

NAIL THE NUMBERS!

207 BOOTCAMPS

8,171 STARTUPS

53 COMMUNITIES

WHAT'S IT TO YOU

...IF NOVEMBER IS FINANCIAL LITERACY MONTH IN CANADA?

Listen up, Canada! 7 out of 10 entrepreneurs close up shop because they don't understand their numbers!

This November, help save a startup by arming your local business owners with survival superpowers such as cashflow forecasting, planning on purpose, and pricing for profit.

IT'S NAIL THE NUMERS TO THE RESCUE! 1.888.564.5559

Faster than a speeding bullet, Startup Superheroes are being born every minute. Financial superpowers no longer rely on being exposed to radiation or infection, now they are made to order by precocious visionaries, and financial wizards; using wisdom, financial formulas, and a touch of magic.

BOOTCAMPS KICKING BUTT

THE CASHFLOW CANVAS™

The most fun you'll ever have with financials.

The Cashflow Canvas is a fun and creative financial framework for startups. It emboldens you to invent, design, challenge, describe and pivot your business's profit model.

DOWNLOAD YOUR FREE PDF

| CASHFLOW CANVAS | | | |
|--|--|--|--|
| FINANCIAL GOALS What are your financial goals for the next 12 months? How do you plan to achieve them? | REVENUE STREAMS What are your primary revenue streams? How do you plan to grow them? | EXPENSES What are your primary expenses? How do you plan to manage them? | PROFITABILITY What is your target profit margin? How do you plan to achieve it? |
| STARTUP COSTS What are your primary startup costs? How do you plan to manage them? | OPERATIONAL COSTS What are your primary operational costs? How do you plan to manage them? | MARKETING COSTS What are your primary marketing costs? How do you plan to manage them? | FINANCING COSTS What are your primary financing costs? How do you plan to manage them? |

NAILTHENUMBERS.COM

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Overview | Trying to figure out where to start when creating a cashflow forecast for a new idea can be an overwhelming experience for a startup. Modeled after the immensely popular Business Model Canvas by Strategyzer, Taunya Woods Richardson has designed a fun and creative way for startups to work on revenue projections, price points and expenses, all before they even touch an Excel spreadsheet.

Learning Objectives | Disrupting traditional forecasting methods, this Bootcamp provides a unique and creative methodology to building financial projections. During their time together, Taunya guides startups through a big-picture strategy session where they consider all the possibilities pertaining to both money making and cost incurring factors in their business including:

- Revenue Streams
- Cost of Goods Sold
- Price Points
- Seasonality and Revenue Collection
- Team Expenses
- Space and Operating Expenses
- Sales and Marketing Expenses
- Miscellaneous Expenses including Loan Repayment

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

Tools Included | Cashflow Canvas [PDF], Cashflow Forecast Template [Excel], Startup Costs Template [Excel], Personal Budget Template [Excel], Copious amounts of Bubble Gum, Colour Markers and Post-It Notes of all shapes, colours and sizes.

Duration + Rate | Half-Day Session \$2,500 CAD
Full-Day Session \$5,000 CAD

If booked before October 31, 2018

What you're saying....

"WOW! The information was very easy to understand, follow and implement. The Facilitator had our group laughing, not crying, when calculating cost of sales!"

Working in a business incubator, we see businesses struggling with understanding financial projections and the impact of credit history on borrowing every day. The tools the participants gathered at this Bootcamp were invaluable. I cannot thank Nail the Numbers enough for bringing this program to our community."

**Marya Pettigrew, Executive Director
Regional Business Accelerator,**

Clients | Queen's University (Queen's Entrepreneurs' Competition); Schulich School of Business, York University (Options in Business); First Nations University (Aboriginal Youth Entrepreneurship Challenge); The Wilson Centre for Entrepreneurial Excellence, (i3 Idea Challenge), Faculty of Agriculture, University of Saskatchewan, SHAD International, Industry Liaison Office, University of Saskatchewan (Tech Venture Challenge), Community Futures Saskatchewan, Community Futures Manitoba, Canada Business Info Centre, Square One Saskatchewan, Startup YXE, Women Entrepreneurs of Saskatchewan.



Meet the Pro....

**TAUNYA WOODS RICHARDSON
EPIFANY FINANCIAL GROUP**

With over 25 years of entrepreneurial experience, Taunya's reputation in startup circles as "Canada's Cashflow Queen" is built on her ability to dive into the uncomfortable topic of finance with tremendous empathy, transparency and humour. She is cited as a change-maker, solution-architect and financial empowerment evangelist. With the rare ability to both motivate entrepreneurs and equip them with actionable change strategies, Taunya helps entrepreneurs to better control their financial futures.

