


Elevator Pitch: Introduction to Practical Business Finance


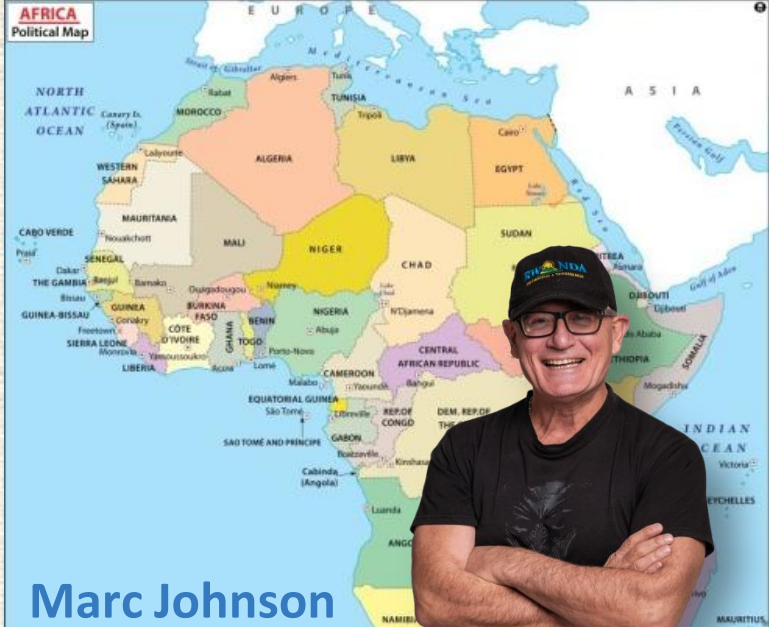


Breakthrough Business Finance training



It's a Breeze

Academy of Finance



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Context

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Problem

Poor Financial Management

- Pervasive
- A debilitating obstacle to desperately needed Entrepreneurial / SME success

It's an eminently solvable problem

Our GOAL (BHAG)

"Every African Entrepreneur Financially Literate & Functional"

Intention

Curriculum

What would a "Fin Lit & Functional" Entrep look like?

- **Knowledge**
- **Tools**
- **Networks**

Teach theory AND hands-on help to get Entreps unstuck

Tech Journey

Goal only achievable with some CleverTech

- Vision is grand
- But where to start??
- Need something that addresses a real PAIN POINT

FinPlan

Financial Planning App For Entrepreneurs

- *Fin validations*
- *Budgets / Forecasts*
- *Fin Projections*

Quizz Time

“Entrepreneurs have to know
ENOUGH about a **LOT OF DIFFERENT THINGS**
to grow their businesses up properly”
What do YOU think?

1

2

3

4

5

6

7

8

9

10

Not at all, you
can just hire all
the skills &
specialists you
need

Damn,
that's
1,000,000%
true

The straight TRUTH is.....

FINANCE
is the

(Whether you
like it or not !!)



LANGUAGE
of
BUSINESS



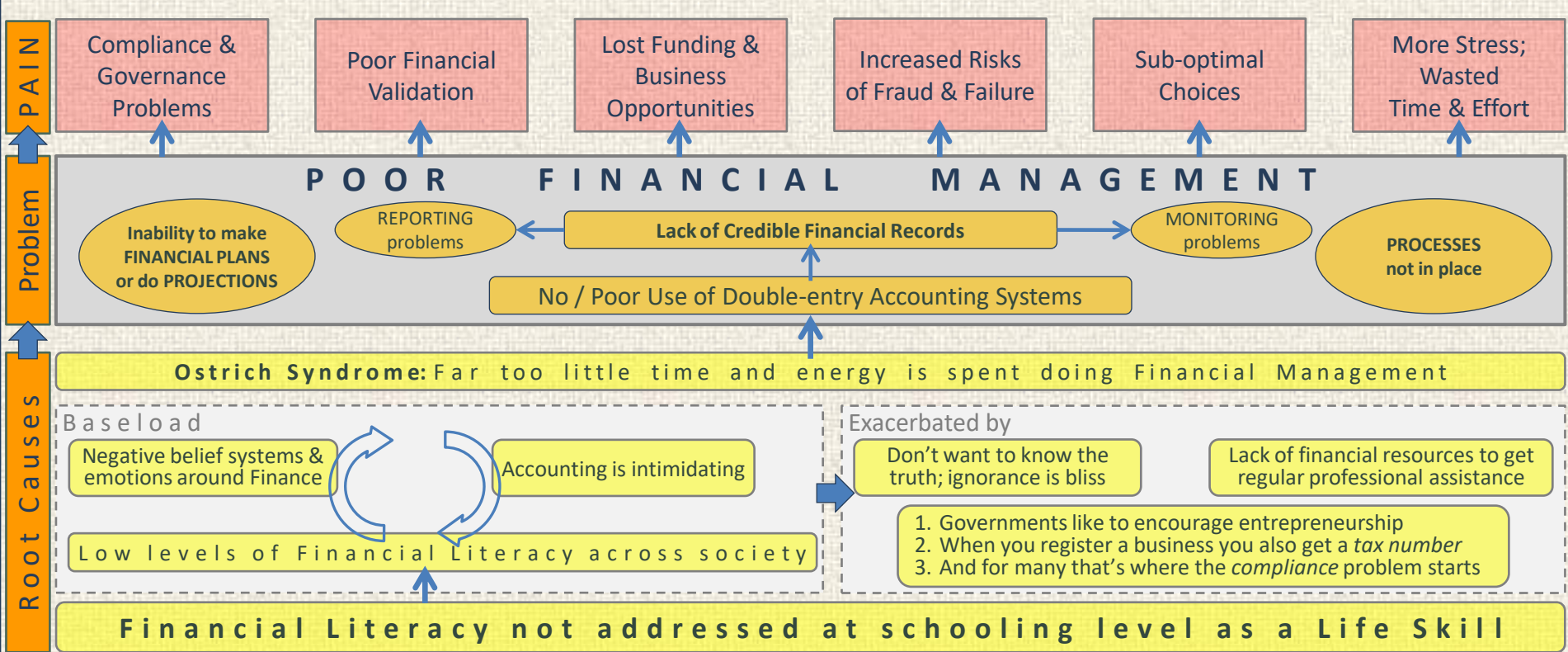
Awareness

The shift from not knowing to knowing
(inspired by the “Johari Window”)

	Know	Don't Know
Know	Things you know that you know	Things you know that you don't know
Don't Know	Things you don't know that you know	Things you don't know that you don't know

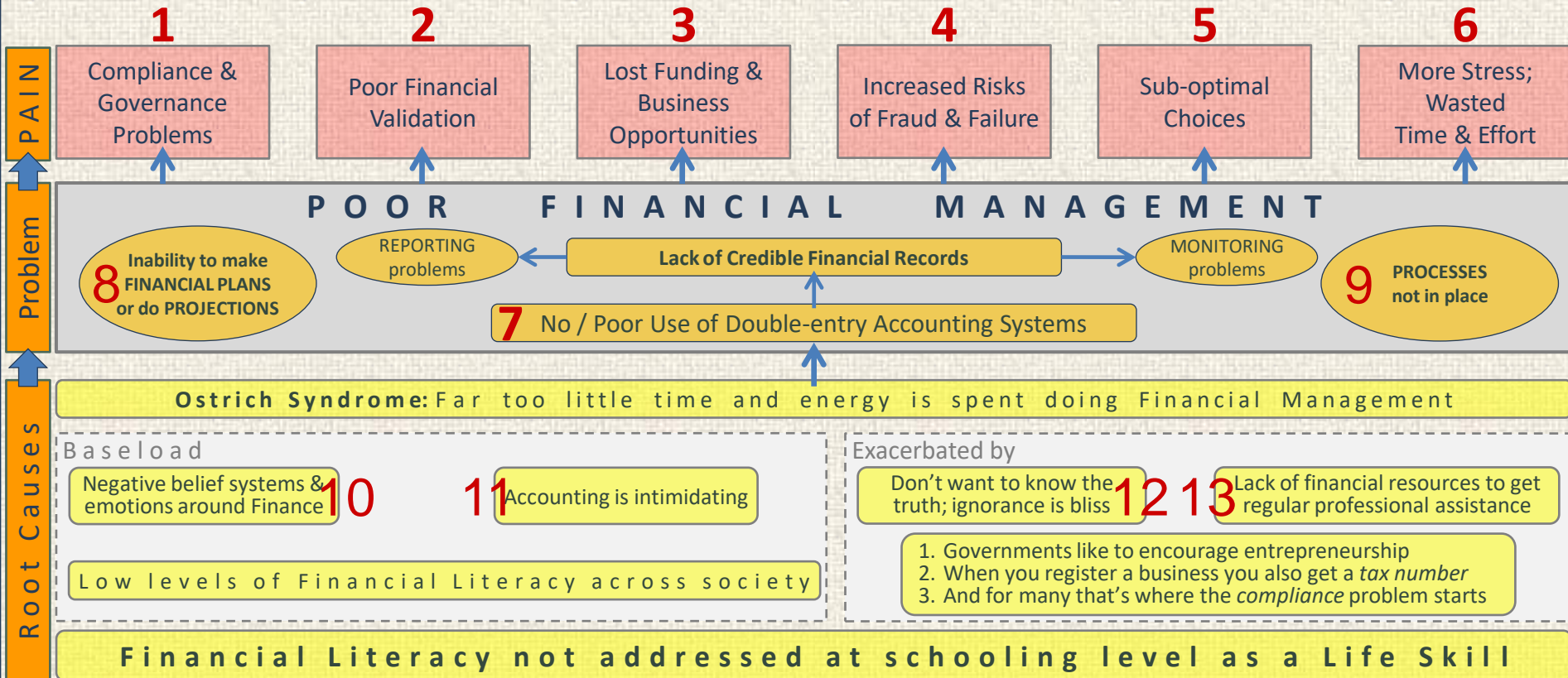
A PROBLEM worth Solving: Poor Financial Management

A perverse inhibitor of Entrepreneurial* success



Write down the numbers you identify with ... WHAT'S YOUR PLAN TO ADDRESS THEM?

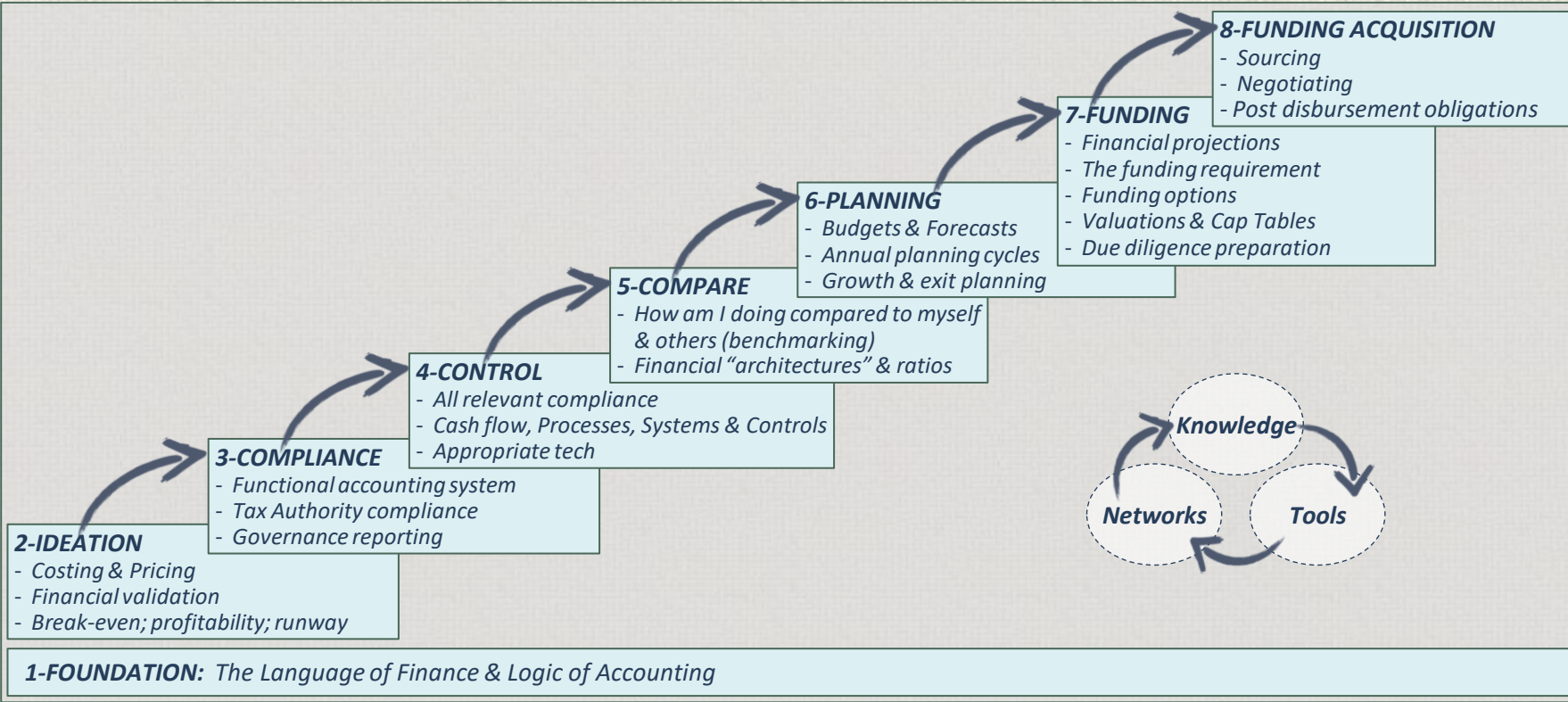
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WHAT SHOULD be known to be considered a: “Financially Literate and Functional” Entrepreneur?

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Enterprise Maturity ↑




Entrepreneur & Team Personal Growth →

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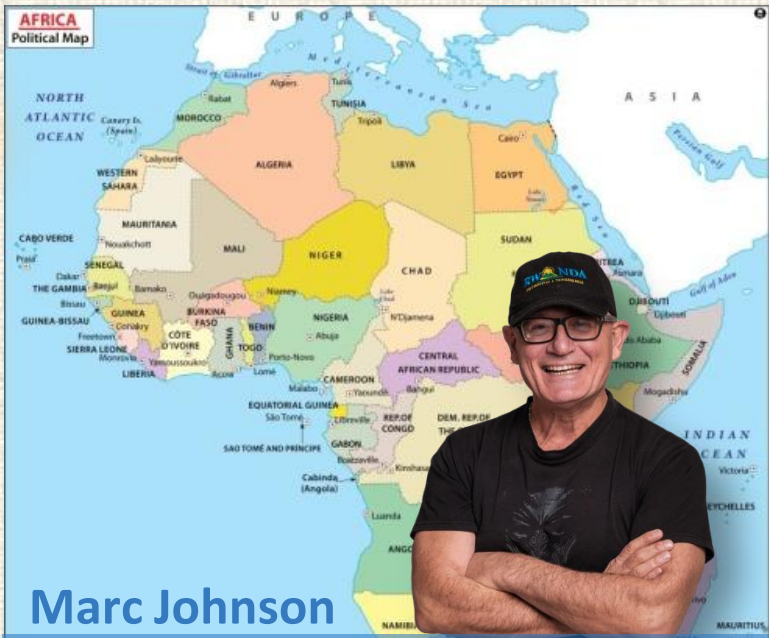


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