



# Pro Excel Financial Modeling: Building Models for Technology Startups

By Tom Y. Sawyer

Apress. Paperback. Book Condition: New. Paperback. 304 pages. Learn the business thinking behind financial modeling and execute what you know effectively using Microsoft Excel. Many believe that sales and profitability projections shown in financial models are the keys to success in attracting investors. The truth is that investors will come up with their own projections. The investor wants to understand the assumptions, structure, and relationships within the modeling of a startup. If the investor is satiated, the entrepreneur has successfully demonstrated a complete understanding of the business side of the enterprise. Pro Excel Financial Modeling provides the keys necessary to learn this thinking and to build the models that will illustrate it. Stepbystep approach to developing financial models in ExcelExtensive case studies and Excel templates provided What youll learnLearn the business thinking behind successful financial modeling aimed at investors. Communicate effectively with investors. Explore advanced modeling with Microsoft Excel, including Cost of Information Technology, Customer ROI, Cost of Sales and Marketing, Cost of Goods Sold, Team and Staffing, Profit and Loss. Discover best practices for modeling using Microsoft Excel. Who is this book forAnyone who wants to think critically about their business models, communicate these models to investors, and successfully...



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