

PlanGuru University

Class 3

We will get started at 12:02

Presenter: Christian Wielage

planguru®

Accountants/Business Advisors

| Entrepreneurs

| Small Businesses

| Non-profits

PGU Agenda

PlanGuru By Class

1st Session

- a. Introduction to PlanGuru University
- b. “Why Are You Here?” with **Roger Knecht**, Universal Accounting
- c. PlanGuru Partnership Program
- d. **PlanGuru Process**: Set-up and Import
- e. Strategic Planning Discussion

2nd Session

- a. **PlanGuru Process**: Forecasting Methods
- b. Your Team
- c. Packaging, Pricing and Sales
- d. Budgeting Discussion
- e. Strategic Planning Case Study: **Bruce Benes**, DVS CFO

3rd Session

- a. **PlanGuru Process**: Consolidations, Reporting and Advanced Forecasting
- b. Messaging and Marketing
- c. Forecasting Discussion: **Michele Maybaum**, Eisner Amper
- d. Budgeting/Forecasting Case Study: 19th Hole Golf and Games
- e. **PlanGuru Process**: Delivery: Next Week

a. PlanGuru Process: Consolidations

Your Case Study

- 1) Add a Consolidations Company
 - a. Ask your budgeting analyst for temporary access
- 2) Import 1st Location
- 3) Add Subtotal Groupings
- 4) Replicate Scenario for location 2, Import Data
- 5) Replicate Scenario for location 3, Import Data

b. Messaging and Marketing

Keep It Simple

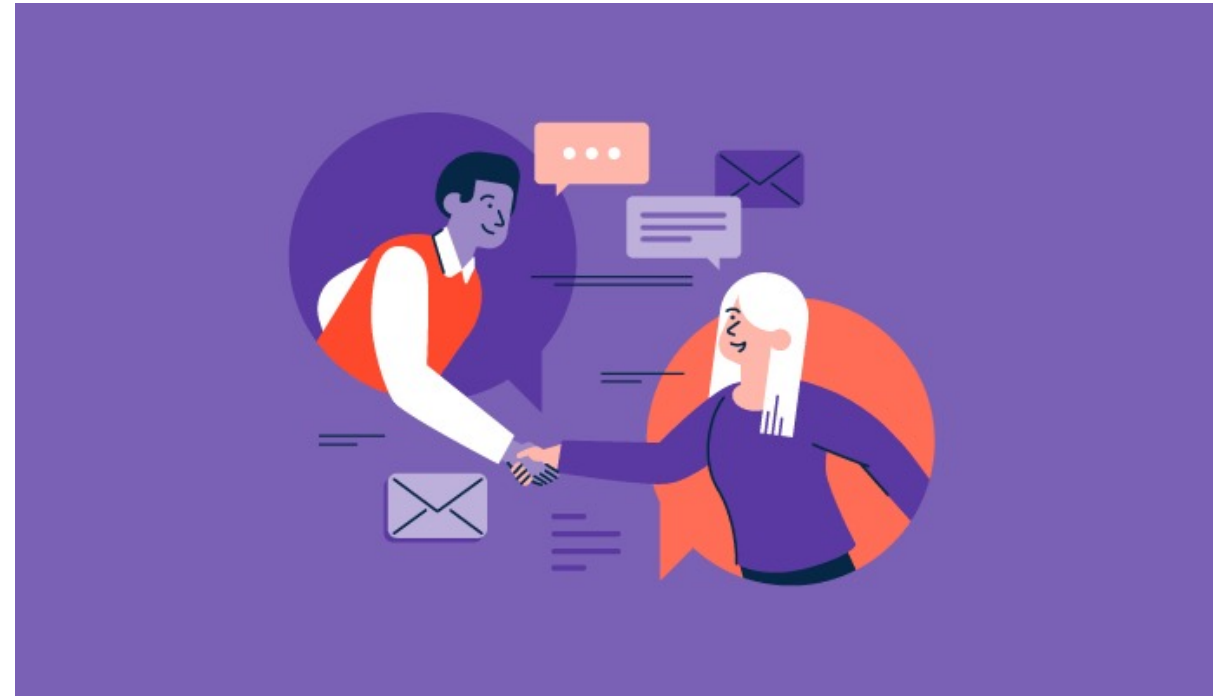
- Budgeting and Performance Review
- Forecasting
- Strategic Planning

Plagiarize PlanGuru

- PGU Deck
- Woodard Report Content
- Paint the Picture

Fraction CFO Section of Website

- You need a landing page that is simple and clear
- Call to action



b. Messaging and Marketing

Work out Your Process

- Preliminary PlanGuru Process
- Have a tangible offer
- Paint the Picture

Announcement of New or Improved Offering

- To your current clients
- Chamber
- Local Business News

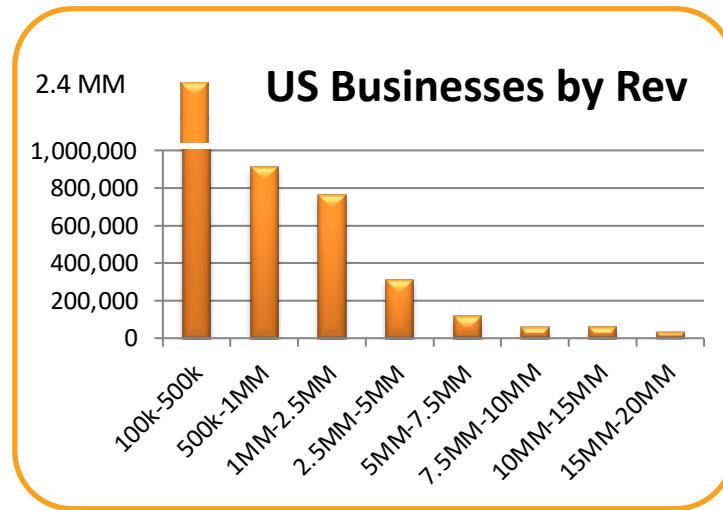
Phone Call with Personal Email

- Link to Landing page
- Scheduling Link



d. Forecasting

THINK SMALL



Your “smaller” business clients serve as the best market for this service

- *The complexity of their business does not warrant a true CFO, but the core exercises that a CFO does are still needed. **Smaller means EASIER.***
- ***Huge market, millions of small businesses** are not doing any budgeting and performance review. The smaller they get, the more that exist.*
- ***See tremendous benefit because they are so deficient.***

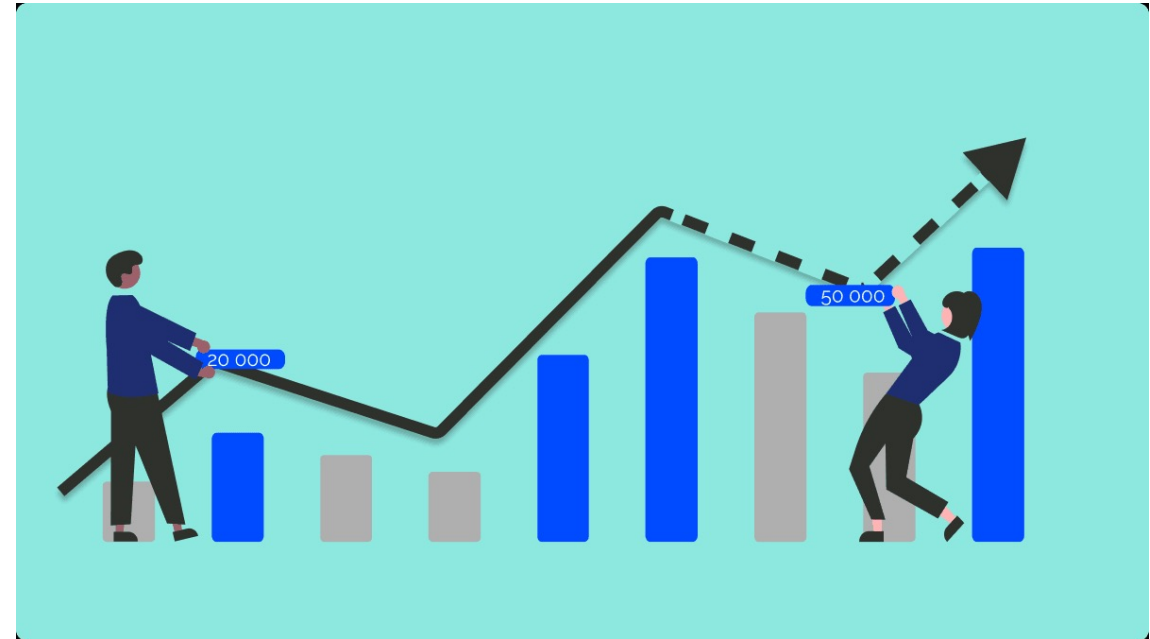
d. Forecasting

Its About Showing Up

- Can take under an hour with some small businesses
- Stirs up conversations that wouldn't otherwise happen
- Extracts recommendations
 - You see many of businesses, wider perspective
- Ready for the unexpected

Current Year, Rolling 12, Rolling 24

- Set up your scenario for 3 years by month
- If you don't spend time on year 3, don't run the reports
- If you do need year 3 it is there



d. Forecasting

***It is the process, not the end-product,
that adds value.***

The Magic Report doesn't exist: Everyone is looking for a tool that will instantly produce information that will yield better decisions. Unfortunately, that is a fantasy.

Regular Budget/Performance Review: There is only one place to start for any business that is serious about making better decisions:

- *Starting the year with a line-by-line Budget setting process*
- *Monthly Performance Reviews w/ Budget vs Actual comparisons*
- *Monthly Rolling Forecasts*

Cultivating a better decision-making process:

Yes, of course, this will take some time, but as time goes on, your business will start making better decisions.



d. Forecasting: Michele Maybaum

Medical Center, New Location

- Opportunity to acquire new location
- Impressed the bankers with the numbers
- Impressed the bankers with their fractional CFO
- New Location Opens tomorrow

Fabric Mill, Huge Opportunity

- Processing wool for garments
- Huge national retailer
- Joint Venture with supplier
- Funding required from joint venture partner
 - Keeps moving the goalposts
- Will be ruined if not adequately funded



e. Budgeting and Forecasting: Case Study

Case Study

- 1) Multi-Location Family Fun Center
- 2) Simple Assumptions and KPIs tab logic
- 3) Comparison Reporting with Excel Add-in for now
- 4) More Advanced Reporting with pending partnership

planguru[®]

www.planguru.com
(888) 822-6300



My Contact info:
Christian Wielage
christian@planguru.com

Accountants/Business Advisors

| Entrepreneurs

| Small Businesses

| Non-profits