

Costs to get started:

Things to buy e.g. equipment (capital assets) and things needed e.g marketing (working capital) Include time too!

| Item | Cost |
|------|------|
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| 4. | 4. |
| 5. | 5. |

Total costs to get started:
£..... Made up of
Capital £
Working capital £

Income to get started:

How I intend to cover costs...

| Personal savings | |
|------------------|-----------|
| Loans | |
| Other project | |
| My time | |
| Crowd fund | |
| Total | £. |

Note on bank records:
I have a BANK ACCOUNT and a method to record all finance transactions - including cash and bank.
Note on VAT:
My sales will be under £80k & I'm not worried about it. If sales get near to £80k I will seek VAT advice.
Note on HMRC
Everyone needs to be registered for Tax / employment - I'll contact / I've contacted HMRC and register(ed).

Personal expenses:

| Monthly expense | £ To Survive | £ For Success |
|---|--------------|---------------|
| Mortgage/rent | | |
| Council Tax | | |
| Water | | |
| Fuel / utilities | | |
| Insurance | | |
| Food | | |
| Mobile | | |
| Vehicle (tax/ insurance / repairs / fuel) | | |
| Pets | | |
| Children | | |
| Clothes | | |
| Loans / cards | | |
| Bank charges | | |
| Toiletries / medicine | | |
| Insurance | | |
| Going out | | |
| Holiday | | |
| Savings | | |
| Contingency | | |
| Others | | |
| Monthly total | £. | £. |

Monthly Total – (from above)
£.....x12 - £
ACTUAL ANNUAL ESTIMATED TOTAL :
Survival £.....
Successful £.....

Enterprise income, costs and surpluses:

| Annual Income (months) | 1-3 | 4-6 | 7-9 | 10-12 | Total |
|---|-----------|-----------|-----------|-----------|-----------|
| Sales | £. | £. | £. | £. | £. |
| Other? | £. | £. | £. | £. | £. |
| Total income (a) | £. | £. | £. | £. | £. |
| Direct costs to make the sales | £. | £. | £. | £. | £. |
| Materials | £. | £. | £. | £. | £. |
| Labour | £. | £. | £. | £. | £. |
| Other? | £. | £. | £. | £. | £. |
| Total direct costs (b) | £. | £. | £. | £. | £. |
| Gross profit (a-b=c) | £. | £. | £. | £. | £. |
| Other (indirect) costs | | | | | |
| Staff, Premises, Travel/Delivery | | | | | |
| Insurance, Printing/Marketing | | | | | |
| Professional, Equipment | | | | | |
| Charges... | | | | | |
| Total indirect costs (d) | £. | £. | £. | £. | £. |
| Net surplus / (LOSS) (c-d=e) | £. | £. | £. | £. | £. |
| Personal expenses (f) take the monthly total and multiply by 3 | £. | £. | £. | £. | £. |
| Final surplus / (LOSS) (e-f) | £. | £. | £. | £. | £. |
| Cumulative cashflow | £. | £. | £. | £. | £. |

Note on cashflow: Cash flow is an estimate of when cash will come in and go out of the bank. The initial column is included in the start-up income and costs which leaves a balance - the other items follow the estimated monthly figures to create the cash flow forecast

| | | | | | |
|---|----|----|----|----|----|
| Income (1) Add set up income here | £. | £. | £. | £. | £. |
| Costs (2) Add set up costs here | £. | £. | £. | £. | £. |
| Net inflow/ (outflow) (3) 1-2 Income costs | £. | £. | £. | £. | £. |
| Cumulative cash flow Working capital balance add along as you go | £. | £. | £. | £. | £. |