VCEDC

VILAS COUNTY ECONOMIC DEVELOPMENT CORPORATION

FINANCIAL PROJECTION WORKBOOK

Planning for Financial Success

This workbook is designed to help entrepreneurs estimate startup costs, forecast revenue, project expenses, and evaluate business viability.

Business Name: ____

Owner(s): ____

Date Prepared: ____

SECTION 1: STARTUP COSTS WORKSHEET

One-Time Startup Expenses

Item	Estimated Cost
Business Registration & Licensing	$
Legal Fees	$
Accounting Fees	$
Equipment	$
Furniture & Fixtures	$
Technology & Software	$
Website Development	$
Initial Marketing & Advertising	$
Signage	$
Initial Inventory	$
Insurance Deposits	$
Utilities Deposits	$
Lease Deposits	$
Vehicle Expenses	$
Other	$
Other	$
TOTAL STARTUP COSTS	**$**

SECTION 2: SOURCES OF FUNDING

How Will You Finance Your Business?

Funding Source	Amount
Personal Investment	$
Family/Friends	$
Bank Loan	$
SBA Loan	$
Grant Funding	$
Investor Funding	$
Other	$
TOTAL FUNDING AVAILABLE	**$**

Funding Gap Calculation

Total Startup Costs: $ ___________

Total Funding Available: $ ___________

Funding Gap: $ ___________

SECTION 3: MONTHLY OPERATING EXPENSES

Fixed Expenses

Expense	Monthly Cost
Rent/Mortgage	$
Utilities	$
Insurance	$
Internet/Phone	$
Software Subscriptions	$
Loan Payments	$
Payroll	$
Professional Services	$
Marketing	$
Other	$
TOTAL FIXED EXPENSES	**$**

Variable Expenses

Expense	Monthly Cost
Inventory	$
Materials/Supplies	$
Shipping	$
Commissions	$
Fuel/Travel	$
Credit Card Processing Fees	$
Other	$
TOTAL VARIABLE EXPENSES	**$**

Total Monthly Expenses

Fixed Expenses: $ ___________

Variable Expenses: $ ___________

Total Monthly Expenses: $ ___________

SECTION 4: SALES FORECAST

Product or Service Revenue Estimates

Product/Service	Units Sold Per Month	Price Per Unit	Monthly Revenue
		$	$
		$	$
		$	$
		$	$
		$	$

Total Monthly Revenue

$ ____________________

Total Annual Revenue

Monthly Revenue × 12 =

$ ____________________

SECTION 5: 12-MONTH CASH FLOW FORECAST

Month	Revenue	Expenses	Profit/Loss
January	$	$	$
February	$	$	$
March	$	$	$
April	$	$	$
May	$	$	$
June	$	$	$
July	$	$	$
August	$	$	$
September	$	$	$
October	$	$	$
November	$	$	$
December	$	$	$
TOTAL	**$**	**$**	**$**

SECTION 6: BREAK-EVEN ANALYSIS

What Revenue Do You Need to Cover Expenses?

Monthly Expenses: $ ___________

Average Sale Amount: $ ___________

Break-Even Calculation

Monthly Expenses ÷ Average Sale Amount =

Number of Sales Needed Per Month:

Break-Even Goal

I need approximately:

______ sales/customers per month

OR

$ ___________ in monthly revenue to cover expenses.

SECTION 7: THREE-YEAR REVENUE PROJECTION

Year	Projected Revenue	Projected Expenses	Projected Profit
Year 1	$	$	$
Year 2	$	$	$
Year 3	$	$	$

SECTION 8: KEY PERFORMANCE INDICATORS (KPIs)

Choose metrics that will help you monitor business success.

Sales KPIs

☐ Monthly Revenue

☐ Number of Customers

☐ Average Transaction Value

☐ Repeat Customers

☐ Website Leads

☐ Conversion Rate

Operational KPIs

☐ Profit Margin

☐ Cash Flow

☐ Customer Satisfaction

☐ Inventory Turnover

☐ Employee Productivity

SECTION 9: FINANCIAL ASSUMPTIONS

Document the assumptions used to create these projections.

Examples:

- Number of customers expected per month
- Average customer purchase amount
- Seasonal fluctuations
- Marketing investments
- Staffing plans

SECTION 10: ACTION PLAN

Financial Goals for the First Year

Revenue Goal

$ ____________________

Profit Goal

$ ____________________

Key Milestones

☐ First Sale

☐ Break-Even Achieved

☐ 100 Customers

☐ First Employee Hired

☐ Expansion Planning

☐ Other: ______________________

NEED ASSISTANCE?

VCEDC can connect entrepreneurs and business owners with business advisors, mentors, financing resources, educational programs, and trusted partners to help strengthen business planning and financial readiness.

For assistance, contact the Vilas County Economic Development Corporation.

Kathy Schmitz
Executive Director
Phone: (715) 337-0061
kathy@vilascountyedc.org