

TITLE OF THE SESSION	
PART 4: BUSINESS PLANNING	
Event number	4.2. Analytical Accounting
What are we going to do today	<ul style="list-style-type: none"> • Presentation of the theoretical part & Reflection on the theory (20min) • Reflection on the theoretical part (20min) • Activity 1: Planning your expenses (50min) • Break (15 min) • Activity 2: How to manage a business and get profit (120min) • Questions and evaluation session (15 min)
Overall description	<p>During this session you will learn about the accountancy aspects of a company. Along with your mentor you will learn to calculate and estimate your profit as well as to set goals and plan your future growth. More specifically, this session will be dedicated to the following:</p> <ul style="list-style-type: none"> • Define every line of product and service. • Costs and Benefits • Growth (where we want to be in 3 years) • Practice with real cases. • Estimate costs and resources needed • Financial Plan
Key learning points	<p>You will:</p> <ul style="list-style-type: none"> • Start to have an economical mind-set. • Understand the basic topics that can influence the Financial Plan • Review all types of examples of costs in an organization. • Place your long-term vision for strategic decisions in the right direction • Properly use your business' funds to achieve the goal of wealth maximization and risk minimization. • Real Costs Calculation • Measuring Risks • Merge with management and marketing decisions department.

What will you prepare during this session	<ul style="list-style-type: none"> • Budget Planning • Calculation of income & expenses • Manage a virtual business through the PUSH platform https://popup.test.arteneo.pl/login
To do list AFTER this session	<p>The main outcome of the Business Planning sessions is to prepare a (sustainable) business plan, with a solid marketing and financial plan. For this reason, after completing this second session on Analytical accounting, you will start drafting your ideas on the business plan, using the Business Plan Canvas template.</p>
Additional comments and instructions	<p>To start drafting your ideas on the Business Plan do the following:</p> <ul style="list-style-type: none"> • Write down your business idea • Enter the https://voil.startup.ngo/ platform • Go to “Labs” • Select Co-creation and transformation lab • Select Business Model and fill in the required information • Start drafting the sections “Key partners”, “Key Activities”, “Key Resources”, “Cost Structure” and “Revenue Streams” based on what was discussed during the last sessions • Show what you have developed to your mentor during the next session