

THE CASHFLOW 10-WEEK COHORT

TURN YOUR NUMBERS INTO A WORK OF ART
AND YOUR BUDGET INTO A MASTERPIECE

LEARN HOW TO CREATE A BUDGET THAT BRINGS YOUR VISION TO LIFE.

The Cashflow Canvas is a simple, one-page, founder-focused financial plan that provides a comprehensive view of your numbers and positions you for financial success.

In this interactive— and dare we say, fun! — bootcamp, we'll guide you in crafting a complete cashflow forecast. Step by step, you'll turn your numbers into a work of art and your budget into a masterpiece

Why Attend?

- Gain a clear understanding of your financials
- Develop a sustainable financial strategy
- Connect with a community of like-minded
- Founders
- Receive expert guidance and support

Who Should Attend?

- Aspiring entrepreneurs
- Small business owners
- Startup founders
- Anyone looking to improve their financial planning skills!

What to Expect

- Interactive exercises
- Real-world examples
- Personalized Feedback

Join us and transform your financial vision into reality with the Cashflow Canvas Program!



THE CASHFLOW CANVAS Program

Program Overview

The **Cashflow Canvas** is a game-changing, three-part process designed to put entrepreneurs in the driver's seat of their financial future. Inspired by The Wizard of Oz, our brand embodies the journey to success, reminding founders that the power to achieve their dreams has always been within them.

The **Cashflow Canvas Program** is specifically designed to help you master the basics of business budgeting, so you can:

- Pay yourself a fair founder's salary.
- Set a profitable price for your products or services.
- Build a plan to double down on debt and repay your debt.

10-Week Cohort

Capacity: 10 Founders

Delivery: Virtual

Program Structure:

Date	Time	Topic
Tuesday, January 14, 2025	3:30pm - 4:30pm	Learn the Landscape
Tuesday, January 21, 2025	3:30pm - 4:30pm	Revenue Streams
Tuesday, January 28, 2025	3:30pm - 4:30pm	Direct Costs
Tuesday, February 4, 2025	3:30pm - 4:30pm	Pricing and Assumptions
Tuesday, February 11, 2024	3:30pm - 4:30pm	Team + Personnel
Tuesday, February 18, 2024	3:30pm - 4:30pm	Space + Operating
Tuesday, February 25, 2025	3:30pm - 4:30pm	Other Cost, Cashflow Fundamentals
Tuesday, March 3, 2025	3:30pm - 4:30pm	Fill the Forecast
Tuesday, March 10, 2025	3:30pm - 4:30pm	Forge the Forecast
Tuesday, March 17, 2025	3:30pm - 4:30pm	Graduation

THE CASHFLOW CANVAS Program Participant Requirements

As a graduate of the Cashflow Canvas program, **you'll have the opportunity to receive a \$1,000 grant to fuel the next phase of your business journey.** This grant can be directly applied to your business to strengthen your financial foundation—whether it's investing in operational costs, covering payroll, or expanding your product offerings. The grant is designed to empower you to immediately implement the financial strategies and insights gained throughout the program, setting your business on a path toward sustainable growth and long-term success.

To qualify for the program's \$1,000 grant, participants must meet the following requirements:

1. Be an **Arizona-based** businesses,
2. **Attend at least 9 out of 10 sessions.**
3. **Complete all assigned tasks and exercises** for each session, including the Cashflow Canvas Sketchbook.
4. **Submit a finalized financial forecast** by the end of the program.
5. Actively engage in **group discussions and feedback sessions.**
6. Complete a **post-program evaluation** to provide insights on your experience.

Participants who meet these criteria will receive a \$1,000 grant upon successful graduation from the program.