

Cashflow Guidelines

Please email to obtain a Excel format if needed.

Please ensure the Start Up Cost sheet is filled out. State how much money you need for each item and specify the sources of financing: , BDC, Owner's Contribution (investment), or another loan.

Transfer the amounts from the Start Up Cost sheet to the cashflow (i.e. Owner's Investment, loan, BDC loan where applicable). In the example provided the cashflow matches the amounts on the Start Up Cost sheet: Owner's Contribution (Investment): \$4,000; loan: \$15,000 and BDC loan: \$15,000 (total of

Under Other Disbursements in the cashflow, the Start Up Costs must match the Start Up Cost sheet -- less working capital. In this example, the Start Up Costs add up to \$29,500 (which is \$34,000 less

Start the cashflow in the month you expect to receive the loan, regardless whether you have started

Cumulative cashflow line (J) must always be positive for each and every month. If it is negative, you will need to adjust your expenses or find additional sources of funds to cover the shortfall.

Please remember in order to have a sustainable business you will need to pay yourself. In the first few months your draw may be limited, however, you will need to show you can support yourself (and

The projected income statement is automatically calculated once you fill in the cashflow.

Set aside 25% of any profit you make (see income statement) and ensure you include it in the Income

Please explain your Sales Forecast Assumptions, found at the top of the cashflow, on a separate sheet.

Sales Forecast

September: \$0 sales. Opening month and will be actively calling on 20 stores week. \$300 will be spent on producing a top quality leave behind package for purchasing managers of retail stores.

October: From our previous months selling and marketing we estimate 2 stores to purchase 5 of our high end products and one of mid-range product.

Continue explaining Sales Forecast for each month in Year One.

This will help you to articulate your marketing strategy in terms of specific marketing activities. Sales are a direct result of your marketing efforts. You will need a consistent, active marketing approach to achieve your sales target. The dollars spent in the Advertising and Promotions line in your cash flow

Start-up Costs

Item	Cost of Item	Owner Contributed	Loan	Other Loan
Lease - Leasehold Improvements				
First and last month rent	3,000		3,000	
Building supplies	1,000		1,000	
Labour	2,000		2,000	
Legal fees to review lease	200		200	
General Start-up Costs				
Insurance	1,000		1,000	
Business License	200		200	
Office Supplies	500		500	
Office Furniture (desk, filing cabinet)	1,500	1,500		
Computer, printer, fax machine	2,500	2,500		
Accounting System	500		500	
Accounting Consultation to set up books	1,000			1,000
Legal fees to review contracts	500		500	
Inventory				
Product 1	6,000			6,000
Product 2	5,000			5,000
Product 3	2,500		2,500	
Product 4	2,100		2,100	
SUBTOTAL	\$29,500	\$4,000	\$13,500	\$12,000
Cash				
Working capital	4,500	0	1,500	3,000
TOTALS	\$34,000	\$4,000	\$15,000	\$15,000
Percentage Contribution	100%	12%	44%	44%

Totals - Check
3,000
1,000
2,000
200
1,000
200
500
1,500
2,500
500
1,000
500
6,000
5,000
2,500
2,100
4,500
\$34,000
100%

Cash Flow Forecast - Year 1

Month	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Total	
Sales Forecast Assumptions														
Product 1 (please list the name for each product)	-	10	12	20	25	30	30	20	40	55	60	50	352	
Product 2	-	2	5	25	30	30	35	25	45	60	60	40	357	
Product 3	-	-	-	5	5	5	5	-	10	5	5	5	45	
Product 4	-	-	-	10	20	20	20	20	30	30	40	40	230	
Cash Inflow	Avg \$												0	
Product 1 (please list the name for each product)	100.00	-	1,000	1,200	2,000	2,500	3,000	3,000	2,000	4,000	5,500	6,000	5,000	\$35,200
Product 2	50.00	-	100	250	1,250	1,500	1,500	1,750	1,250	2,250	3,000	3,000	2,000	\$17,850
Product 3	25.00	-	-	-	125	125	125	125	-	250	125	125	125	\$1,125
Product 4	10.00	-	-	-	100	200	200	200	200	300	300	400	400	\$2,300
Total Cash Sales		0	1,100	1,450	3,475	4,325	4,825	5,075	3,450	6,800	8,925	9,525	7,525	\$56,475
Owner's Investment		4,000												\$4,000
Loan		15,000												\$15,000
Other Loan BDC		15,000												\$15,000
Total Other Cash Inflow		34,000	0	0	0	0	0	0	0	0	0	0	0	\$34,000
(A) TOTAL CASH INFLOW		\$34,000	\$1,100	\$1,450	\$3,475	\$4,325	\$4,825	\$5,075	\$3,450	\$6,800	\$8,925	\$9,525	\$7,525	\$90,475
Cash Outflow														
Inventory														
Product 1 (please list the name for each product)							6,000				3,000			\$9,000
Product 2										5,000				\$5,000
Product 3														\$0
Product 4														\$0
(B) TOTAL INVENTORY COSTS		\$0	\$0	\$0	\$0	\$0	\$0	\$6,000	\$0	\$0	\$5,000	\$3,000	\$0	\$14,000
General Expenses														
Owner's draw/salary		-	-	-	-	1,000	1,000	1,000	1,500	1,500	1,500	1,500	1,500	\$10,500
Employee/contractor													500	\$500
Legal		-	-	-	-	-	-	-	-	-	200	-	-	\$200
Accounting		-	-	-	-	-	-	-	-	400	-	-	300	\$700
Advertising and promotion		300				300				400				\$1,000
Rent		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$12,000
Property taxes		-	-	-	-	-	-	-	-	-	-	-	-	\$0
Utilities		120	120	120	120	120	120	120	120	120	120	120	120	\$1,440
Insurance		100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Bank Charges		30	30	30	30	30	30	30	30	30	30	30	30	\$360
Office supplies & postage		50	50	50	50	50	50	50	50	50	50	50	50	\$600
Telephone & Internet		250	250	250	250	250	250	250	250	250	250	250	250	\$3,000
Alarm System		100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Subscriptions & Memberships		-	-	500	-	-	-	-	-	-	-	-	500	\$1,000
Training		-	-	500	-	-	-	-	-	500	-	-	500	\$1,500
Miscellaneous		50	50	50	50	50	50	50	50	50	50	50	50	\$600
(C) TOTAL GENERAL EXPENSES		2,000	1,700	2,700	1,700	3,000	2,700	2,700	3,200	4,500	3,200	3,400	5,000	\$35,800
Other disbursements														
Start-up Costs		29,500												\$29,500
Income Tax		-	-	-	-	-	-	-	-	-	-	-	-	\$0
Loan - Interest Payment			80	80	80	80	80	80	80	80	80	80	80	\$880
Loan - Principle Payment			-	-	-	-	-	-	-	-	-	-	-	\$0
Loan- Interest Payment		50	50	50	50	50	50	50	50	50	50	50	50	\$600
Loan - Principle Payment		-	-	-	-	-	-	-	-	-	-	-	-	\$0
(D) TOTAL OTHER DISBURSEMENTS		\$29,550	130	130	130	130	130	130	130	130	130	130	130	\$30,980
(E) TOTAL CASH OUTFLOW (B+C+D)		\$31,550	\$1,830	\$2,830	\$1,830	\$3,130	\$2,830	\$8,830	\$3,330	\$4,630	\$8,330	\$6,530	\$5,130	\$80,780
(F) NET CASHFLOW (A-E)		\$2,450	(\$730)	(\$1,380)	\$1,645	\$1,195	\$1,995	(\$3,755)	\$120	\$2,170	\$595	\$2,995	\$2,395	\$9,695
(G) CASH FROM PREVIOUS PERIOD		\$0	\$2,450	\$1,720	\$340	\$1,985	\$3,180	\$5,175	\$1,420	\$1,540	\$3,710	\$4,305	\$7,300	\$0
(J) CUMULATIVE CASHFLOW (F+G)		\$2,450	\$1,720	\$340	\$1,985	\$3,180	\$5,175	\$1,420	\$1,540	\$3,710	\$4,305	\$7,300	\$9,695	\$9,695

% of sales
 62.3%
 31.6%
 2.0%
 4.1%
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 100.0%

Cumulative cashflow (J) must always be positive for EACH MONTH

Income statement is automatically calculated (roughly 25% of your profit needs to be paid and included on the Income Tax line in the cashflow)

Cash Flow Forecast - Year 2

Month	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Total
Assumptions - sales per month													
Product 1	50	60	65	70	25	20	25	20	40	60	50	50	535
Product 2	40	55	60	70	30	25	20	25	50	50	65	50	540
Product 3	5	-	12	5	5	5	5	-	10	5	5	5	62
Product 4	40	30	-	10	-	20	15	10	40	10	40	40	255
Cash Inflow	Avg \$												0
Product 1	100.00	5,000	6,000	6,500	7,000	2,500	2,000	2,500	2,000	4,000	6,000	5,000	53,500
Product 2	50.00	2,000	2,750	3,000	3,500	1,500	1,250	1,000	1,250	2,500	2,500	3,250	27,000
Product 3	25.00	125	-	300	125	125	125	-	250	125	125	125	1,550
Product 4	10.00	400	300	-	100	-	200	150	100	400	100	400	2,550
Total Cash Sales		7,525	9,050	9,800	10,725	4,125	3,575	3,775	3,350	7,150	8,725	8,775	84,600
Owner's Investment													\$0
CYBF Loan													\$0
Other Loan BDC													\$0
Total Other Cash Inflow													\$0
(A) TOTAL CASH INFLOW		\$7,525	\$9,050	\$9,800	\$10,725	\$4,125	\$3,575	\$3,775	\$3,350	\$7,150	\$8,725	\$8,775	\$84,600
Cash Outflow													
Inventory													
Product 1				15,000						5,000			\$20,000
Product 2						5,000					5,000		\$10,000
Product 3				1,000									\$1,000
Product 4					1,000								\$1,000
(B) TOTAL INVENTORY COSTS		\$0	\$0	\$0	\$16,000	\$1,000	\$5,000	\$0	\$0	\$0	\$5,000	\$5,000	\$32,000
General Expenses													
Owner's draw/salary		1,500	1,500	1,500	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	\$22,500
Employee/contractor				500							500	500	\$1,500
Legal		-	-	-	-	-	-	-	-	-	200	-	\$200
Accounting		-	-	200	-	-	200	-	-	200	-	300	\$900
Advertising and promotion								500					\$500
Rent		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$12,000
Property taxes		-	-	-	-	-	-	-	-	-	-	-	\$0
Utilities		120	120	120	120	120	120	120	120	120	120	120	\$1,440
Insurance		100	100	100	100	100	100	100	100	100	100	100	\$1,200
Bank Charges		30	30	30	30	30	30	30	30	30	30	30	\$360
Office supplies & postage		50	50	50	50	50	50	50	50	50	50	50	\$600
Telephone & Internet		250	250	250	300	300	300	300	300	300	300	300	\$3,450
Alarm System		100	100	100	100	100	100	100	100	100	100	100	\$1,200
Subscriptions & Memberships		-	-	-	-	-	500	-	-	500	-	500	\$1,500
Training		-	-	-	-	-	500	-	-	-	-	500	\$1,000
Miscellaneous		50	50	50	50	50	50	50	50	50	50	50	\$600
(C) TOTAL GENERAL EXPENSES		3,200	3,200	3,900	3,750	3,750	4,950	3,750	4,250	4,450	3,750	4,450	\$48,950
Other disbursements													
Start-up Costs		-	-	-	-	-	-	-	-	-	-	-	\$0
Income Tax		-	-	-	-	-	-	1,433	-	-	-	-	\$1,433
Loan - Interest Payment		80	80	80	80	80	80	80	80	80	80	80	\$960
Loan - Principle Payment		318	318	318	318	318	318	318	318	318	318	318	\$3,816
Loan - Interest Payment		50	50	50	50	50	50	50	50	50	50	50	\$600
Loan - Principle Payment		-	-	-	-	-	-	-	-	-	-	-	\$0
(D) TOTAL OTHER DISBURSEMENTS		\$448	\$448	\$448	\$448	\$448	\$448	\$448	\$1,881	\$448	\$448	\$448	\$6,809
(E) TOTAL CASH OUTFLOW (B+C+D)		\$3,648	\$3,648	\$4,348	\$20,198	\$5,198	\$10,398	\$4,198	\$6,131	\$4,898	\$9,198	\$9,898	\$87,759
(F) NET CASHFLOW (A-E)		\$3,877	\$5,402	\$5,452	(\$9,473)	(\$1,073)	(\$6,823)	(\$423)	(\$2,781)	\$2,252	(\$473)	(\$1,123)	\$2,027
(G) CASH FROM PREVIOUS PERIOD		\$9,695	\$13,572	\$18,974	\$24,426	\$14,953	\$13,880	\$7,057	\$6,634	\$3,853	\$6,105	\$5,632	\$4,509
(J) CUMULATIVE CASHFLOW (F+G)		\$13,572	\$18,974	\$24,426	\$14,953	\$13,880	\$7,057	\$6,634	\$3,853	\$6,105	\$5,632	\$4,509	\$6,536

% of sales
63.2%
31.9%
1.8%
#REF!
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100.0%

Projected Income Statement

	Year 1	Year 2
Revenues		
Sales		
Product 1	35,200	53,500
Product 2	17,850	27,000
Product 3	1,125	1,550
Product 4	2,300	2,550
(A) Total Sales	\$56,475	\$84,600
Inventory		
Product 1	9,000	20,000
Product 2	5,000	10,000
Product 3	0	1,000
Product 4	0	1,000
(F) Total Cost of Inventory	14,000	32,000
(G) GROSS MARGIN (A-F)	\$42,475	\$52,600
Expenses		
General Expenses		
Owner's Draw/salary	10,500	22,500
Employee/contractor	500	1,500
Legal	200	200
Accounting	700	900
Advertising and promotion	1,000	500
Rent	12,000	12,000
Property taxes	0	0
Utilities	1,440	1,440
Insurance	1,200	1,200
Bank Charges	360	360
Office supplies & postage	600	600
Telephone & Internet	3,000	600
Alarm System	1,200	1,200
Subscriptions & Memberships	1,000	1,500
Training	1,500	1,000
Miscellaneous	600	600
(I) TOTAL GENERAL EXPENSES	\$35,800	\$46,100
Other disbursements		
Start up Costs	29,500	0
Loan - Interest Payment	880	960
Other Loan - Interest Payment	600	600
(J) TOTAL OTHER EXPENSES	\$30,980	\$1,560
(K) TOTAL EXPENSES	\$66,780	\$47,660
NET PROFIT BEFORE TAX (G-K)	(\$24,305)	\$4,940
Income Tax (estimated at 25%)	\$6,076	(\$1,433)
NET PROFIT AFTER TAX	(\$18,229)	\$3,507