



**GRÜNDE
MIT
PLAN**

**BPW
2024**

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BPW 2024

Programme of workshops for Brandenburg

Topic today: planning financials

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Introduce yourself...



Expectations and wishes

Which questions and/or topics should we talk about today?



Agenda

The timetable for today's seminar

- ✓ meaning and purpose of financial planning - Why and for whom is it useful and necessary?
- ✓ Elements of financial planning - what does it involve? To what extent?
- ✓ Explanation of the elements and interrelationships
- ✓ Questions, questions, questions...



4-7 p.m.

Financial planning

Why is it necessary and helpful? For whom?

founder

Funders/donors

State/ financial authorities

Clarification of the following questions:

- ✓ How much money will I earn from my self-employment?
What income and expenses can I expect in the next three years?
- ✓ How much liquidity do I have?
- ✓ How much capital will I need for my start-up? Which sources can I use to cover these requirements?
- ➡ Is the business model financially viable and profitable?

Elements of financial planning

What is included? To what extent?



Elements of financial planning

What is included? To what extent?

- ✓ Planning **sales and costs / income and expenses**
➡ Determination of profit and profitability
- ✓ Planning **investments and start-up costs**
➡ Determination of capital requirements
- ✓ Planning **interest and repayments**
➡ Determining the costs and cash flows associated with financing
- ✓ Planning **incoming and outgoing payments**
➡ Liquidity planning

*For 3 years
each*

for 1 year

Important principle: liquidity is always more important than rentability!

Planning of turnover and costs

Let's start!



Planning of turnover and costs

Rentability planning

Turnover

Definition of the term:

Sum of total services sold in a certain period and valued at the respective sales prices - these lead to income or cash inflow to the business account

Turnover = quantity x price

Turnover product/service 1 = quantity x price [€]

Turnover product/service 1 = quantity x price [€]

Turnover product/service 1 = quantity x price [€]

= total turnover of your company [€]

+ other operation income (e.g. rental income)

Important: Which assumptions are your sales planning based on?

Planning of turnover and costs

Rentability planning

Services/ products

example:

Cost of materials/external services/other order-related costs	120,00€
+ own time investment x hourly rate	$3h \times 100€ = 300,00€$
= Net sales price	420,00€
+ VAT	79,80€
= Gross sales price	499,80€

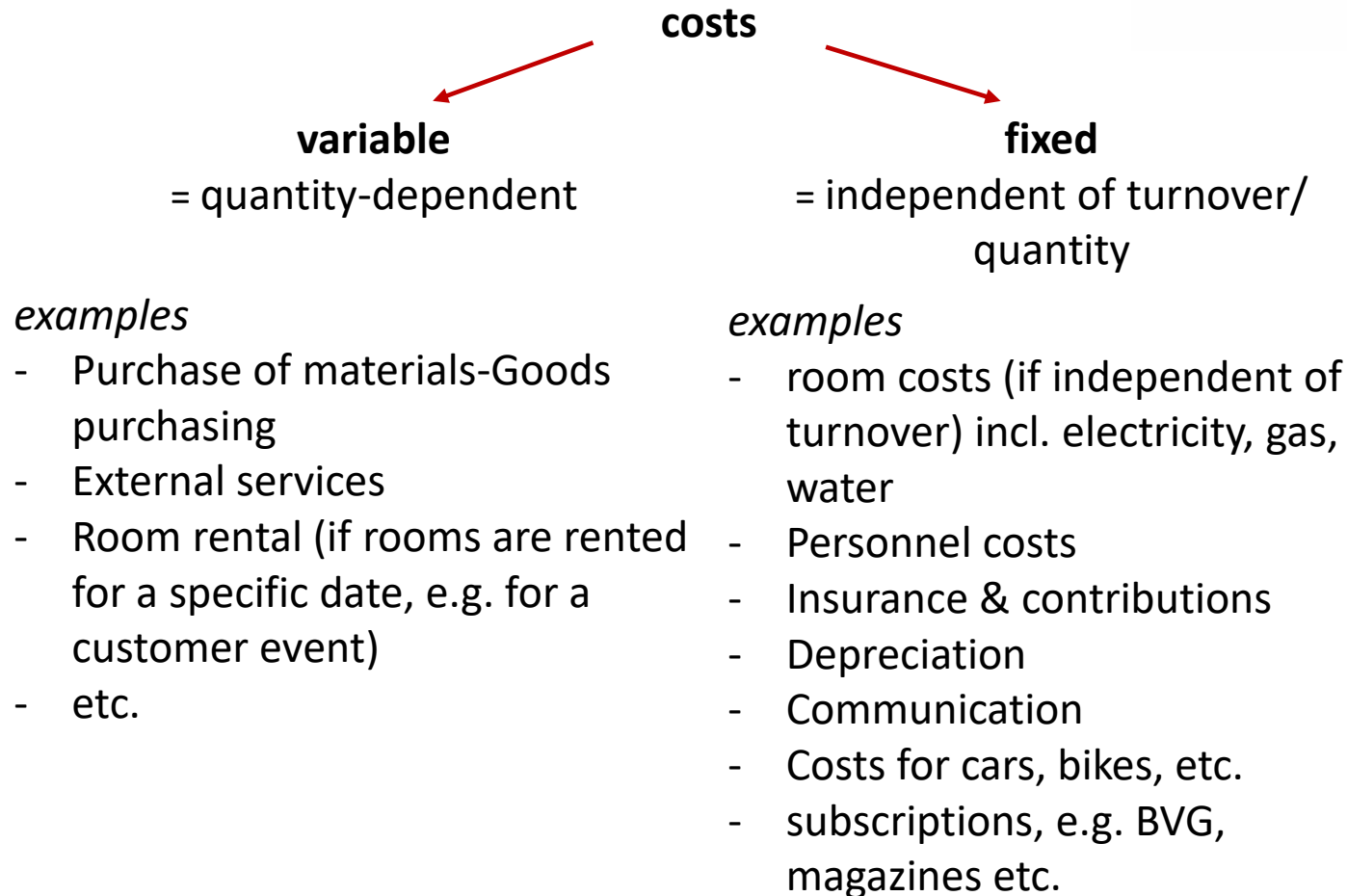
Retail/ gastronomy

example:

Purchase of goods/procurement costs/other related costs	100,00€
+ markup/ price addition [%]	$250\% = 250,00€$
= Net sales price	350,00€
+ VAT	66,50€
= Gross sales price	416,50€

Planning of turnover and costs

Fixed and variable costs



Planning of turnover and costs

profitability

Result: Profit-Loss-Statement

Simplified/overview:

Operating income

- Operating expenses

= Operating result

Im Detail:

Turnover/ sales

+ other income

= operating income

- Cost of materials and external services

- Personnel expenses

- Depreciation

- Interest expense

- Other operating expenses (rent, electricity/gas/water, insurance/contributions, office supplies, telecommunications, leasing fees, advertising and marketing, travel expenses, legal and consulting costs, etc.)

= Operating result

Profit or loss?

Planning of investments and startup-costs

Procurements and one-time expenses when starting your business...



Gründe mit Plan!

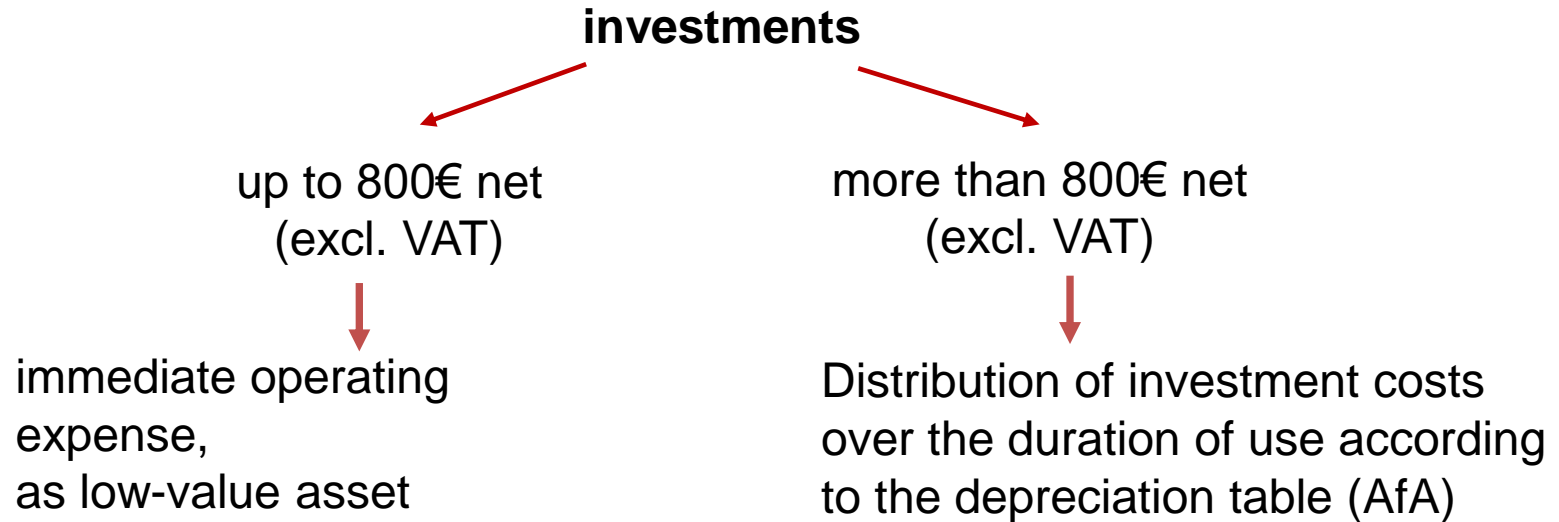
Planning of investments and startup-costs

Procurements and one-time expenses when starting your business...

Procurements/ investments	Startup-costs
PC/Laptop (?)	Business registration
machines	Logo
Cars	Smartphone (?)
Furniture	Website creation
Store equipment	Startup-counselling
etc.	Launch party
	Name protection (dpma.de)
	etc.
↓	↓
Immediate operating expense or amortization (depending on amount)	Immediate operating expense

Planning of investments and startup-costs

More information concerning investments...



example:

Car: Price: €24,000 net

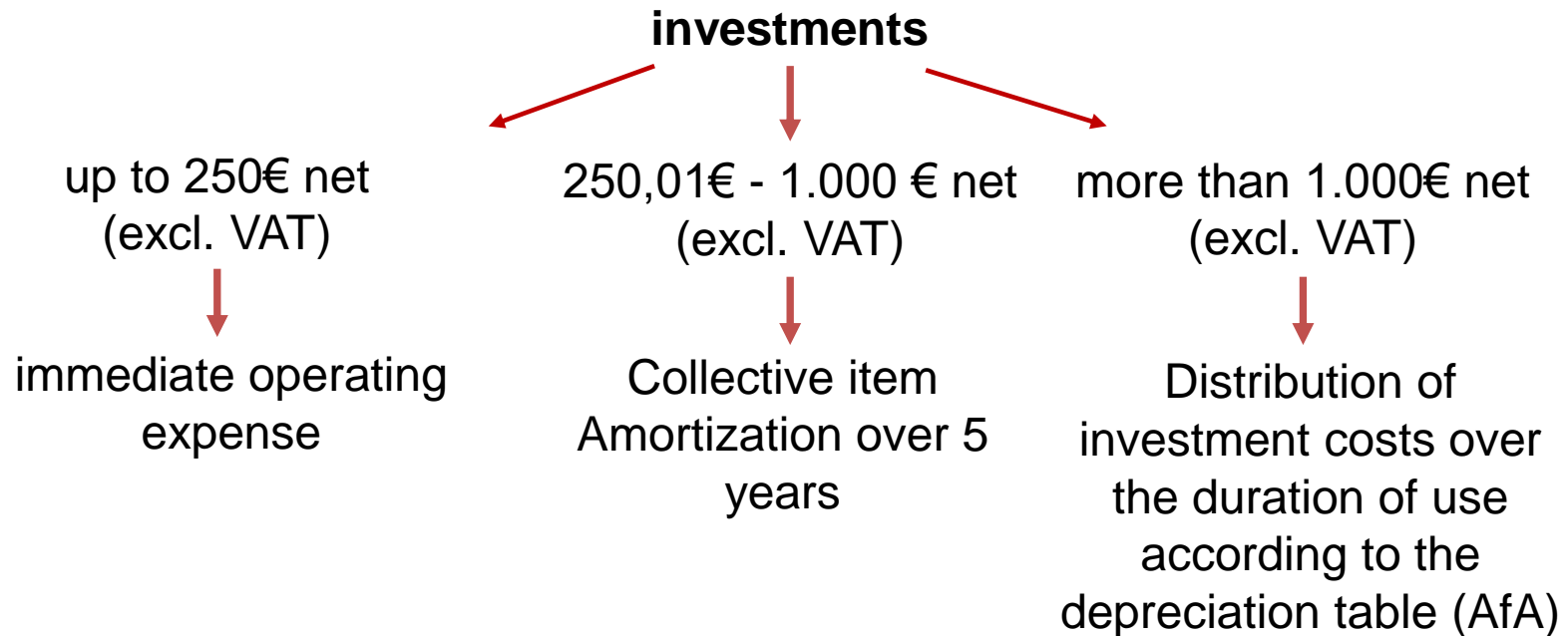
Useful life according to depreciation table:
6 years

=> Annual depreciation:

$24,000\text{€} / 6 \text{ years} = 4,000\text{€ p.a.}$

Planning of investments and startup-costs

Additional information...



Planning of interest and repayments of loans

Calculation of costs and cash-flows connected to loans...



Planning of interest and repayments of loans

Calculation of costs and cash-flows connected to loans...

amortizing loan:

loan: 120.000€

Interest rate: 6%

Costs of interest: $120.000\text{€} \times 6\% = 7.200\text{€}$ per year

Costs of interest per month: $7.200\text{€}/12 = 600\text{€}$

(in case of no repayments)

Duration period: 5 years **Repayment:** $120.000\text{€}/60 \text{ months} = 2.000\text{€/month}$

Monthly payment = interest costs + repayment

$$600 + 2.000 = 2.600\text{€}$$

Amount of loan on average = (loan amount at the beginning of the period
+ loan amount at the end of the period) / 2

$$(120.000 + (120.000 - 24.000))/2 = 108.000\text{€}$$

Costs of interest on average: $108.000 \times 6\% = 6.480\text{€}$ per year

Planning of incoming and outgoing payments

Liquidity planning – how do you make sure you are able to pay your bills at every point of time?



Planning of cash-flow

Liquidity planning

Objective: being able to pay all bills at every point of time – liquidity is more relevant than rentability!

consequence: The calculated liquidity balance,
i.e. the opening balance of the account
plus incoming payments
minus disbursements
must always be **positive**.



Planning of incoming and outgoing payments

Differences between profit and loss account and liquidity planning

Profit & Loss

Turnover

+ other income

= operating income

- Cost of materials and external services
- Personnel expenses
- Depreciation
- Interest expense
- Other operating expenses (rent, electricity/gas/water, insurance/contributions, office supplies, telecommunications, leasing fees, advertising and marketing, travel expenses, legal and consulting costs, etc.)

= Operating result

Liquidity planning

Payments from sales
+ other income

Wann
zahlungs-
wirksam?

+ loans, equity, etc.

= sum of incoming payments

- Cost of materials and external services
- Personnel expenses

- depreciation **no payout**

- interest expense
- Other operating expenses (rent, electricity/gas/water, insurance/contributions, office supplies, telecommunications, leasing fees, advertising and marketing, travel expenses, legal and consulting costs, etc.)

- taxes

- Loan repayments
- Payout for investments
- Withdrawals for private use

= liquidity surplus or deficit

Covering capital requirements

Which possibilities meet your needs/ fit to your business model and company culture?



Covering capital requirements

Which possibilities do you have... an overview...

Equity

Money or goods/ services

Equity investments

subordinated loans
(ERP)

grants

Crowdfunding

Mezzanine-Kapital

Debt capital

Loans of your house-
bank

Publicly funded/
supported loans

Overdraft facilities

Questions??

Can I answer something?



BPW 2024

Deine Idee | Dein Konzept | Dein Unternehmen

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Förderer



**Kofinanziert von der
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Der Businessplan-Wettbewerb Berlin-Brandenburg wird gemeinsam durch die Senatsverwaltung für Wirtschaft, Energie und Betriebe des Landes Berlin und durch das Ministerium für Wirtschaft, Arbeit und Energie des Landes Brandenburg unterstützt sowie aus Mitteln der Europäischen Union kofinanziert.

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