

# Finance Worksheet C



Funding

This round, my company raised funding from

- VC  
(and/or)
- Bank loan

**VC:**  
\$ \_\_\_\_\_ BB for \_\_\_\_\_ (# of shares)  
(and/or)  
**Bank loan amount:**  
\$ \_\_\_\_\_ BB at 10% interest

Shares of Stock	
from after Stage B	
- <small>(minus)</small> # sold in Stage C	
<b>= Total</b> <i>on hand</i>	

Cash Flow

Cash In	
Stage B cash on hand	\$ _____ BB
VC, round 3	\$ _____ BB
Bank Loan	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
<b>Total Cash In</b>	\$ _____ BB

Cash Out	
Website	\$ _____ BB
Commercial airtime	\$ _____ BB
(other marketing)	\$ _____ BB
Rent	\$ _____ BB
Salaries	\$ _____ BB
Interest	\$ _____ BB
(other)	\$ _____ BB
<b>Total Cash Out</b>	\$ _____ BB

<b>Stage C Cash on hand</b>
\$ _____ BB

1. What is the purpose of a marketing campaign?
2. What marketing strategies did your company use? Explain why?
3. How does technology support marketing?

Review