

Finance planning and literacy for founders.

Finance for Founders

Practical training with individual & group sessions using smart tools

Finance should not feel like a barrier. This program turns finance into a practical founder tool. Founders don't need to become accountants, but they need a clear grip on the numbers that shape their business. This practical course is that grip.





Understand key financial concepts for founder(s)



Calculate costs, revenue, profitability and cash flow



Set pricing and funding strategy



Build your finance planning and controlling tools



Structure and automate finances for smarter business decisions



Goals & Results

How?

Your Path from Chaos to Financial Clarity

Session 1 **Financial Foundations**

- Understand key financial terms
- Clarify cost, revenue and cash flow logic
- Learn essential tax principles
- Build a practical foundation for reading and using your numbers

Session 2 **Your Numbers in Action**

- Track your business numbers with practical tools and templates (e.g. Excel)
- Structure your expenses and income in a clear system
- Create your first financial overview

Session 3 **Pricing & Business Model Strategy**

- Explore pricing strategies and tactics
- Connect pricing with your target customers and value proposition
- Compare business models and revenue streams by practical business simulations

Session 4 **Controlling, Planning & Decision-Making**

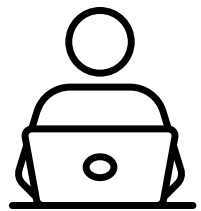
- Define the most relevant KPIs
- Create a simple controlling and planning tool
- Use reports, scenarios and forecasts for better decisions
- Structure your finances



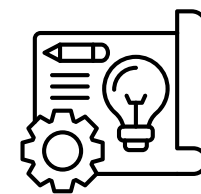
Organization & Formats



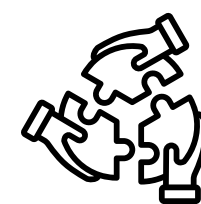
**4 sessions
à 3 hours**



**In-person / remote workshops,
as preferred**



**Structured templates,
exercises & simulations**



**Group workshops, individual
coaching & business support**

Your Trainer



Dr. Maximilian Reich

- Management consultant & Senior manager @ CTcon, Munich
- Associate audit digitalization @ EY, Frankfurt
- PhD Mathematics, TU Freiberg
- M.Sc. Applied Mathematics, TU Freiberg & Linnaeus University Sweden



- Business modelling & financial planning
- Business consulting
- Financial tools, automization & decision-making



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Start your journey now!

☎ +30 694 3636143

✉ info@growthodos.com

🌐 www.growthodos.com