

The Finance For Startups Program



About this program

Finance for Startups is a cohort-based online program teaching the strategy and technical finance skills to run technology startups. It covers financial modeling, growth frameworks, fundraising, digital marketing, and more. It includes livestreams, case studies, over 20 hours of video-based content, a private community, and personalized support.

Instructor

Hi, I'm Eric Andrews!

I help founders scale startups as an Outsourced CFO and Growth Marketer. The things I'm an expert at are: building financial models, fundraising, growth strategies, customer acquisition, and breaking down marketing performance.

I used to be Head of Finance for a startup called iD Tech (acquired for \$200mm), but I decided to leave that role in 2020 because I wanted to focus on teaching and working with startups in the earliest growth stages.

These days, I:

- Teach over 100,000 people a month through my Youtube channel
- Have given out over 25,000 financial models for free
- Run a program called "Finance for Startups" where I teach small cohorts of people the financial modeling skills & growth strategies to scale startups
- Help early-stage founders scale as a consultant

My main mission is to help empower the startup ecosystem by open-sourcing critical skills, building networks, and helping as many people win as possible.

Who Is This Program For?

- ✓ You Are a Founder of a Startup Trying to Scale Your Business, Fundraise, and Build Financial Models.
- ✓ You Are a Financial Professional Wanting to Break Into the Startup World.
- ✓ You Are a Student and Want to Dive Into the Exploding and Lucrative Tech Ecosystem.
- ✓ You Are a VC or PE Investor Looking to Get a Deeper Understanding of the Financial Dynamics of Startups.
- ✓ You Are Trying to Develop a Technical Finance Background.
- ✓ You Have Zero Experience - I Included a Bonus Module in the Beginning That Covers Finance 101 to Get You Caught Up.
- ✓ You Have Some Experience - CFOs Hire Me to Build Their Models, and I Teach This Entire Skillset From A-Z.

Contents

Module #1

Finance 101 (Bonus Module to Get Everyone up to Speed)

- Intro to the Income Statement, Balance Sheet & Cash Flow Statement
- Walkthrough of a Full 3 Statement Financial Model
- Step-by-Step Discussion of Fundamental Accounting Concepts
- My Breakdown of How the Financial Statements Flow and Interconnect

...Now that you've got the basics down, let's talk about strategy....

Module #2

The Underlying Drivers of All Businesses

- My Framework to Understand the Growth & Profit Potential of a Startup
- How to Think About Marketing Performance
- Managing Customer Retention & Predicting Recurring Revenue
- How and When It Makes Sense to Burn Cash
- Ways to Calculate Breakeven Timing for Customer LTV
- Managing Breakeven Strategically (As a Business)
- How to Fund Your Growth

...Then I'll show you how to measure your marketing performance and set targets...

Module #3

Digital Marketing Performance

- What Is the Marketing Funnel and How Does Impact Your Business
- How to Set Expectations for Top, Middle & Bottom of the Marketing Funnel
- Variations of CAC & Which Ones Matter Most
- Understanding the Composition & Drivers of Your Sales
- How to Set Marketing Budgets & Targets

...now that you understand strategy and measuring performance, I'll show you how to incorporate all of these concepts into financial models...

Module #4

Financial Modeling for eCommerce Businesses

- How to Set Up a Multi-Product eCommerce Financial Model
- My Trick for Building Accurate Financial Models
- Predicting Orders & Revenue Based on CAC
- Models to Calculate Recurring Customers for eCommerce
- How to Build a Full Venture-Quality Financial Model, With Cash Burn Rates & Runway
- Calculate the Most Important eComm KPIs & Metric That VCs Need to See
- Bonus: An Ecommerce Case Study in the Crypto Space (Additional Full Financial Model Build From A-Z)

....Then you'll learn all about SaaS - the industry, all the monetization strategies, and how to build financial models for every type of SaaS business...

Module #5

Financial Modeling for SaaS Businesses

- Intro, History and Discussion of the SaaS Industry
- Explanation of the Top 5 Most Common Pricing & Monetization Models for SaaS
- Step-By-Step Tutorial on How to Model Customer Orders and Retention for 3 Separate SaaS Businesses (We Build 3 Separate Models Each With Its Own Lecture)
- The Most Accurate Way to Forecast Recurring Revenue for SaaS
- How to Model and Calculate Customer Acquisition Costs for Different Types of SaaS Businesses

-
- Breakdown of Typical COGS & Operating Expenses for Software Businesses
 - Modeling the Full Income Statement & Deferred Revenue
 - A Straightforward Way to Model Out the Balance Sheet, Cash Flow, Burn Rates & Predict Fundraising Needs
 - How to Calculate the Exact KPIs That SaaS Venture Investors Want to Understand
 - Bonus: A SaaS Case Study for A Content Business (Additional Full Financial Model Build From A-Z)

...And next, you'll learn about the most dominant business model in the world, marketplaces...

Module #6

Financial Modeling for Marketplaces

- Intro & Discussion of the Marketplace Business Model
- Explanation Supply & Demand Dynamics of Marketplaces, and What Makes the Winners Win
- The Strategies Employed to Scale Two-Sided Marketplaces (With Examples)
- 4 Different Monetization Possibilities of Marketplaces
- How to Build an Acquisition Model (We Model 4 Different Acquisition Strategies) For Buyers & Sellers in a Two-Sided Marketplace
- Using Cohort Tables to Forecast Buyer & Seller Stickiness (And Churn) In a Marketplace
- How to Build an Advertising Business on Top of Your Marketplace

-
- Build the Full Marketplace Financial Model - Integrating Everything
 - Predicting Burn Rates and Fundraising Needs
 - Breaking Down the KPIs & Metrics VCs Use to Evaluate Marketplaces
 - Bonus: A Marketplace Case Study for an Influencer Marketing Startup (Additional Full Financial Model Build From A-Z)

...Then we learn about some technical skills that will help you with your day-to-day operational finance work...

Module #7

Budgeting Processes & Updating Models

- How to Build and Distribute Expense and Payroll Budget Templates to Internal Teams
- Process to Integrate Budgets Into Your Financial Models
- Modeling Methods You Can Use to Update Your Forecasts With Historical Actuals
- Tracking Your Progress - Measuring Budget vs. Actual Performance Using Variance Analysis

...And finally, we do a deep dive on the entire world of fundraising, all the way from pre-seed to IPO...

Module #8

Fundraising - What to Expect

- Intro to the Elements of Fundraising the We Need to Understand
- Step-By-Step Walkthrough of VC Fundraising Rounds from Pre-seed to Late Stage and What to Expect in Each Round
- We Learn About: Investors, Dilution, Valuations, Terminology & What to Look Out For

- What Types of Investment Vehicles Are Used at Which Stages, and How to Navigate Term Sheets
- The Structure of Venture Debt & When It Makes Sense
- The Rapidly Evolving Ecosystem of Venture Capital
- How Valuations Really Work in VC by Company Stage (This Might Surprise You)
- The Business and Math of Venture Capital as a Game of Outliers With Portfolio Case Study
- Alternative Fundraising Sources for Startups (Outside of Venture Capital)
- Breakdown of the 7 Main Types of Startups Exits (And When Each One Makes Sense)

You're right - It's a lot.

This curriculum is *completely different from anything you'd see in a university or in other online programs.*

I was reluctant to build this program because I knew how difficult it would be to distill everything.

And it was hard. **I spent over 200 hours building this course**, trying to document every technical skill and framework we use to build all different types of startups.

It is extremely wide-ranging - moving through finance, marketing, case studies, discussions, technical skills, and more.

Once you get through this program, **you will be able to dive straight into the startup ecosystem.**

Let's Do This!

For more information, please visit:

<https://www.ericandrewsstartups.com/>

