



FINANCIAL MAPPING, LLC

Contact Information

Name	Address
City	Zip
Phone #	Cell #

Name of Business:	Type of Business:
Products or Services	
Products you are selling	Services you are selling

Businesses use various types of financial statements to track their financial position;

A. Balance Sheet – Assets, Liabilities and Owners Equity – reflects the financial position of the business at a particular date, generally the end of the month

B. Income Statement, aka Profit & Loss (P&L) – reflects revenue and expenses over an accounting period, generally from the beginning of the month to the end of the month. (Example: 3/1/2008 – 3/31/2008)

C. Cash Flow projections – projects the businesses revenue and use of cash during an accounting period generally from the beginning of the month to the end of the month. (Example: 3/1/2008 – 3/31/2008)

Information needed to generate the financial statements?

1. To create a balance sheet the following information is needed:

- A. Assets – Tangible and intangible items you own
 - a. Petty Cash
 - b. Bank Accounts
 - c. Fixed Assets – Furniture, fixtures, Computer equipment, leasehold improvements, vehicles, land, building, etc
 - d. Prepaid Expenses – purchases/services paid for in advance but not used
 - e. Accounts Receivable – Services/products sold to your customers held on account
 - f. Inventory – cost of products purchased that are sold (this includes the freight paid to obtain products)
 - g. Trademarks / Copy writes /Patents
- B. Liabilities –
 - a. Accounts Payable – purchases from vendors made on account
 - b. Loan payable/ line of credit – this reflects the amount of principal borrowed from a financial institution or person
 - c. Sales Tax payable / Payroll taxes payable
 - d. Long Term Payables - Promissory Notes, loans longer than 1 year



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C. Equity

- a. Members Loan (Used only for an LLC)
- b. Members Draws (Used only for an LLC)
- c. Capital Stock
- d. Retained Earnings

Will you be seeking investor capital?

- A. How Much?
- B. Equity, promissory notes, etc.
- C. Will you be paying interest or dividends over a course of holding investor capital?
- D. What are the terms?

Will you purchase fixed assets, such as land, building, vehicles, forklifts, computer equipment?

Will you have tenant/leasehold improvements when you purchase a building or lease a building?

If leasing a building, what are the costs and the terms of the lease?

Do you have this information available (and if so what format). If not, do you have enough information or assumptions to create the data/formulas, etc.?

2. To create a profit & loss statement the following information is needed:

A. Sources of Revenue –

- a. Products or services,
- b. Projected # of units sold,
- c. For a service # of hours it takes to generate an end product
- d. Price, products/services

B. Cost of Goods Sold

- a. Products - Cost of products , freight, duty, labor
- b. Services – contract labor (if any)

C. Selling Expenses

- a. Commissions
- b. Royalties
- c. Sales salaries
- d. Sales payroll taxes
- e. Trade show expenses
- f. Travel & Entertainment
- g. Cash discounts to your customers
- h. Ad allowances – you provide \$ to your customer for advertising your products
- i. Samples expense



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- D. Admin /Operating Expenses
 - a. Auto Expense – gas charges/parking fees
 - b. Amortization – amortizing lease hold improvements
 - c. Bank service charges – Bank & credit card fees
 - d. Business license & permits
 - e. Business Meals
 - f. Depreciation – depreciate fixed assets over a period of time
 - g. Dues & Subscriptions
 - h. Education & Training
 - i. Insurance – General liability, marine cargo, auto insurance, umbrella policy
 - j. Interest Expense
 - k. Leased Equipment – Copy machine, water cooler
 - l. Office Supplies
 - m. Payroll: Salaries
 - n. Payroll: Taxes
 - o. Payroll: Employee Benefits
 - p. Penalties
 - q. Repairs & Maintenance
 - r. Taxes
 - s. Telephone Expense, land line, cell & Fax charges
 - t. Utilities

- E. Other Income & Expenses
 - a. Interest Income
 - b. Interest Expense - Investor Capital
 - c. Gain/Loss on sale of Equipment

How many years do you need to project?

Do you have this information available (and if so what format). If not, do you have enough information or assumptions to create the data/formulas, etc.?

- 3. To create a cash Flow projection all sources of cash in flows and outflows will be needed –

- A. Cash Inflows
 - a. Receivables/ sales collected
 - b. Investor / Equity injection
 - c. Loans received

- B. Cash Outflows
 - a. All sources of cash being paid out. See sources above under Income statement.

How many years do you need to project?

Do you have this information available (and if so what format). If not, do you have enough information or assumptions to create the data/formulas, etc.?