

Finance Accelerator

CUE Business Solutions is offering a programme of support through the Coventry and Warwickshire Business Support Programme, the programme is part-funded by the European Regional Development Fund.

If you have an innovative Technology-based business idea and have not yet started a business, or registered your business in the last 12 months, please see whether our FREE support would help you.

This programme will help you decide whether self-employment is right for you and give you the necessary skills to make your dream business a reality. You will be able, with the support of our business adviser, to choose the most appropriate support to help you start or grow your business.

You will need to commit to approximately 12 hours to gain a place on the programme.

The Programme Choices:

18-Apr-18, Pitch Preparation workshop for start-ups (All day workshop)

09-May-18, What your accountant would tell you (Half day workshop)

23-May-18, Business Essentials–Cash Flow Awareness (Half day workshop)

07-Jun-18, Bookkeeping (All day workshop)

Also available – Mentoring support

The programme in Detail:

Pitch Preparation workshop for start-ups

This session is highly interactive with many practical exercises throughout the day. The main theme of the day is to provide you with a safe environment in which you'll have many opportunities to develop, refine and practice your business idea pitch. From a verbal pitch perspective, we'll take you through a pitch preparation journey, starting with a first practical pitch in the morning. We then go on to use practical exercises to ensure you can create, refine and practice a one-line introduction. After this we go through many stages to ensure you can create, develop, refine and practice your pitches throughout the afternoon.

We also cover written pitches and provide practical exercises to ensure you can sketch out ideas for a written pitch and create a mind map when writing their own written pitch.

- Understanding the different types of pitching, a written pitch, a sales pitch and a pitch for investment
- The elements of a successful pitch
- What to say (and what not to say)
- The key elements to get across in your pitch
- How to pitch, confidently, one-to-one or one-to-many
- Tips and techniques to keep your audience interested
- How to prepare, and use, brief notes

What your accountant would tell you

The aim of the workshop will be to increase your understanding in the theory and practical everyday use of key financial documents so that you may be more confident in future business dealings.

Competences gained from this workshop will enable you to more effectively:

- Use forecasting techniques to set budgets and performance targets.
- Monitor spending and performance.
- Consider, project and manage options for change.
- Control your business and inspire confidence in stakeholders to secure commitment, team work and whatever is needed to support everyday success and growth.

We cover:

- **I thought accounts were for accountants!** What are the key financial statements – why do they matter to me and my business? What are they telling us; how to interpret them and how will others interpret them?
- **Profit and loss:** A quick look at how each of the elements are treated that make up business income, expenditure and overheads.
- **The balance sheet in detail:** Taking a snapshot of your business – what can we learn?
- **The cash flow forecast:** How to use common sense to build up a picture of our business future. The key difference between profit and cash, demonstrating the issues of working capital.

Cash Flow Awareness

This workshop is designed to be a highly practical and interactive with the aim of helping you understand the step by step essentials of managing money and how to begin completing your own budgeting.

We'll look at:

- What investors and funders look for?
- How to manage your finances
- Complete your own basic profit and loss
- Complete your own mini cashflow
- Useful tips and guides to assist you in starting to managing your finances

Bookkeeping

Using financial planning tools in an interactive way we ensure that you leave with draft cash flow forecast, profit and loss forecast and sales forecast. A personal budgeting tool allows you to recognise your own personal survival budget.

Content:

- Financial planning
- Operational budgets and balance sheets
- Cash flow forecasting
- Sales forecasts
- Pricing
- Setting up and maintaining your books
- Creating invoices
- Issues of tax for self-employed, partnerships and limited companies

Please note - our workshops are interactive and you will need to participate in exercises to get the most out of the sessions.

Each applicant will be contacted to establish eligibility for the programme.

To express your interest in this exciting programme:

Contact Paul Bennett, Technology Business Startup Adviser, on 02476 236406 or email on businesssolutions@cueltd.co.uk.