fundamentals of budgeting
- Fundamentals of healthy income and cashflow
- Fundamentals of building a financial A-Team
- Fundamentals of debt and equity financing
- Fundamentals of budgeting, measuring, and managing money in the business

Item	Cost of Item	Asset or Expense	Owner's Cont'd'n	Loan #1 Asset/Liabil	Loan #2 Expense/Cont'd'n	Loan #3 Cont'd'n	Profit Check
Space							
1 Agent Fees	0						
2 Appraisals	0						
3 Security Deposits	0						
4 Utility / Operations Deposits	0						
5 Drawings	0						
6 Permits	0						
7 Leasehold Improvements (Fixtures)	0						
8 Leasehold Improvements (Furniture)	0						
9 Leasehold Improvements (Materials)	0						
10 Leasehold Improvements (Labour)	0						
11 Leasehold Improvements (Landscaping)	0						
12 Signage	0						
13							
14							
15							
16							
17							
18							
19							
20							
General Operating	0						
21 Business Set Up (Incorporation, Permits, etc.)	0						
22 Insurance	0						
23 Legal	0						
24 Accounting	0						



NAIL THE NUMERS // BOOTCAMP OVERVIEW

Learning Objectives //

- Determine a necessary but fair Founder's salary
- Understand your ability to borrow money based on your credit score and how to strengthen it
- Recognize the relevance of each of the income statement, the balance sheet and cashflow statement
- Build a business budget designed for success and sustainability
- Create prices, packages and payment terms to support health cashflow.
- Recruit the right people for the role: an accountant, bookkeeper, lawyer and financial advisor.
- Decern the difference between debt and equity financing and the impact each will have on your business, short and long term.
- Differentiate and decide on startup vs. working capital needs

Tools Include //

- Journal: Record of Accounts
- Template: Personal Budget Builder
- Template: Startup Costs
- Template: Cashflow Forecast
- Worksheet: Building Your Financial A-Team

Book It //



Jody Thoen
Campaign Coordinator, Nail The Numbers
Email // bookit@nailthenumbers.com
Phone // 1.844.844.3660

Intended Audience // Startups or early-stage Founders

Duration // Half or Full Day*

Speaking Fee // \$5K CAD

Pro // [Taunya Woods Richardson, CMC](#)

Travels From // Saskatoon, Saskatchewan

**Note: Full-Day Bootcamps require participants to bring their financial statements, a calculator, their laptop pre-loaded with Excel (or similar software), and a willingness to roll up their sleeves and apply their new-found superpowers.*