

Pénzügyi tervezés - hogyan kezdj hozzá a valóságban





Réti Virág
Ügyvezető

cabsolutely



Tüske Tamás
Üzletfejlesztő



Milyen üzleti modelleket ismersz?



*Key
Partners*



*Key
Activities*



*Value
Proposition*



*Customer
Relationships*



*Customer
Segments*



*Key
Resources*



Channels



*Cost
Structure*



*Revenue
Streams*



Key
Partners



Key
Activities



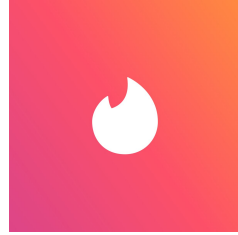
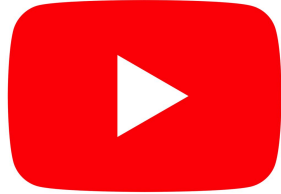
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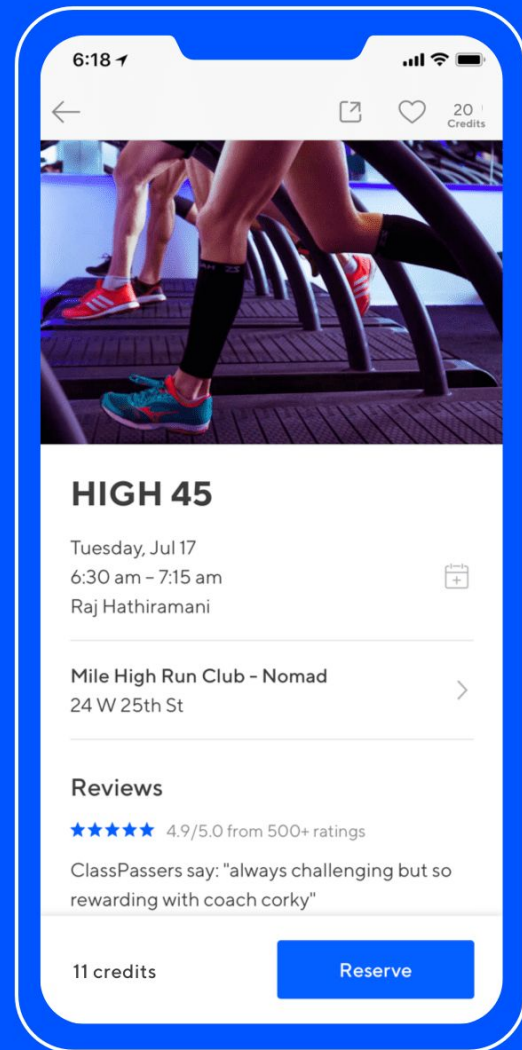
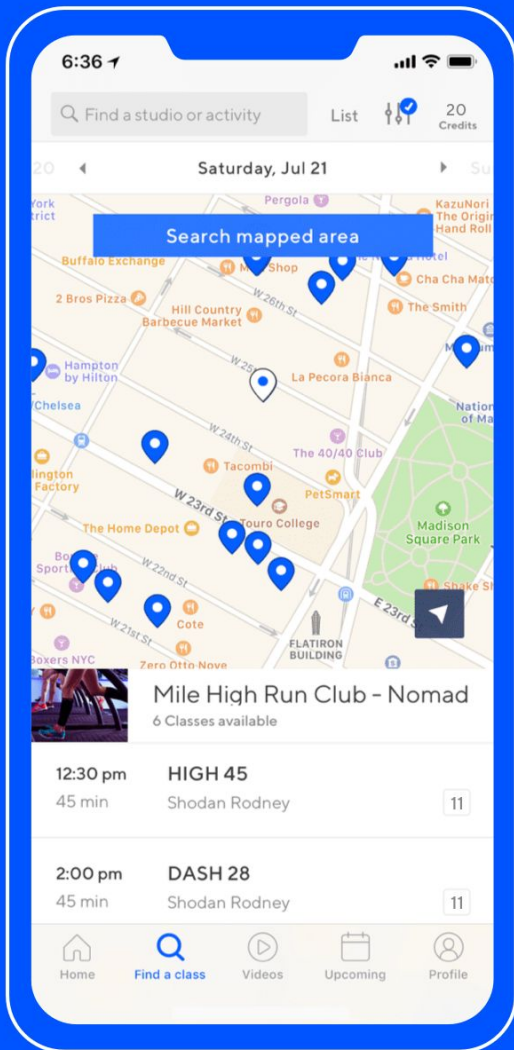
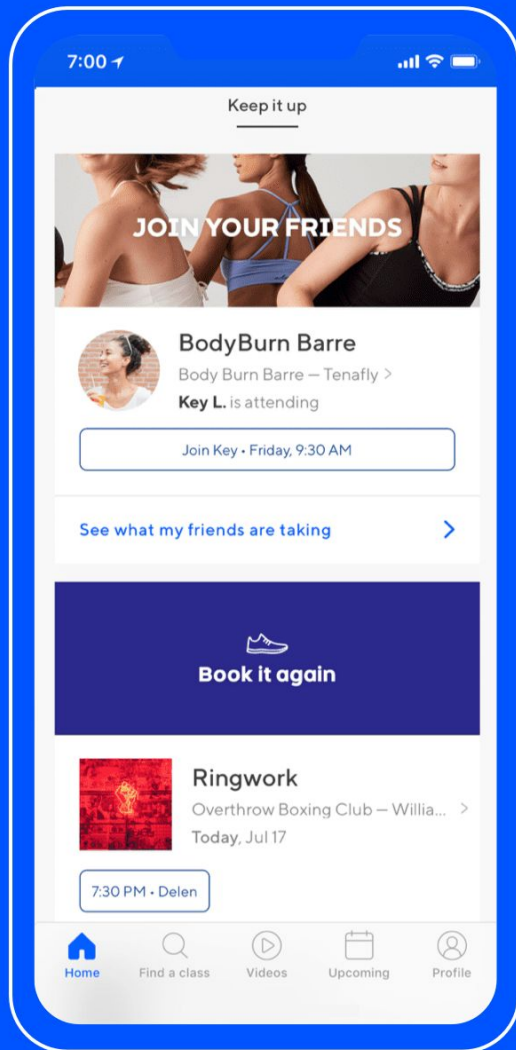


*Cost
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A person with dark hair tied in a bun is seen from behind, holding a rolled-up grey yoga mat over their shoulder. The background is a textured, greyish-blue wall.

CLASSPASS

UNLIMITED

With a ClassPass membership, you can visit multiple fitness studios

How many classes do you want to take per month?

I'm in New York

FREE 2 WEEKS

\$0

first two weeks

Includes **35 credits** to take as many as **4 - 8 classes**

Try for free

\$49

per month

Includes **27 credits** to take as many as **2 - 5 classes**

Start without trial

\$79

per month

Includes **45 credits** to take as many as **4 - 10 classes**

Start without trial

\$159

per month

Includes **100 credits** to take as many as **10 - 20 classes**

Start without trial

The average class in your area costs 6 credits.



- 20%

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Album



Dal



Ingyenes + Ads



Freemium - Free + Ads
EUR 9,99/hónap



Album



Dal



Ingyenes + Ads



Freemium - Free + Ads
EUR 9,99/hónap



25 % konverzió



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Channels



amazon



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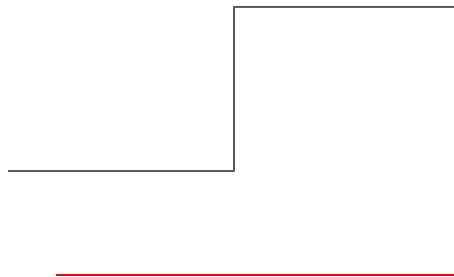


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Sales csatorna

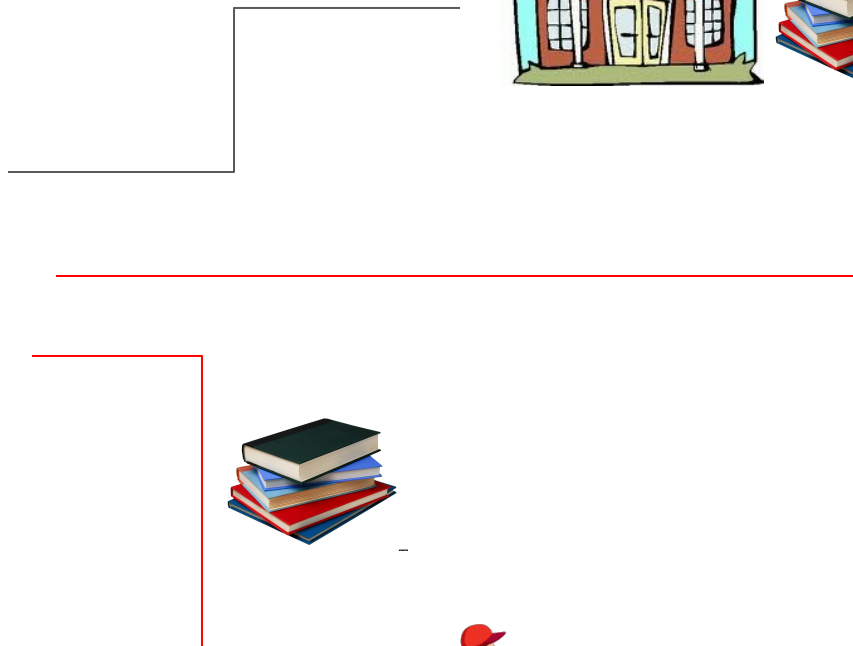
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Delivery csatorna



— Sales csatorna

— Delivery csatorna



Sales csatorna

Delivery csatorna



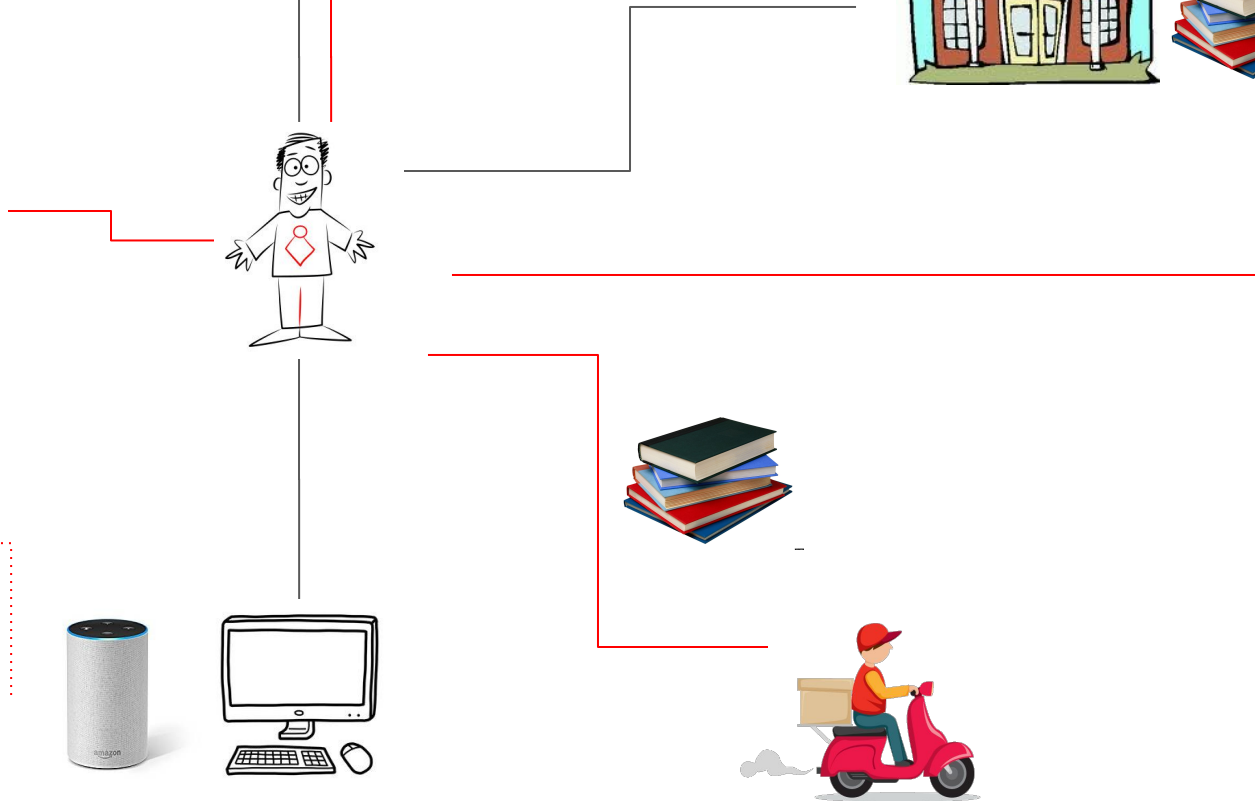
Sales csatorna

Delivery csatorna



Sales csatorna

Delivery csatorna



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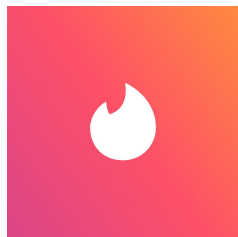
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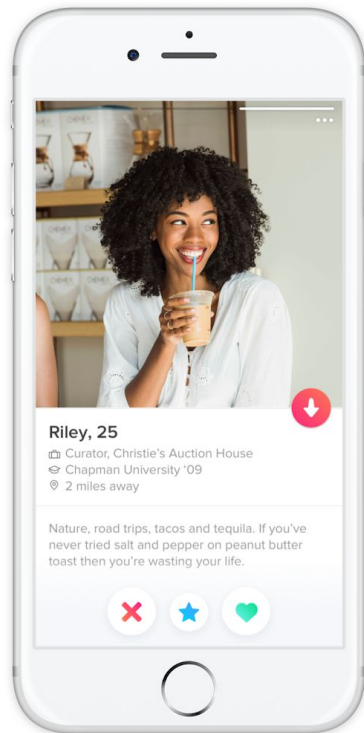
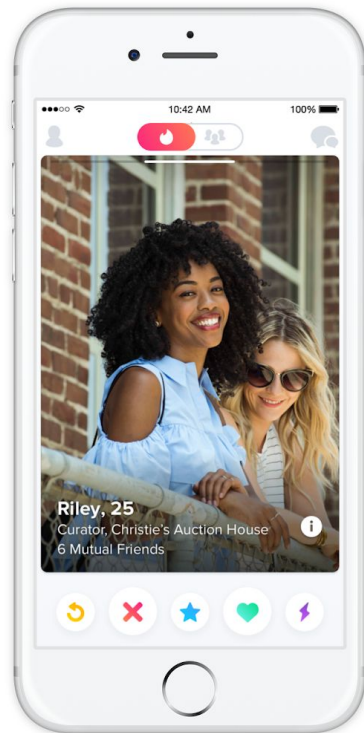
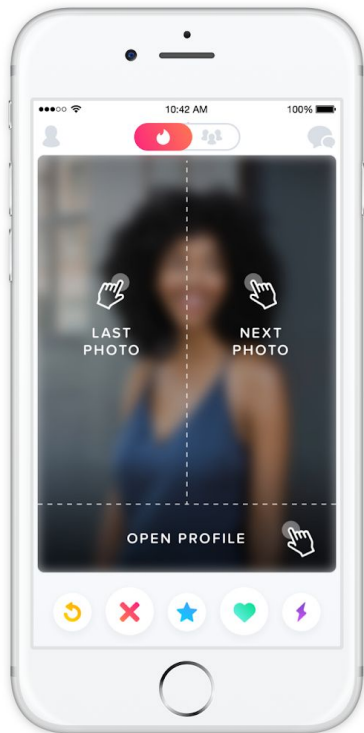
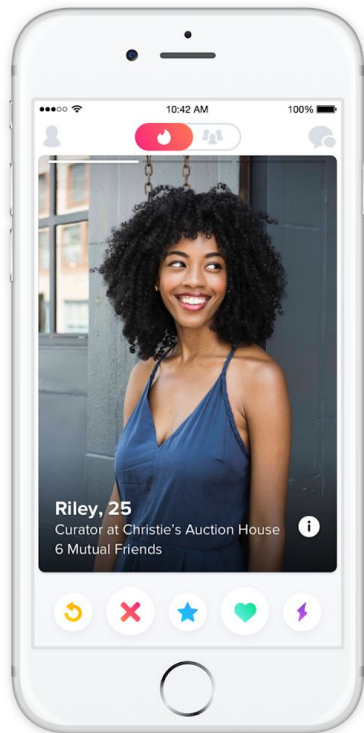


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Google Ads

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Ad 0:14 shutterstock.com/video

0:01 / 0:15

You can skip to video in 4



HALO 5 4K Game Movie (Xbox One X Enhanced) All Cutscenes Ultra HD 60FPS

6,751 views

236

9

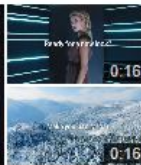
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AUTOPLAY



METAL GEAR SURVIVE All Cutscenes (Game Movie) 1080p

Gamer's Little Playground

33K views

New



Batman: Arkham Origins All Cutscenes (Game Movie) 4K

Gamer's Little Playground

80K views



HALO 5 All Cutscenes Movie Legendary Ending

Izuniy

3M views

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Költségek tervezése

**Milyen költségtételeket
ismersz?**

Létező vállalkozásoknak:
mi merült fel, amire az
elején nem gondoltál?

Induló vállalkozásoknak:
milyen költségekre
számítasz?

Költségek típusai

- Egyszeri
- Havi
- Éves
- Óradíjas (ügyvéd)
- Fixdíjas (FB szakértő, eszközök)
- Árbevétellel arányos (könyvelő, adók)
- Használattal arányos (könyvelő, szerver hosting)

Bevételek

Több lábon álló modell > Egyetlen bevételforrás

Lehet több típusú bevétel és/vagy különböző vevő szegmensek is.

- Statistics →
- Development
- Administration
- HR
- Sales and marketing

Cash level: € 236 921

Period: 3/14



3 849

Number of subscribers

€-15 617

Profit in the previous month

80%

Technology level compared
to competitors

0.9%

Brand awareness

Main operational indicators

Closing figures for the previous period



Software availability
(%)



100%



Answered Customer
Questions



100%



Overall average
availability



100%



Customer service
utilization (%)



49%



Unsubscribed
customers

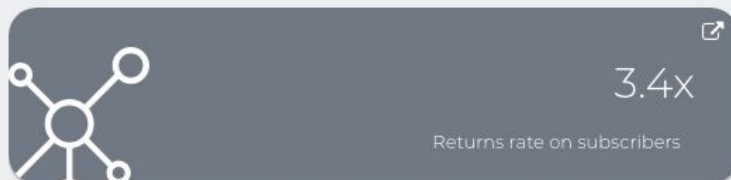
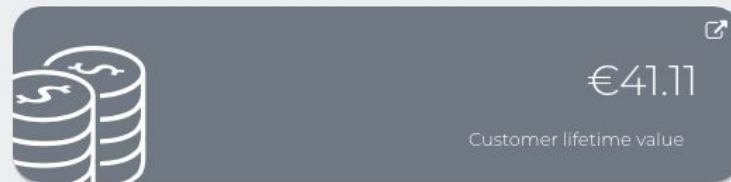
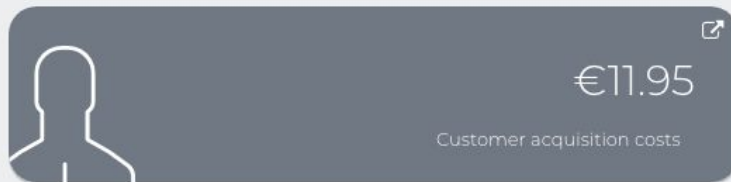


24%

Change in the number of users

- Statistics →
- Development
- Administration
- HR
- Sales and marketing
- Project decisions
- Planning

(%)

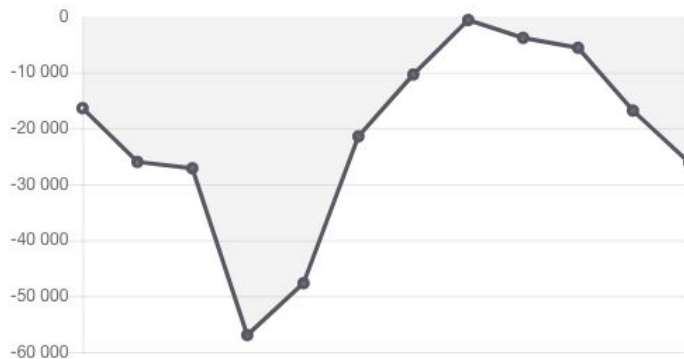


i You can click the block to see that indicator's history month by month.

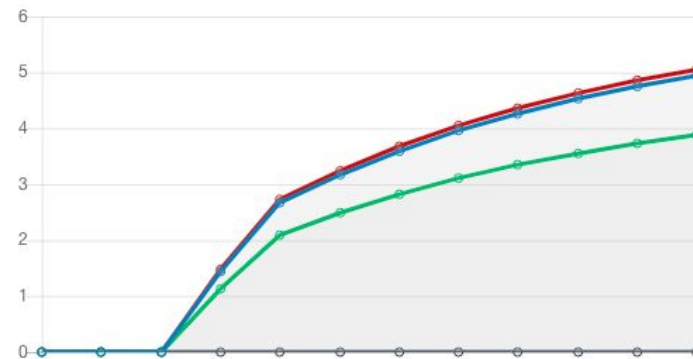


- Statistics
- Development
- Administration
- HR
- Sales and marketing

PROFIT (€)



MARKET AWARENESS (%)



CUSTOMER LIFETIME VALUE (€)



PRODUCT REPUTATION (%)

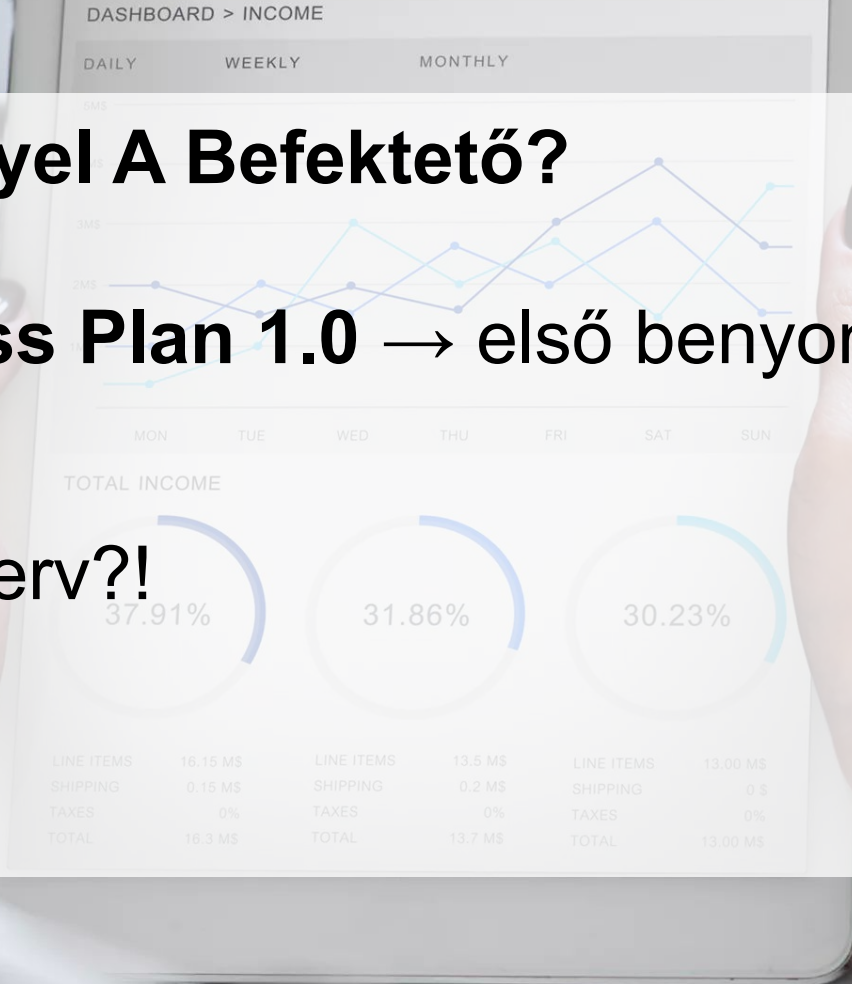


<https://edu-simulation.com/>

Mire figyel A Befektető?

Business Plan 1.0 → első benyomás

5 éves terv?!



Top 5 kérdés befektetőktől

1. **Ha most adnánk X milliót, mire költenéd?**
→ pénzügyi terv
2. **Mennyit költöttél rá eddig?** → korábbi adatok
3. **Mennyit költ havonta a cég?** → burn rate
4. **Mikor lesz nyereséges, mikor lesz breakeven?**
5. **Mi a tulajdonosi háttér?** → %-ok

Fontos mérőszámok

CAC - Customer Acquisition Costs

LTV - Lifetime Value

Burn Rate

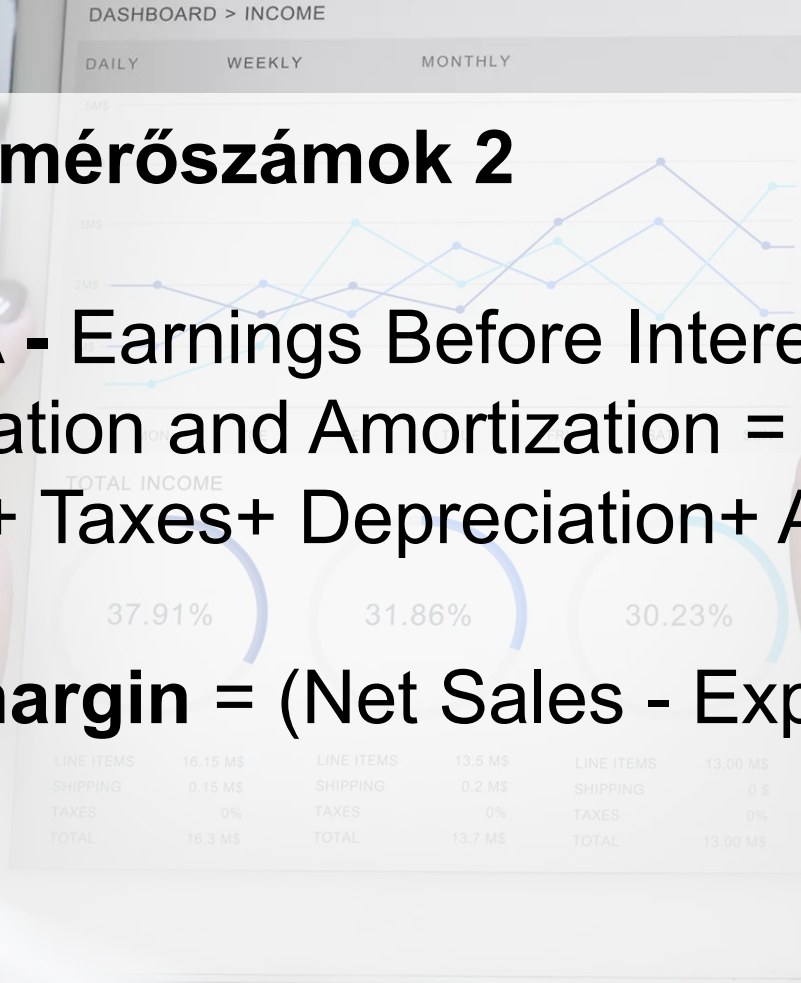
Churn



Fontos mérőszámok 2

EBITDA - Earnings Before Interest, Taxes, Depreciation and Amortization = Net Income + Interest + Taxes + Depreciation + Amortization

Profit margin = $(\text{Net Sales} - \text{Expenses}) / \text{Net Sales}$



Kérdések, kapcsolat

<http://bit.ly/penzugyiterv>



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