

eCourse Outline

Understanding Your Financial Statements – Intro

1. Understanding your financial statements

- a. Focus on understanding
- b. Use financial software
- c. Work with a pro

2. Profit and Loss Statement

- a. Sales
- b. Gross Profit Margin
- c. Operating expenses

3. Cash flow statement

- a. Asses the viability of a business idea
- b. Identify the start up costs
- c. Avoid negative cash flow position

4. Balance Sheet

- a. Liquidity
- b. Company valuation
- c. Credit worthiness

5. Three key financial documents

- a. Your income statement
- b. Your cash flow statement
- c. Your balance sheet