


Financial model canvas™

 **FundingHero**
Simple Startup Fundraising

Get Premium access	Company <input type="text"/>	Service <input type="text"/>	
Commercial model Explain who you sell to and how	Revenue model Explain the type of revenue streams	Gross margin & direct costs Types, nature and how they scale	Overheads Types, nature and how they scale
EBITDA / Net profit How does it evolve over time	Tech Development Type and level of costs needed	Working capital & cashflow Define your funding strategy	Key metrics What do you measure for success

All rights reserved Copyright © 2022 FundingHero

Confidently Pitch Your Financials

Why Founders Fail to Pitch their Financials for investment

Most founders fall into the **3 common traps** when pitching their financials:



1. They try to avoid them! Purely from a lack of confidence.



2. Lots of new terminology causes confusion & anxiety.



3. Unable to answer basic questions due to a lack of understanding.

This leads to immediate investor frustration as you don't know or understand your numbers. Don't stumble & waste all those investor meetings by falling over your financials.

There is a better way!

see how we solve this in 3 steps...

A Financial Model Canvas Solves Your Financial Worries

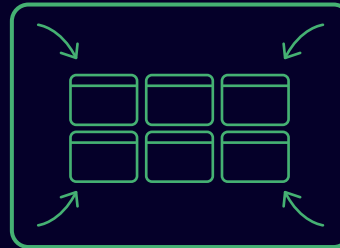


Get Freemium access

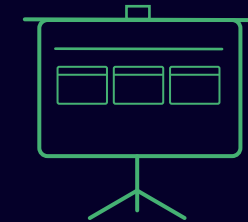
Present your numbers easily and with clarity every time with our Financial model canvas.



**1. Learn what you
need to present.**



**2. Capture what you
want to showcase**



**3. Present with
confidence and clarity.**

The key to the perfect financial presentation is confidence.
Creating confidence comes from knowing your numbers and why they are important.
Don't be afraid of financial terms, learn how to speak to investors and deliver with ease.

see how we help you to fundraise...

Raise Startup Investment successfully



Get Freemium access

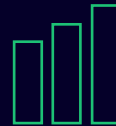
- 1% of startups successfully raise investment
- 99% fail as they don't know the rules of the game
- FundingHero teaches you how to fundraise
- We help you to succeed where the rest fail
- We empower you to **Learn> Prepare> Raise**



Online
Canvases &
Templates



Detailed
Fundraising
Library



Powerful
Dashboards
& Trackers



Simple
Investment
Tools



Large
Investor
Directory

see how our canvases & guides help...

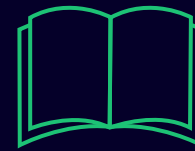
Simple Canvases, Perfect Planning.

A canvas is a quick & simple template used for your fundraise preparation & planning.
Use this simple & powerful framework to **Brainstorm, Refine and then Create.**



Simple
Canvas
Templates

&



Funding
Library
Resources

1. Our Platform has a range of online canvases, each with a detailed how to guide.
2. Complete each one step by step to learn the rules to becoming a real FundingHero.
3. Our extensive library is full of top fundraising tips & hacks to place you 10 steps ahead.

see our example canvas to get you started...

Financial Model Canvas.™ **EXAMPLE**

Get Freemium access	Company Your Company	Service Automation of social media for Edtech	
Commercial model Explain who you sell to and how Platform B2B SaaS Freemium / \$10 / \$30 / \$50 pm Discount for annual payment Upsell opportunity for new features Customers are Startups	Revenue model Explain the type of revenue streams Direct SaaS Sales MRR forecast to hit \$20k in mth 6 \$175k forecast Yr 1 \$500k Yr2 \$1m Yr 3 Ability to grow faster if we increase marketing spend by 25% in Year 2 and explore additional sales channels which are under review	Gross margin & direct costs Types, nature and how they scale Platform Hosting \$400 pm Payment processing 2% charge 3rd party software plugins 5% Channel commission 5% High GM of 85%+	Overheads Types, nature and how they scale Scalable cost base and only increased on successful revenue generation. Lean & remote contractor based team - scale up as needed Marketing spend \$3k per month to cover paid ad's & content creation x3 key S/W licenses \$2k per month fixed cost
EBITDA / Net profit How does it evolve over time Year 1 EBITDA - \$50k loss Year 2 EBITDA - \$50k profit Year 3 EBITDA - \$200k profit Targeting monthly break even in H2 of Year 2	Tech Development Type and level of costs needed Front & back end costs approx \$20k for year 1 low code MVP, then year 2&3 costs increase into full code to approx \$100k per year Future API integrations approx \$10k in year 2 Website approx \$3k more to finish additional requirements in year 1 Offshore maintenance \$2k pm	Working capital & cashflow Define your funding strategy Initial bootstrap via personal consultancy to provide initial funding for platform build and find product market fit Expected to commence seed equity raise for Yr 2 of \$200k for \$2m post money for 10% We will also explore local grant funding also alongside the equity raise.	Key metrics What do you measure for success Avg SaaS MRR \$35 pm Freemium conversion 20% CAC \$50 per customer % subscriptions paid in advance

Financial Model Canvas.™

Get Freemium access	Company	Service	
Commercial model Explain who you sell to and how	Revenue model Explain the type of revenue streams	Gross margin & direct costs Types, nature and how they scale	Overheads Types, nature and how they scale
EBITDA / Net profit How does it evolve over time	Tech Development Type and level of costs needed	Working capital & cashflow Define your funding strategy	Key metrics What do you measure for success

The 6 Pillars of Fundraising

To help make your learning easy, we've split the raise process down into 6 pillars:

1.Raise Strategy

Design a clear fundraising plan to capture strategic needs, a realistic timeline and budget.

2.Raise amount & valuation

Understand how to determine the right level to raise and at what valuation

3.Investment Landscape

Learn the different investor types and plan who to approach, their benefits and critically, when.

4.Investment Materials

Know what key investment materials you need, in what format and how to create them.

5.Pitch Preparation

Create an effective pitch, ensuring investors understand your business opportunity.

6.Due Dilligence

Prepare your complete due diligence dataroom for a swift closing process, stress free.

[see all of our different canvases in each pillar...](#)

Raise Startup Investment successfully



Get Freemium access

1. Raise Strategy

- Raise plan
- Raise strategy
- Raise budget
- Funding timeline

2. Raise amount & valuation

- Raise amount
- Valuation
- Valuation justification
- Exit headlines

3. Investment Landscape

- Funding sources
- Finding funding
- SMART funding

4. Investment Materials

- Financial model canvas **FREE**
- Pitch deck canvas **FREE**
- Financial model check
- Commercial model check
- Metrics

5. Pitch Preparation

- Pitch preparation
- Pitch delivery
- Funding communications

6. Due Dilligence

- Corporate & equity
- Personal & policies
- Loans & legals
- Financial information
- Tech register
- Intellectual property

why wait, click here to create your free account now...