

# Cashflow Forecasting

Cashflow forecasting is not only an important next step on your business' roadmap to recovery, it's also an important tool for setting up your company's entire roadmap for the future. Your cashflow forecast should be updated weekly to ensure that you are making the best decisions for your company's finances.

## What is Cashflow Forecasting?

- A cashflow forecast is a comprehensive financial model that tracks a business' access to cash and how that cash will be used for 13 weeks.
- The forecast changes as your business gets outside funding or spends money, helping you understand where your company's needs lie.

## Avoid Money Management Mistakes

- Some of the most common money management mistakes businesses make include: defaulting on their liabilities, overstocking inventory and targeting the wrong market.
- A cashflow forecast helps you ensure that your company's money is going to the right place. Mismanagement of your company's cash can result in financial roadblocks.

## Why Cashflow Forecasting?

- With your forecasting financial model, you will get insight into each of your decisions and how they'll affect your business.
- Your forecast accounts for inflows and outflows of funding, inventory, AP/AR activities, bill payments and more.

## Make Smarter Business Decisions

- Your dynamic cashflow forecast model allows you to understand the financial implications of business decisions before you make them.
- Whether it's bringing in outside funding or changing how you spend your business' money, with your cashflow forecast, the decision doesn't have to be a gamble.

