

# FINANCE FOR FOUNDERS

Finance for growth programme for startups and scaleups

A hands on 2-day workshop that will help you build a financial model for your business that actually makes sense—clear, useful, and ready to support real decisions and planning for scale. Led by Paul Cheek, serial entrepreneur and MIT educator, you'll leave with a financial model, a fundable capital strategy, and real confidence.

## What will I develop?

- A robust financial model for your business
- A clearly defined strategy to fund your growth
- Greater confidence in financial storytelling and investment planning

## Who is it for?

- Founders of startups and scaleups in any sector, who want to grow their venture and get to grips with building a strong financial model.
- You must commit to attending both days in full

## Is there a charge?

- There is no cost to participants. The programme is funded by ONE and Scottish Government Ecosystem Funding

## When and where is the programme?

- Thursday 25 and Friday 26 September at ONE Tech Hub, Schoolhill, Aberdeen, AB10 1JQ

Application deadline Monday 15 September

Sign up for the programme at [www.opportunitynortheast.com/events/financeforfounders](http://www.opportunitynortheast.com/events/financeforfounders)



## Daily agenda

8.30am	Breakfast
9.00am	Session 1
10.30am	Morning break
10.45am	Session 2
12.30pm	Lunch
1.30pm	Session 3
3.00pm	Afternoon break
3.15pm	Session 4
5.00pm	Final wrap-up
5.30pm	Close



# Finance for Founders programme content



Day 1 Thursday 25 September

Building a financial model that actually means something

## The startup finance mindset

Understanding why financial modelling matters

- Differentiate between entrepreneurial and corporate finance
- Recognise the role of financials in prediction, measurement and communication
- Develop intuition for 'cash is king' and why assumptions drive early-stage models

## Constructing the foundation

Building the revenue engine

- Translate go-to-market strategy into a defensible sales plan
- Estimate COGS for both physical and software startups
- Connect pricing, customer counts, and sales channels to revenue forecasting

## Making it real

From gross margin to operating business

- Build a staffing plan with role-based justification
- Identify key operating expense categories and timing
- Understand how to tie gross margin to net cash flow

## Funding the future

Connecting the model to your capital strategy

- Understand how pro formas inform funding needs and timelines
- Use your model to justify the size and timing of a raise
- Identify the difference between good and bad money

Day 2 Friday 26 September

From model to money: translating your financials into a fundraising strategy

## Fundraising fundamentals

Understanding the landscape and why fundraising is hard

- Identify the real job of a start-up CEO: keeping the business funded
- Understand the types of capital available (e.g. debt, equity, grants) and their trade-offs
- Learn why investors "invest in lines, not points" and how that shapes your timeline

## Designing a milestone-based fundraising strategy

Connecting milestones to valuation and rounds

- Define business milestones that drive value creation (not just tech progress)
- Learn how milestones tie to valuation inflection points and staged raises
- Build a capital plan to fund each milestone without over-raising

## Building your investor funnel

Targeting, outreach, and relationships

- Develop a tactical pipeline of best-fit
- Understand how to prioritise quality over quantity in investor conversations
- Master investor funnel stages from intro to check (and what slows each stage down)

## Crafting and presenting the pitch

Telling a story that gets a cheque

- Translate your fundraising plan and pro forma into a compelling narrative
- Structure a 10-slide investor pitch deck with the right emotional arc
- Understand how to handle common questions and objections with confidence