

Skill-Builders for Engineering Leaders

Entrepreneurial Financials (EF) Module

Engineering Innovation Institute or Leadership Institute Faculty
Herbert Wertheim College of Engineering, University of Florida

Contact Hours	1 hour consisting of a 50-minute session
Target Audience	Undergraduate and graduate students
Learning Objectives	Students will be able to learn: <ol style="list-style-type: none"> 1. The basic types of financial spreadsheets. 2. How to use forecasts and assumptions to project the financial future of a business. 3. The basics of constructing a pro-forma financial projection and a cash flow analysis.
Session Overview	A basic understanding of business financials is critical for entrepreneurs to be able to effectively manage their business. Financials provide the basis for capital raising and developing investor pitches. Many startups fail because the entrepreneur simply can't manage the financials effectively and don't recognize the need to raise capital soon enough. They don't track the "burn rate" of the company and simply run out of cash. Understanding basic financial spreadsheets and forecasts will reduce the chance of failure.

Session

Key Content	Approach
The need to understand basic financials to improve chances of success	<ul style="list-style-type: none"> • Importance of financials and why they are used • The reasons why understanding cash flow is critical to success
Different types of financial spreadsheets	<ul style="list-style-type: none"> • Explanation and discussion of different types of financials and the different ways in which they are used • How to turn market research into a competitive advantage
How to construct a financial pro-forma and cash flow analysis	<ul style="list-style-type: none"> • Detailed parts of a projection of revenue, expenses and profits over a 3-5 yr time frame • Tips for execution and details of the preparation process • How to manage cash flow and determine need for external investment to sustain growth
Resources Provided <ul style="list-style-type: none"> • Presentation material. Presentation materials include references to literature and articles. 	Assessments <ul style="list-style-type: none"> • Pre and Post-assessment



For more information, contact Lawrence Tinker at latinker@eng.ufl.edu, 352-294-7908