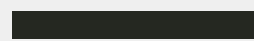




# THE CASHFLOW CANVAS™



HELPING ENTREPRENEURS  
TURN THEIR NUMBERS INTO A WORK OF ART  
AND THEIR BUDGET INTO A MASTERPIECE.



**TRAIN THE TRAINER SYSTEM**



**82%**

**of business owners go bust because they don't know how to build or balance a budget.**


**Toto, we're not  
in Kansas anymore.**









**The Cashflow Canvas is a one-page financial plan that gets business owners from where they are to where they need to be.**

**It's the yellow brick road of business budgets.**

# The Tools

Modelled after the Business Canvas Model, the **Cashflow Canvas** breaks down the budgeting process into eight easy-to-understand building blocks.


**THE CASHFLOW CANVAS**    
TURN YOUR NUMBERS INTO A WORK OF ART AND YOUR BUDGET INTO A MASTERPIECE.

 <b>REVENUE STREAMS</b>	 <b>DIRECT COSTS</b>	 <b>PRICE POINTS</b>	 <b>SALES ASSUMPTIONS</b>
	A B		
 <b>TEAM + PERSONNEL</b>	 <b>SPACE + OPERATING</b>	 <b>MARKETING + SALES</b>	 <b>OTHER COSTS</b>


FOUNDER //  BUSINESS //  DATE + VERSION //

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 1.844.844.3660



**THE PALETTE**


**THE CASHFLOW CANVAS**    
TURN YOUR NUMBERS INTO A WORK OF ART.

DIRECT COSTS-B




**REVENUE STREAMS**

What three products or services generate 80% or more of your revenue?




**DIRECT COSTS [A]**

What expenses, including sub-contractors, are tied to each of your revenue streams?




**DIRECT COSTS [B]**

What employee-related tasks are required to sell each of your revenue streams?




**PRICE POINTS**

What price do you charge based on the problem being solved and the value being offered?




**SALES ASSUMPTIONS**

When are your ideal customers most likely to buy? When do they pay you?




**TEAM + PERSONNEL**

What skills and expertise is missing from your team? Whom do you need to hire? How will you pay them? How will you train and retain them?




**SPACE + OPERATING**

What does it cost you to keep your doors open, your lights on, and your business up and running efficiently?



**MARKETING + SALES**


How do you convert prospects into clients? From creating awareness to closing the sale, what does it cost you to find and keep your clients happy?



**OTHER COSTS**

What are your monthly loan repayments? How much money is required to pay off your credit cards, lines-of-credit, and past-due accounts?

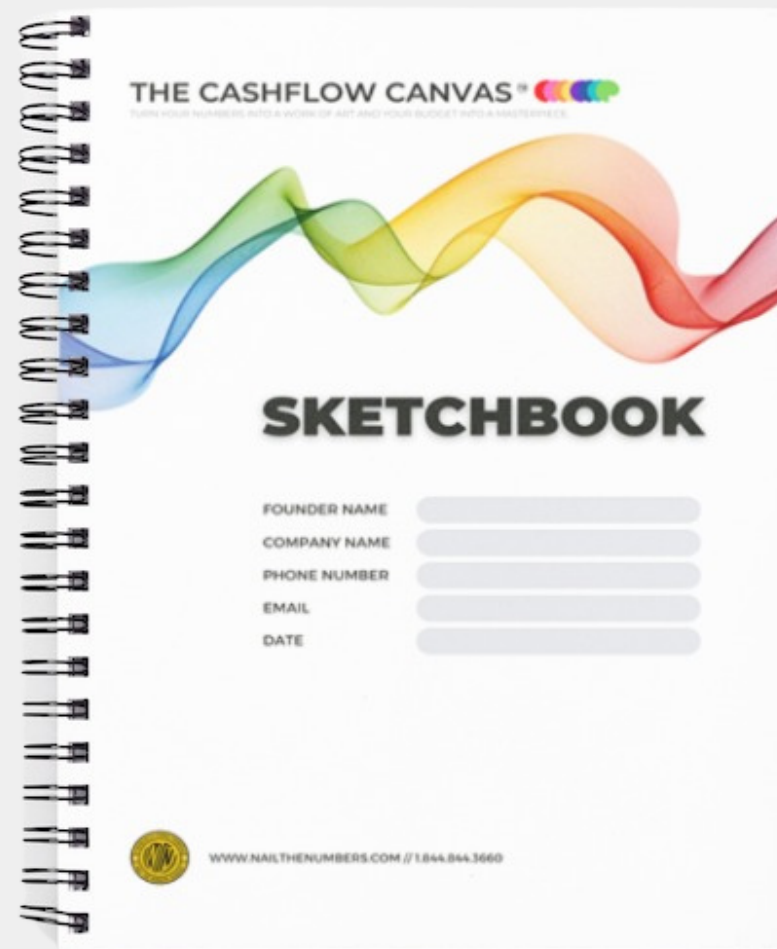
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**THE COLOUR KEY**









# The Tools

**The Sketchbook** includes eight sketch-it-out worksheets that guide students through the process of drafting their numbers and loading their palette.



**THE SKETCHBOOK**


**THE CASHFLOW CANVAS**   
TURN YOUR NUMBERS INTO A WORK OF ART AND YOUR BUDGET INTO A MASTERPIECE.

 REVENUE STREAMS	 DIRECT COSTS	 PRICE POINTS	 SALES ASSUMPTIONS	
Basket of Apples [Retail]	\$18.31	\$5.50	\$39.00	Summer, Thanksgiving COD
Basket of Apples [Wholesale]	\$18.31	\$5.50	\$35.00	Summer, Thanksgiving PO, CC to guarantee
Apple of My Eye Catering Event	\$2,509.50	\$197.32	\$4,330.00	Summer, Thanksgiving, Teachers Deposit: \$2700 Balance COD
 TEAM + PERSONNEL	 SPACE + OPERATING	 MARKETING + SALES	 OTHER COSTS	
General Manager \$5,000 / mo Admin Ass't \$2,500 / mo Source Deductions \$750 / mo Vacation \$375 / mo Recruiting \$50 / mo Training \$200 / mo Org Culture \$50 / mo	Kitchen/Prep Space \$500 / AN Phone \$150 / mo Vehicle 100 km x \$.70 / mo Bank Fees \$25 / mo Accountant \$2,500 / March	Website \$250 / April Domain \$200 / Aug Printed Material \$50 / m Promo \$25 / mo Teacher's Camp \$250 / Aug	Credit Card 1 \$250 / mo LOC \$250 / mo Past Due Suppliers \$50 / mo Loan 1 \$500 / mo	

FOUNDER // G. Smith Apple

BUSINESS // Apples & Co.

DATE + VERSION // Jan 1, 2024


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 1.844.844.3660

**EXAMPLE OF A LOADED PALETTE**

# The Tools

The colour-coordinated **Cashflow Canvas Forecast** helps entrepreneurs transfer their financial data into a pro forma—it's as easy as painting by numbers.

The training ensures they know how to:

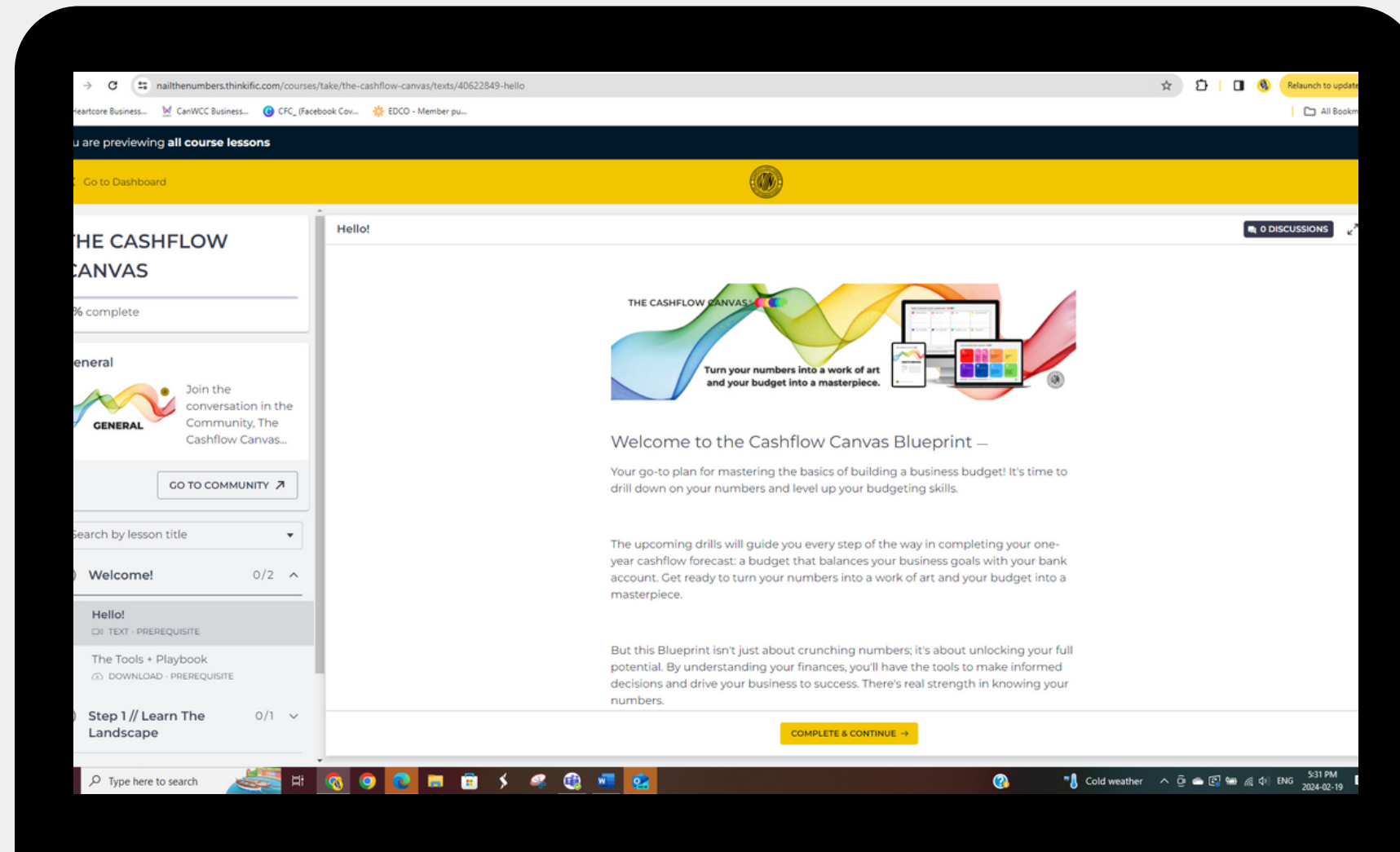
- Account for seasonality.
- Record when revenue is received.
- Scale their expenses.
- Balance their bank account.
- Identify working capital needs.
- Budget for loan repayment.
- Allocate income when received.

The screenshot displays a financial forecast spreadsheet titled "THE CASHFLOW CANVAS". The spreadsheet is organized into several sections: Revenue Streams, Assumptions, Sales, Direct Costs, Indirect Costs, and Total Income. The columns represent months from Month 1 to Month 12, with a Total column at the end. The rows are color-coded by category: Revenue Streams (pink), Assumptions (yellow), Sales (orange), Direct Costs (purple), and Indirect Costs (blue). The spreadsheet shows a forecast where all revenue and cost entries are zero, resulting in a total income of \$0 for each month.

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
<b>REVENUE STREAMS</b>													
Revenue Stream #1													
Revenue Stream #2													
Revenue Stream #3													
Revenue Stream #4													
Revenue Stream #5													
<b>ASSUMPTIONS</b>													
Sales													
Revenue Stream #1	0.00												
Revenue Stream #2	0.00												
Revenue Stream #3	0.00												
Revenue Stream #4	0.00												
Revenue Stream #5	0.00												
Total Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Investment													
Loan #1													
Loan #2													
TOTAL OTHER CASH INFLOW	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>A) TOTAL INCOME</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>DIRECT COSTS</b>													
Revenue Stream #1													
Revenue Stream #2													
Revenue Stream #3													
Revenue Stream #4													
Revenue Stream #5													
<b>B) TOTAL DIRECT COSTS</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>C) GROSS PROFIT</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>INDIRECT COSTS</b>													
<b>Team + Personnel</b>													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
<b>Space + Operations</b>													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													
Expenses													

THE FORECAST

# The Training Portal



THE TRAINING PORTAL



Our online **Training Portals**, for both students and trainers include:

- Step-by-step tutorials
- Easy-to-access tools
- Student progress tracking
- Integrated quizzes
- On-call support button
- Virtual peer community
- Certificate of Completion





# The Delivery Models

## Option 1: We Train Your Clients

- Online Self-Directed Tutorials
- One-on-one Coaching [virtual]
- Group Bootcamps [virtual or in person]

*Inquire about pricing.*

## Option 2: You Train Your Clients

- One-on-one Coaching
- Group Bootcamp
- Group Cohort



# You Train Your Clients

## Training Your Trainers

- Group training with nine team members
- Ten weekly training sessions [virtual]
- Train on the eight building blocks
- Train on the mental roadblocks
- Train on delivery formats
- Online Trainers portal
- On-call support
- Monthly mentorship calls
- Bonus: Train on promotional material



# Train The Trainer Package

## INCLUDES:

- 12 Cashflow Canvas Toolkits [Sketchbooks, Sketchpads, Blotches, and Markers]
- 1 Cashflow Canvas Whiteboard
- 1 Cashflow Canvas Playbook and Demo Tools
- Rocking Playlist
- Q-Cards
- BOOYAH Gumballs

LIMITED TIME OFFER

LIMITED TIME OFFER

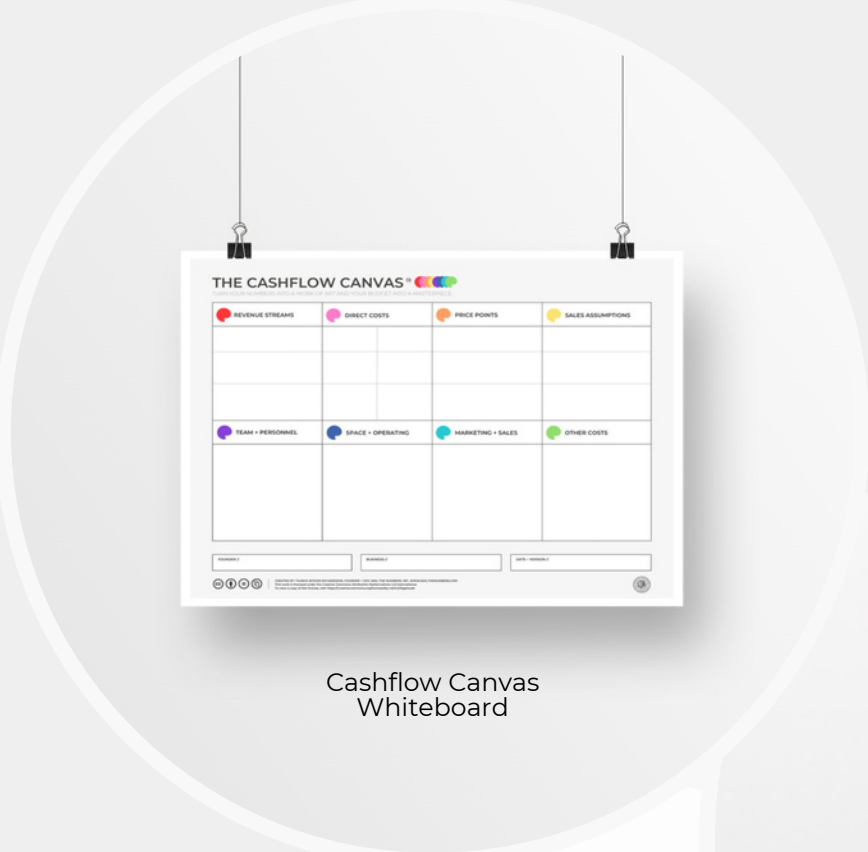
LIMITED TIME OFFER

LIMITED TIME OFFER

**INTRO PRICING**

**\$12,000 CAD**

9 Trainers + ToolKits



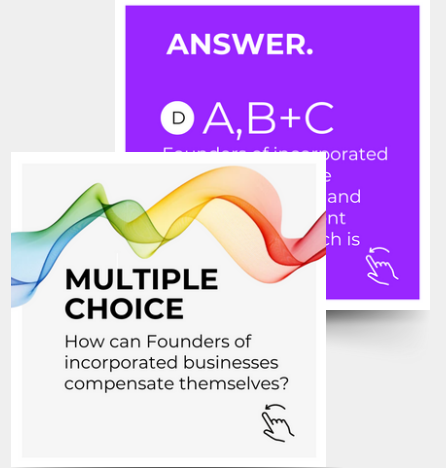
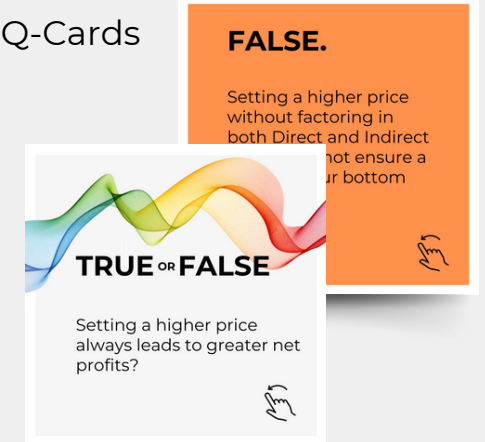
Cashflow Canvas Whiteboard



Cashflow Canvas Sketchbook



Cashflow Canvas Sketchpads



**Be a rainbow  
in someone's cloud.**

**—Maya Angelou**



**Reach out to learn more:**

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