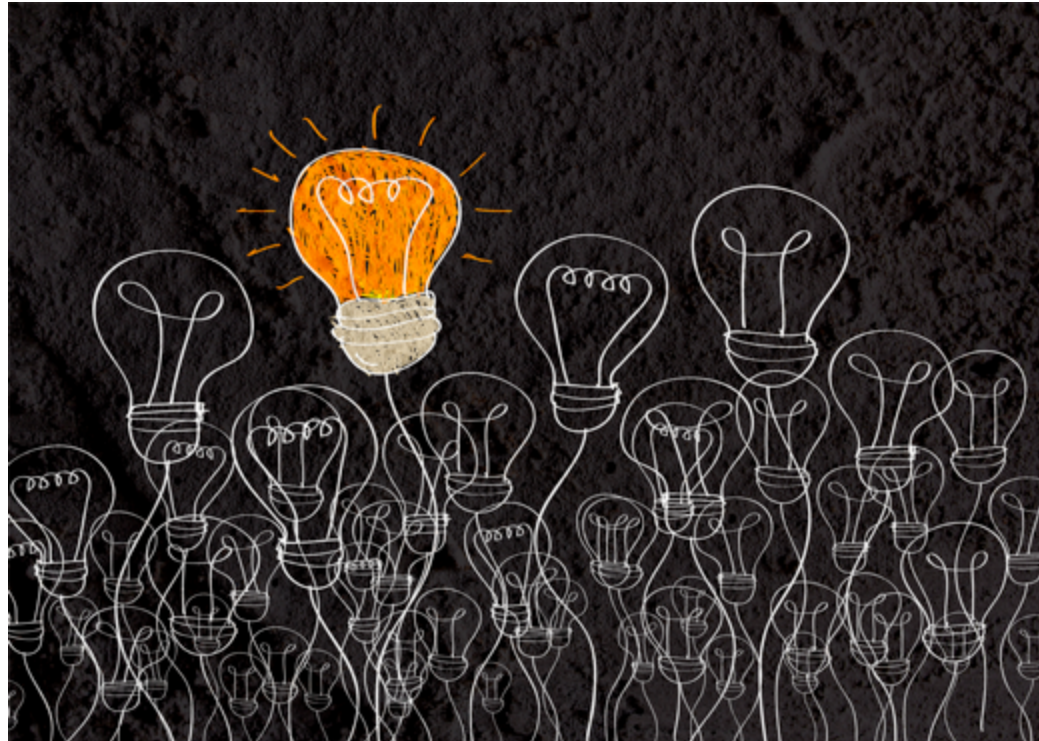




# EMPREENDEDORISMO EM CIÊNCIAS

2018/2019

Ciências  
ULisboa



**1º CICLO DE ESTUDOS**

AULA 8

SEMANAS 24 A 30 DE ABRIL 2019

**Bruno Santos Amaro**

Copyright ©

# SUMÁRIO

- Plano financeiro e plano de negócios.
- Princípios de Gestão e de Finanças para empreendedores.
- Seleção e Validação do modelo de negócio
- Trabalho nas componentes de custos e receitas do BMC

# BUSINESS PLAN

1. Executive summary
2. Opportunity/Problem
3. Solution
4. Competition
5. Financials
6. Team
7. Go to market

# 1

## **EXECUTIVE SUMMARY**

# 2

## **OPPORTUNITY/PROBLEM**

The problem you are solving

The opportunity you are creating

Who has this problem

For whom you are creating an opportunity

Quantify

# 3

## **SOLUTION**

Your value proposition

Why it is unique

How you got here

Technology involved

Key partners and resources

# 4

## **COMPETITION**

Other ways of solving the problem

Direct and indirect competition

Features comparison

# 5

## **FINANCIALS**

- Your business model
- Forecasted sales
- Fixed and variable costs
- Your cash flows
- Your investment needs
- Your return on investment
- Your business valuation



# 6

## **TEAM**

Who they are

What the roles are

Why they are part of the team (added value)

# 7

## **GO TO MARKET**

Strategy

Client acquisition

Advertising

# FINANCIAL PLAN

1. Forecasted sales
2. Costs (fixed and variable)
3. Cash flows
4. Investment needs
5. Break even
6. Payback period
7. Business valuation

# FINANCIAL PLAN

Euros

<b>EMP C., Lda</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
<b>Revenues</b>				
Net revenue	0	100 000	500 000	1 500 000
<b>Operating cost</b>				
R&D	200 000	250 000	300 000	400 000
Sales & Marketing	100 000	200 000	400 000	700 000
HR	100 000	150 000	200 000	300 000
<b>Total Cost</b>	<b>400 000</b>	<b>600 000</b>	<b>900 000</b>	<b>1 400 000</b>
Net Income	(400 000)	(500 000)	(400 000)	100 000
Fund raising				
<b>Investment needs</b>	<b>1 300 000</b>			

# BALANCE SHEET



Emp. C., Lda, 2017



Emp. C., Lda, 2018

## STATIC VIEW

A snapshot of the company's financial situation at a particular point in time.

# BALANCE SHEET

ASSETS	EUROS
<b>Current Assets</b>	
Cash	20 000
Accounts receivable	15 000
Inventory	150 000
<b>Total Current Assets</b>	<b>185 000</b>
<b>Non-current Assets</b>	
Plant and equipment	50 000
Business premises	650 000
Vehicles	70 000
<b>Total Non-Current Assets</b>	<b>770 000</b>
<b>TOTAL ASSETS</b>	<b>955 000</b>

**ASSETS**  
What a company owns

# BALANCE SHEET

ASSETS	EUROS
<b>Current Assets</b>	
Cash	20 000
Accounts receivable	15 000
Inventory	150 000
<b>Total Current Assets</b>	<b>185 000</b>
<b>Non-current Assets</b>	
Plant and equipment	50 000
Business premises	650 000
Vehicles	70 000
<b>Total Non-Current Assets</b>	<b>770 000</b>
<b>TOTAL ASSETS</b>	<b>955 000</b>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts payable	25 000
Credit card debt	45 000
<b>Total Current Liabilities</b>	<b>70 000</b>
<b>Non-Current Liabilities</b>	
Long term loan	500 000
<b>Total Non-Current Liabilities</b>	<b>500 000</b>
<b>TOTAL LIABILITIES</b>	<b>570 000</b>

## ASSETS

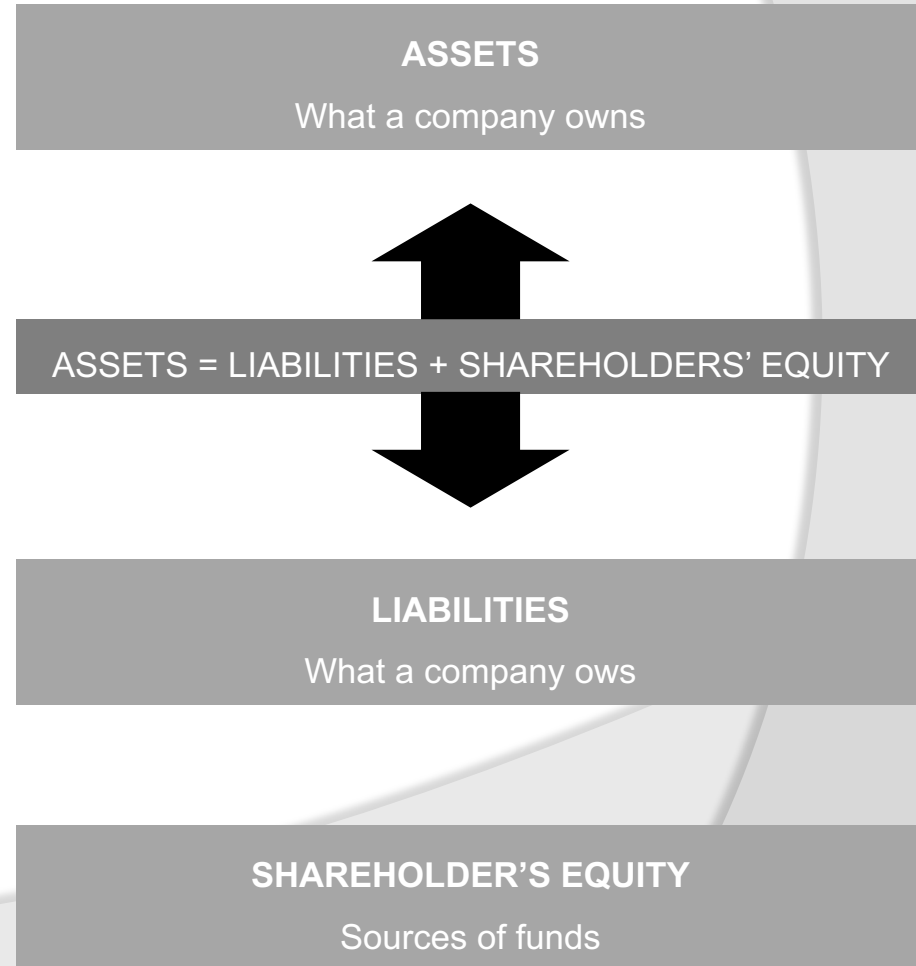
What a company owns

## LIABILITIES

What a company owes

# BALANCE SHEET

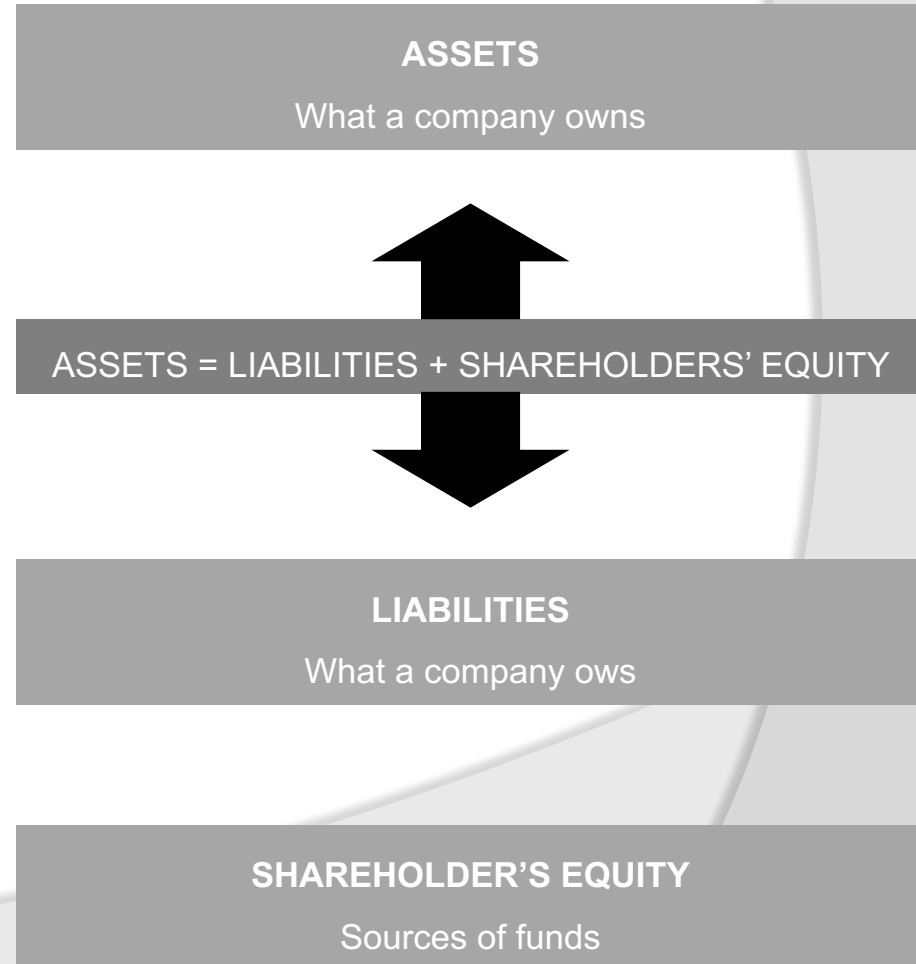
ASSETS	EUROS
<b>Current Assets</b>	
Cash	20 000
Accounts receivable	15 000
Inventory	150 000
<b>Total Current Assets</b>	<b>185 000</b>
<b>Non-current Assets</b>	
Plant and equipment	50 000
Business premises	650 000
Vehicles	70 000
<b>Total Non-Current Assets</b>	<b>770 000</b>
<b>TOTAL ASSETS</b>	<b>955 000</b>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts payable	25 000
Credit card debt	45 000
<b>Total Current Liabilities</b>	<b>70 000</b>
<b>Non-Current Liabilities</b>	
Long term loan	500 000
<b>Total Non-Current Liabilities</b>	<b>500 000</b>
<b>TOTAL LIABILITIES</b>	<b>570 000</b>
<b>SHAREHOLDERS' EQUITY</b>	<b>385 000</b>



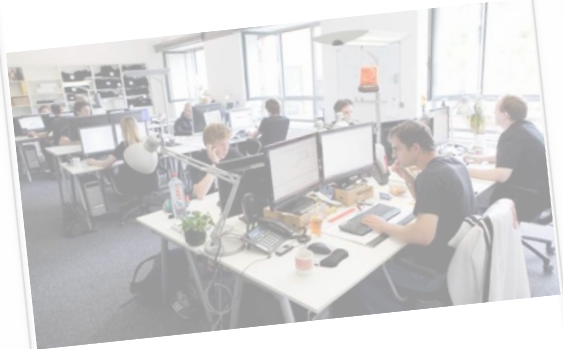


# BALANCE SHEET

ASSETS	EUROS
<b>Current Assets</b>	
Cash	20 000
Accounts receivable	15 000
Inventory	150 000
<b>Total Current Assets</b>	<b>185 000</b>
<b>Non-current Assets</b>	
Plant and equipment	50 000
Business premises	650 000
Vehicles	70 000
<b>Total Non-Current Assets</b>	<b>770 000</b>
<b>TOTAL ASSETS</b>	<b>955 000</b>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
Accounts payable	25 000
Credit card debt	45 000
<b>Total Current Liabilities</b>	<b>70 000</b>
<b>Non-Current Liabilities</b>	
Long term loan	500 000
<b>Total Non-Current Liabilities</b>	<b>500 000</b>
<b>TOTAL LIABILITIES</b>	<b>570 000</b>
<b>SHAREHOLDERS' EQUITY</b>	<b>385 000</b>
<b>TOTAL LIABILITIES + SHAREHOLDERS' EQUITY</b>	<b>955 000</b>



# PROFIT & LOSS STATEMENT



Emp. C., Lda, 2017

Profit & Loss  
Emp. C., Lda  
2018



Emp. C., Lda, 2018

## DYNAMIC VIEW

Financial results achieved over a period of time.

# PROFIT & LOSS STATEMENT

## EUROS

Revenues	124 000
Operating and maintenance costs	105 600
<b>OPERATING MARGIN</b>	<b>18 400</b>

# PROFIT & LOSS STATEMENT

	<b>EUROS</b>
Revenues	124 000
Operating and maintenance costs	105 600
<b>OPERATING MARGIN</b>	<b>18 400</b>
Depreciation	12 500
<b>OPERATING INCOME</b>	<b>5 900</b>

# PROFIT & LOSS STATEMENT

	<b>EUROS</b>
Revenues	124 000
Operating and maintenance costs	105 600
<b>OPERATING MARGIN</b>	<b>18 400</b>
Depreciation	12 500
<b>OPERATING INCOME</b>	<b>5 900</b>
Interest expense	2 000
<b>EARNINGS BEFORE TAXES</b>	<b>3 900</b>

# PROFIT & LOSS STATEMENT

	EUROS	
Revenues	124 000	
Operating and maintenance costs	105 600	
<b>OPERATING MARGIN</b>	<b>18 400</b>	<b>EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortization</b>
Depreciation	12 500	
<b>OPERATING INCOME</b>	<b>5 900</b>	<b>EBIT: Earnings Before Interest and Taxes,</b>
Interest expense	2 000	
<b>EARNINGS BEFORE TAXES</b>	<b>3 900</b>	<b>EBT: Earnings Before Taxes</b>
Tax expense	1 600	
<b>NET INCOME</b>	<b>2 300</b>	

# CASH FLOW STATEMENT



Emp. C., Lda, 2017

Cash flow  
Statement  
Emp. C., Lda  
2018



Emp. C., Lda, 2018

## DYNAMIC VIEW

Records the movement of money (in and out of a company), between two Balance Sheets.

# CASH FLOW STATEMENT

**EUROS**

## **CASH FLOW FROM OPERATING ACTIVITIES**

Cash receipts from customers	124 000
Cash paid to suppliers and employees	(105 600)
Cash generated from operations	18 400
Interest paid	(2 000)
Tax paid	(1 600)
Net cash flow from operating activities	<u>14 800</u>

## **NET INCREASE/DECREASE IN CASH**

Cash at the beginning of the period	<u>2 400</u>
Cash at the end of the period	<u>17 200</u>



# BUSINESS MODEL DEFINITION

- ① HAVE YOU SELECTED YOURS?
- ① WHY DID YOU CHOOSE THAT?
- ① Reflect your new learnings in the BMC of your I2B