

# FINANCIAL SANITY CHECK

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Team

Iteration

Date

## Revenue [€]

Primary target group

### Year 1

Q1

Valid?

Q2

Q3

Q4

### Year 2

### Year 3

### Year 4

### Year 5

Who is our sales target? 	Number of customers	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
	CLV <input type="text"/>	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
€	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring	% recurring

## Costs [€]

Diff.  $\ominus$  customer base  $\otimes$  (acquisition rate  $\ominus$  churn rate)

Customer acquisition & retention	Examples: + Marketing campaigns + Marketing & sales staff + CRM software	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
Production & operations	Examples: + Raw materials + Production staff + Storing	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
Delivery & logistics	Examples: + Freight & shipping + Delivery staff + Inventory	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
General & administration	Examples: + R&D expenses + Office rent + Insurances	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
Depreciation & amortisation	Depreciation = Costs due to decreased value of <b>tangible</b> assets (machinery, IT etc.)	Yes Maybe No	Amortisation = Costs incurred from the acquisition of <b>intangible</b> assets (licenses, patents etc.)	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
Total														

## Profit [€]

EBIT  $\ominus$  revenue  $\ominus$  costs

Operating profit (EBIT)														
Interest & taxes	Examples: + Corporate tax + (Municipal) Trade tax + Finance costs	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No	Yes Maybe No
Net profit (EAT)														
Accumulated														