Cambridge Judge Business School
EnterpriseWOMEN: Money Talks

The Essentials of Finance

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Importance of finance for Entrepreneurs
Making, Using, Raising and Managing Money

The Essentials of Finance for Entrepreneurs

- Equity
- Debt
- Cashflow
- Financial Management
- Personal Finance
Your dream space

Design it Yourself.com
Joanne and Debbie’s Journey

- A Plan!
- Savings, F&F: £50,000
- Lawyer-Registered the Company
- Open an account
- Office, equipment, hire assistant
First 3 months

- 4 client projects
- £15,000 each
- 50% paid upfront
- Pipeline
Record keeping

Financial Planning

Budget

Reports

Management Accounting

Banking/Cashflow management

Financial Management
Three Types of Activities:

- Operating
- Investing
- Financing
What next?

The Future?

- Scaling
- Funding V/C
- Debt
- Personal Finances
The Roles of Debt

- Types
- Characteristics
- When?
Dr Anino Emuwa

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