

## Lecture series on Financial Modeling (Session 3- Revenue model)

Mr. Ankit started the session by greeting everyone and then he checked upon the assignment (Financial modeling) given. He also shared one of the models as an example. Mr. Ankit also shared his feedback on the assignment submitted. The participants shared their doubts related to the feedback and sir cleared all the doubts. After explaining the feedback Ankit sir called out names of participants and asked them to answer his questions.

Mr. Ankit shared a case study and through that case study he started explaining factors to make the better sales. He discussed online marketing, sales team, lead generated and advertisement. He stated that when a financial model is prepared it is prepared for 5 years. He then spoke about growth in sync of the market plan. He asked the participants to make their financial modeling semester wise and financial year. He said that year wise projection of the financial modeling can be done for the example he shared. He said this will help the project to the investor, how detailed your business plan is. It becomes more convincing for the investor to invest in your plan. He shared that to prepare a model, write all your ideas and then format it. Revenue model was discussed. Mr. Ankit shared another case study to help the participants learn better about revenue. He gave an example of a supermarket and explained the cost of acquisition.

He then started talking about cost. He spoke server cost, security cost (e.g. farewell, encryption, etc.), Evaluators, content developers, teachers. He gave a case study and tried making a cost plan with the participants. He broke down the cost one would need to spend on and helped the participants form a cost plan. He also spoke about depreciation. Mr Ankit shared some tips to keep the investor interested and engaged in your work. platform was open for questions and Mr. Ankit answered all the questions. He gave assignments to the participants. He asked the participant to prepare a financial model which consists of a Profit and loss statement, balance sheet and cash flow. He asked the participants to do their assignment by Friday and the session was concluded.



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