

Cambridge Judge Business School

EnterpriseWOMEN: Money Talks

# The Essentials of Finance

***Dr Anino Emuwa***

*30<sup>th</sup> April 2020*



# Importance of finance for Entrepreneurs

*Entrepreneurship and Finance*



# Making, Using, Raising and Managing Money

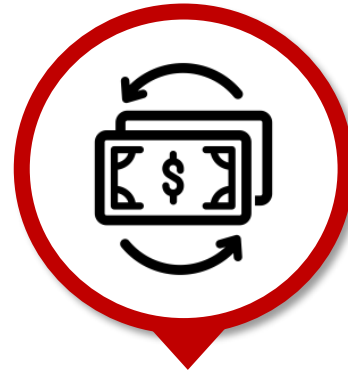
*The Essentials of Finance for Entrepreneurs*



Equity



Debt



Cashflow



Financial  
Management



Personal  
Finance

# Design it Yourself.com

*Your dream space*



## 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



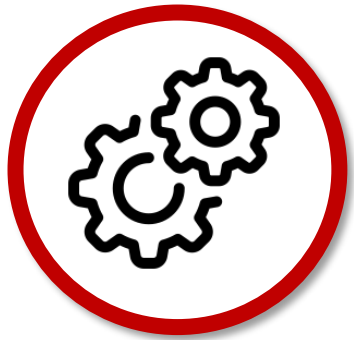
Management Accounting



Banking/Cashflow management

# Financial Management

## Three Types of Activities:



—  
Operating



—  
Investing



—  
Financing

# Cashflow

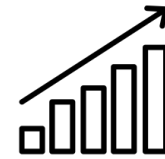
Sources and Uses



# What next?



## The Future?



Scaling

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Funding V/C

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Debt

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Personal Finances

# The Roles of Debt

- Types
- Characteristics
- When?



## Dr Anino Emuwa

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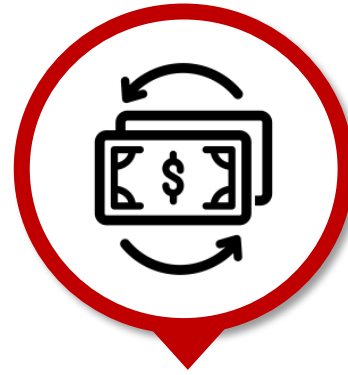
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