



London TDM

# Finance and Accounting

**Course Venue:** United Kingdom - London

**Course Date:** From 19 October 2025 To 23 October 2025

**Course Place:** London Paddington

**Course Fees:** 6,000 USD

## Introduction

In today's competitive business environment, understanding finance is crucial for the success of startups and entrepreneurial ventures. This comprehensive 5-day course is designed to equip entrepreneurs and startup leaders with essential finance knowledge and practical tools to effectively manage their financial resources, make informed decisions, and strategically plan for growth.

### Objectives

- Develop a fundamental understanding of financial statements and their components.
- Learn how to effectively manage cash flow to ensure business liquidity and growth.
- Gain insights into budgeting, forecasting, and financial planning techniques.
- Explore various funding options and strategies for startups.
- Understand valuation principles and techniques to enhance business valuation.

## Course Outlines

### Day 1: Introduction to Financial Statements

- Understanding the balance sheet, income statement, and cash flow statement
- The importance of financial statements for startups
- How to read and interpret key financial statements
- Linking financial statements to business strategy
- Hands-on exercise: Analyzing a sample startup's financial statements

### Day 2: Cash Flow Management for Startups

- Identifying cash flow components and cycles
- Techniques for effective cash flow forecasting
- Strategies to improve cash flow management
- Importance of cash reserves and liquidity
- Case study: Cash flow management in a real-world startup

### Day 3: Budgeting and Financial Planning

- Setting realistic and achievable financial goals
- The budgeting process: Steps and best practices
- Creating and managing a flexible budget
- Forecasting techniques for startups
- Workshop: Developing a budget and financial plan for your startup

### Day 4: Funding Options and Strategies

- Exploring different sources of startup funding
- Pros and cons of equity financing vs. debt financing
- Understanding venture capital and angel investing
- Structuring funding rounds and negotiations
- Guest speaker session: Insights from a successful entrepreneur

### Day 5: Valuation and Financial Growth Strategy

- Determining the value of your startup
- Valuation methods and when to use them
- Developing a financial growth strategy
- Monitoring and enhancing business valuation over time
- Final project: Presenting a comprehensive financial strategy for a startup