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