



## NAIL THE NUMBERS // BOOTCAMP OVERVIEW

# THE CASHFLOW CANVAS™ // BUDGETING MADE FUN

"Give it your best guess." Sound familiar?! Trying to create a cashflow forecast for a new venture can be an overwhelming experience for Startups—and guessing is costly! Guessing is what sets up a Founder for failure, not success.

Modeled after the immensely popular Business Model Canvas™, Nail the Numbers Founder and CEO, Taunya Woods Richardson, has designed a fun and creative way for Founders to work on revenue projections, price-points and expenses, all before they even touch an Excel spreadsheet.

Disrupting traditional forecasting methods, the Cashflow Canvas provides an innovative methodology to building a business budget. In this Bootcamp, NTN Pros guide startups through a big-picture strategy session, replacing confusion with clarity and guess work with certainty, setting Founders up for startup success, not failure.

### Topics Covered //

- Revenue Streams
- Cost of Goods Sold
- Price-Points
- Seasonality and Securing Cash Flow
- Team and Personnel Costs
- Space and Operating Costs
- Sales and Marketing Costs
- Loan Repayments and Misc Costs

### Learning Objectives //

- How to select and optimize key revenue streams
- How to calculate material and labour as costs of goods sold
- How to set a price based on value
- How to forecast and plan for consistent revenue
- How to calculate a fair Founder's salary
- How to budget for employee source deductions



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- Become aware of hidden but costly personnel expenses
- How to differentiate between startup and operating costs
- How to determine lease or property expenses without space being secured
- How to budget for and measure sales and marketing efforts
- How to factor loan and credit card payments into a cashflow projection
- How to plan for profit

### Tools Included //

- Cashflow Canvas [PDF]
- Cashflow Forecast Template [Excel]
- Startup Costs Template [Excel]
- Personal Budget Template [Excel]
- A rocking playlist, copious amounts of bubble gum, markers and Post-It-Notes of all sizes and colours.

Intended Audience // Startups in the ideation stage looking to determine if their idea is financially viable.

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.*

### Champs Who've Booked This Bootcamp //

- Affinity Credit Union
- Alberta Treasury Branches (ATB)
- Community Futures Manitoba
- Community Futures Saskatchewan
- First Nations University
- Futurpreneur (CYBF)
- Innovation Place
- Queen's University
- SHAD International
- Square One
- University of Saskatchewan

### Book It //



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