

Improving Cash Flow for Your Business

Kevin Whitmore Co-Founder

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Who am I?





 Previously Co-founded Singapore-based Fintech Company

- Business Innovation Advisor
- Co-Founder at Cashbucket
- Not an Accountant



Callaghan Innovation









	Contract Reference	Dec-14	FY2015 H1	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	FY2015 H2	FY2015	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	FY2016 H1
SeaS																		
	508000	65,925	395,550	65,925	65,925	65,925	65,925	65,925	65,925	395,550	791,100	65,925	65,925	65,925	65,925	65,925	65,925	395,550
	508010	12,500	75,000	12,500	12,500	12,500	12,500	12,500	12,500	75,000	150,000	12,500	12,500	12,500	12,500	12,500	12,500	75,000
SCB Brokerage Managed Service	508033							16,000	16,000	32,000	32,000	16,000	16,000	16,000	16,000	16,000	16,000	96,000
AZ Managed Service	AZ001	8,462	53,711	8,462	8,462	8,462	8,462	8,462	8,462	50,772	104,483	9,197	9,197	9,197	9,197	8,462	8,462	53,711
Revenue		86,887	524,261	86,887	86,887	86,887	86,887	102.887	102,887	553,322	1,077,583	103,622	103,622	103,622	103,622	102,887	102,887	620,261
Direct Cost (incl Informatch)		43,151	258,906	38.276	38.276	38.276	38,385	38,879	39,421	231,514	490,420	41,443	44,475	33,374	28.735	28.735	28,735	205,496
Gross Profit/Loss		43.736	265,355	48.611	48.611	48.611	48,502	64,008	63,466	321.808	587,163	62,179	59,147	70,248	74.887	74.152	74.152	414,766
Gross Profit/Loss %		50%	51%	56%	56%	56%	56%	62%	62%	58%	54%	60%	57%	68%	72%	72%	72%	67N
Indirect Cost		26,956	163,114	23,064	23,064	23.064	24,506	30,161	30,161	154,019	317,134	27,922	25,680	19.754	17,120	17,120	17.120	124,717
Staff		7.0	7.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.5	7.0	8.0	5.0	4.0	4.0	4.0	5.3
Net Profit		16,780	102,241	25.547	25.547	25,547	23,997	33,847	33,305	167,789	281,122	34,257	33,467	50,494	57,767	57,032	57,032	290,049
Net Profit %		19%	20%	29%	29%	29%	28%	33%	32%	30%	26%	33%	32%	49%	56N	55%	55%	47N
				-		-												
п																		
	508030		17,500								17,500							
	508032	17.625	105,750								105,750							
	508035	14.500	58,000								58,000							
	PAC001	14,500	11,000								11,000							
	508044		10000			6,250	6,250			12,500	12,500							
	MDPro Contract	4.142	24,850	4.142	4.142	4.142	4.142	4,142	4,142	24.850	49,700	4,142	4.142	4.142	4.142	4.142	4.142	24,850
Annual Development and Hosting fees		833	5,000	833	833	833	833	833	833	5,000	10,000	833	833	833	833	833	833	5,000
PIC Reimbursement	3C8016/018/020/022	5.000	30,000	5.000	5.000	5.000	5,000	5.000	5.000	30,000	60,000	5.000	5.000	5.000	5.000	5.000	5.000	30,000
		42,100		9,975	9,975	16,225	16,225	9,975	9,975	30,000 72,350		9,975	9,975	9,975	9,925	9,975	9,975	
Revenue			252,100								324,450							59,850
Direct Cost	_	61,272	295,114	61,775	53,376	53,376	42,013	19,503	19,503	249,546	544,660	19,503	25,875	25,875	25,875	25,875	25,875	148,878
Gross Profit/Loss		(19,172)	(43,014)	(51,800)	(43,401)	(37,151)	(25,788)	(9.528)	(9,528)	(177,196)	(220,210)	(9,528)	(15,900)	(15,900)	(15,900)	(15,900)	(15,900)	(89,028)
Gross Profit/Loss %		-46%	-17%	-519%	-435%	-229%	-159%	-96%	-96%	-245%	-68%	-96%	-159%	-159%	-159%	-159%	-159%	-149%
Indirect Cost		30,807	147,514	30,752	30,752	30,752	24,506	15,080	15,080	146,923	294,437	11,967	12,840	15,803	17,120	17,120	17,120	91,970
Staff		8.0	6.3	8.0	8.0	8.0	6.0	3.0	3.0	6.0	6.2	3.0	4.0	4.0	4.0	4.0	4.0	3.8
Net Profit		-49,978	-190,528	-82.552	-74.153	-67,903	-50,293	-24,609	-24,609	-324.119	-514,647	-21,495	-28,740	-31,703	-33.020	-53.020	-33,020	-180,998
Net Profit %	-	-119%	-76%	-828%	-743%	-419%	-310N	-247%	-247%	-448N	-159%	-215%	-288N	-318%	-331N	-331N	-331N	-302%
Consulting																		
	508001		42,000								42,000							
GTOF MDS Consultant 2	508002	14,000	84,000								84,000							
GTOF MDS Consultant 3	508004	14,000	84,000	14,000	14,000	14,000	14,000	14,000	14,000	84,000	168,000	14,000	14,000	14,000	14,000	14,000	14,000	84,000
MDR Consultant	508010	17,500	105,000	17,500	17,500	17,500				52,500	157,500							
Rabobank MDM Audit	RAB001	34.146	68.292								68.292							
	OPT001						14,250	14.250	14.250	42,750	42,750	14.250	14,250	14.250	14.250	14.250	14.250	85,500
	MAC001					4.250	8.500	8.500	8.500	29,750	29,750	8.500	8.500	8.500			-	25,500
	508017	14.000	42,000	14,000	14.000	14.000	14,000	14.000	14.000	84.000	126,000	14,000	14,000	14,000	14.000	14.000	14.000	84.000
Revenue	20077	93,646	425,292	45,500	45,500	49,750	50,750	50,750	50,750	293,000	718,292	50,750	50,750	50,750	42,250	42,250	42,250	279,000
Direct Cost		50,616	217,838	21,421	21,421	21,421	46,760	46,760	46,760	293,500	422,382	46,760	46,760	46,760	46,760	46,760	46,760	280,561
Gross Profit/Loss		41,010		24,079	24,079	28,329	3,990	3,990	3,990			3,990	3,990	3,990	(4.510)	(4,510)	(4,510)	(1,561
			207,454							88,456	295,910							
Gross Profit/Loss %	-	46%	49%	53%	53%	57%	8%	8%	8%	30%	41%	8%	8%	8%	-11%	-11%	-11%	-15
Indirect Cost		15,403	93,208	11.532	11,532	11,532	16,337	20,107	20,107	91,147	184,356	15,956	12,840	15.803	17,120	17.120	17,120	95,959
Staff		4.0	4.0	3.0	3.0	3.0	4.0	4.0	4.0	3.5	3.8	4.0	4.0	4.0	4.0	4.0	4.0	4.0

	Unit=Month	SGD	Department		%	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14
	Onit-Worth		Department	-			000-23	ann-a-	140-24		Mpi-24	may an	2007-24	301-24	und.Ye
		66		-		-	-								
P&L)			Total Salary						4,593	4,593	4,593	4,593	4,593	4,593	4,593
ake Home Pa	ry (P&L)	10%	Sevice Desk	mgdplt	100%				4,593	4,593	4,593	4,593	4,593	4,593	4,593
			Harlingtod												
			Unallocated	_		- 1	- 1								
vice Team															
inus Used		mgdplt				31,438 TRUE	20,851 TRUE	21,347 TRUE	25,941 TRUE						
am						INOL	INOL	inoc	THOC	THOL	Inve	inoc	INGE	INOL	INUL
nus Used		conplt				33,383	43,970	45,461	45,461	45,461	45,461	45,461	45,461	45,461	45.461
						FALSE									
nus Used		r&dplt				55,047	40,341	40,456	40,456	40,456	40,456	40,456	40,456	40,456	40,456
															_
inus Used		admplt				29,981	29,981	30,547	30,547	30,547	30,547	30,547	30,547	30,547	30,547
		- Compil				20,000	20,000	34,541	50,517	30,317	34,347	30,517	30,311	34,547	34,510
s Developme	nt team														
nus Used		salplt				44,436	44,436	38,448	38,448	38,448	32,350	32,350	32,350	32,350	32,350
nt team															
nt team nus Used		itdplt					14,707	15,088	15,088	15,088	15,088	15,088	15,088	15,088	15,088
mus osed		пори					14,707	13,066	13,088	13,068	13,088	13,088	13,088	13,000	13,088
						194,285	179,579	176,258	180,852	180,852	174,754	174,754	174,754	174,754	174,754

P&L Model	Units SGD		Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13
R&D % of Revenue	10%	14%	17%	17%	15%	10%	9%	8%	8%
Sales, Bus Dev & Recruit	52,500	57,900	80,371	164,256	355,027	167,386	109,551	109,551	114,351
Sales etc % of Revenue	9%	10%	13%	21%	14%	17%	9%	9%	9%
Total Indirect Costs	217,008	250,736	333,249	468,318	1,269,310	518,043	452,208	452,372	457,498
Indirect Costs % of Revenue	35%	43%	52%	61%	49%	53%	38%	36%	37%
Net Profit	72,602	23,676	12,705	(81,787)	27,196	(42,347)	188,190	278,431	278,305
Net Profit %	12%	4%	2%	-11%	1%	-4%	16%	22%	22%
Check Sum	72,602	23,676	12,705	(81,787)	27,197	(42,347)	188,190	278,432	278,305
Scenario D: Additional Executive St				ts)					
(Additional 25% Probability for all				ts)					
(Additional 25% Probability for all o Total Contracts/Projects			rd Projec		192 748	192.748	192 748	201 998	214 398
(Additional 25% Probability for all				200,248 104.911	192,748 103.167	192,748 103.027	192,748 101.702	201,998	214,398 98,528
(Additional 25% Probability for all of Total Contracts/Projects Revenue			rd Projec	200,248					
(Additional 25% Probability for all of Total Contracts/Projects Revenue Direct Cost			220,089 115,397	200,248	103,167	103,027	101,702	108,353	98,528
(Additional 25% Probability for all of Total Contracts/Projects Revenue Direct Cost Gross Profit			220,089 115,397 104,692	200,248 104,911 95,337	103,167 89,581	103,027 89,721	101,702 91,046	108,353 93,645	98,528 115,870
(Additional 25% Probability for all of Total Contracts/Projects Revenue Direct Cost Gross Profit Gross Profit %			220,089 115,397 104,692 48%	200,248 104,911 95,337 48%	103,167 89,581 46%	103,027 89,721 47%	101,702 91,046 47%	108,353 93,645 46%	98,528 115,870 54%
(Additional 25% Probability for all of Total Contracts/Projects Revenue Direct Cost Gross Profit Gross Profit % Actual Total Indirect/Fixed Costs			220,089 115,397 104,692 48% 66,232	200,248 104,911 95,337 48% 70,473	103,167 89,581 46% 80,303	103,027 89,721 47% 84,667	101,702 91,046 47% 85,583	108,353 93,645 46% 80,486	98,528 115,870 54% 87,822

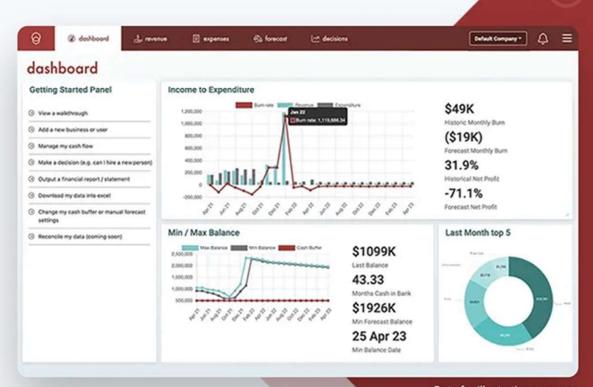
tics Costing & Pricing		Units SGD/month	Units SGD/month		P&L Basis		
		Staff Hiring	Staff Hiring	Staff Hiring	Staff Hiring		
		Reconciliation	Reconciliation	On-Site	Consultants	Consultant	Senior Developer
		Accountant	Accountant	Consultants			
board	1=Yes 0=No	Singapore	EP	1=Yes 0=No	1=Yes 0=No	1=Yes 0=No	1=Yes 0=No
pore/EP Resource	CPF Eligible	1	0	1	1	1	1
anent/Contractor	Employee Bonus	1	1	0	0	0	1
etionery Bonus %		8%	8%	8%	8%	8%	8%
nission Payable	Sales Person Commission	0	0	1	1	1	0
inal Charge-Out Rate		15,300	15,300	18,000	20,000	22,000	35,000
Home Pay Salary		4,000	4,000	7,000	8,000	9,000	10,000
xletion Bonus		2,000 every 6 mths	2,000 every 6 mths				
		333	333	333			
etionary Bonus		347	347				
h Insurance		66	66	66	66	66	66
		749	0	800	800	800	800
ur OH's		1,495	746	8,199	8,866	9,866	10,866
Labour		5,495	4,746	9,399	9,732	10,732	11,732
ur On-Costs % Take Home Pay		37%	19%				
ect Costs							
in/HR/Accounts/Office	see cashflow model R164	15%	15%	15%	15%	15%	15%
ation		100%					
per Month		600					
		1.004					

Financial modelling made easy.

Cashbucket creates easy-to-understand cash flow forecasts quickly, in a format that can be used directly by financial managers and owners to drive your business forward.

GET STARTED

TRY DEMO



Data for illustrative purposes

Setting revenue and expenses



Identify nonessential expenses

and shut these off when cash gets tight.



Create a simple plan to follow



If it's too noisy, consolidate or use reports



Time lumpy payments

so you have enough for payroll and other important payments.



Manage complicated scenarios

like salary changes and price fluctuations



Make better decisions

for your staff and business.



Some Decision "Recipes"

- Hire 2 new staff members at different times over the next 6 months.
- Loss of largest customer.
- Increase expenses by 5%
- Share buyback
- Capital raise
- Bring on a new customer
- Shut down all non essential expenses.
- Introduce a company bonus or equity program.



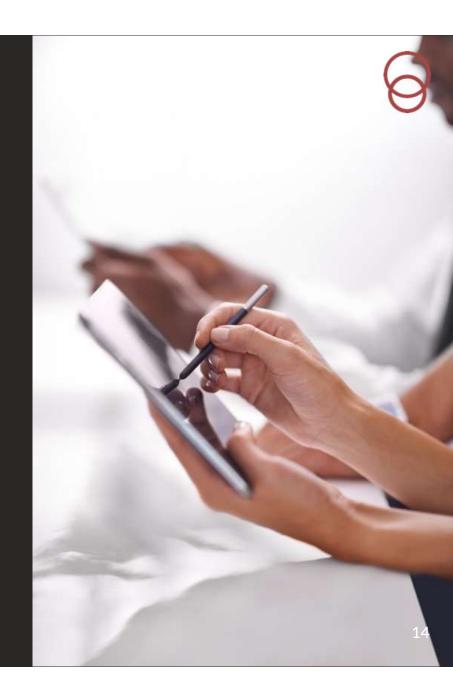
Create a summarised cash flow report

for your bank or board



Connect it all up into excel

to create a bespoke model.



Wrap a financial control process around it

so you don't have to worry at night



Free Trial

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Thank you!



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