

BUSINESS FINANCE AND NEW FINANCIAL TOOLS

Why we are here today / Exceptions



Financial planning and the use of new financial instruments enable companies to maximize profits, contribute to process innovation and create new resources by saving costs.



It is very important to learn financial sustainability, funds strategies, digital finance tools, where the investment is risky or safe.



Activities to understand how risky or safe an investment is and what the key elements of financial analysis are will increase the real-life applicability of these concepts.



It will be seen what are the important financial tools for the business to save costs and manage resources effectively.

List of topics

(as in syllabus/ theoretical part)

Financial
Management

Investments

Funding
Opportunities

Dividend
Decisions

Debt Payoff
Strategy

Sustainable
finance
possibilities

Digital financial
tools and
services
Sponsorships

Crowdfunding

Microfinance

Public and
Private funds



Learning points

(as in syllabus/ theoretical part)

- ❖ Determine the total amount of assets to be held in their firm.
- ❖ Compose these assets with the risk complexions of the firm.
- ❖ select such sources of funds which will make optimum capital structure.
- ❖ Decide how to distribute or retain the profits of their business.
- ❖ Make the right decisions with their money, so they don't go into debt any further.



Main activities / structure of the session

(theoretical, practical,...)



Make a presentation about the general purpose of the session and learn about the expectations of the participants



Presentation of analyzes made within the scope of activities



Activity 1. 2:
Understand The Financial Analysis



Activity 1.1:
Identifying Safe Investments and Risky Investments



Q&A session



Evaluation

What are you expected to produce (list of concrete outputs)



Learning to think at the macroeconomic level to predict the future of the business



Describing the major objectives of business economics



Distinguish between safe and risky investments



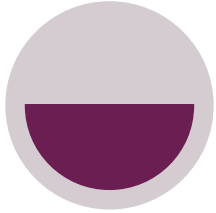
Gaining real life experience and reaching outcome from the obtained data thanks to the exercise



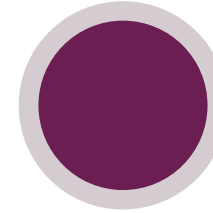
Overview on the theoretical part

BUSINESS FINANCE AND NEW FINANCIAL TOOLS

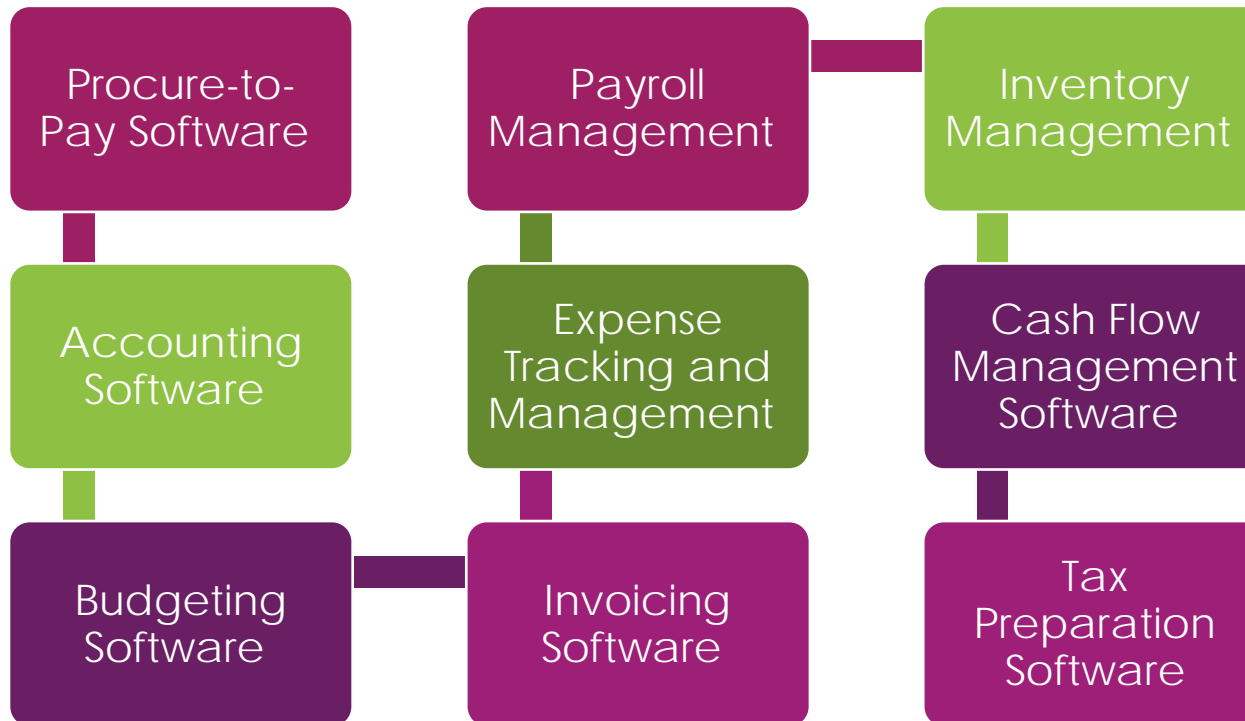
Essential Digital Finance Tools for Business



Strong link between financial management for company competitiveness



Automation and software accounting tools for process efficiency, cost savings



Essential Digital Finance Tools for Business

Kickstarter

Top crowdfunding site for creative projects, launched in 2009 Industries/Specialties: Art, Comics, Dance, Design, Fashion, Film, Food, Games, Music, Photography, Publishing, Technology, Theater

Indiegogo

Popular crowdfunding platform backed by \$15 million in Series A funding

Razoo

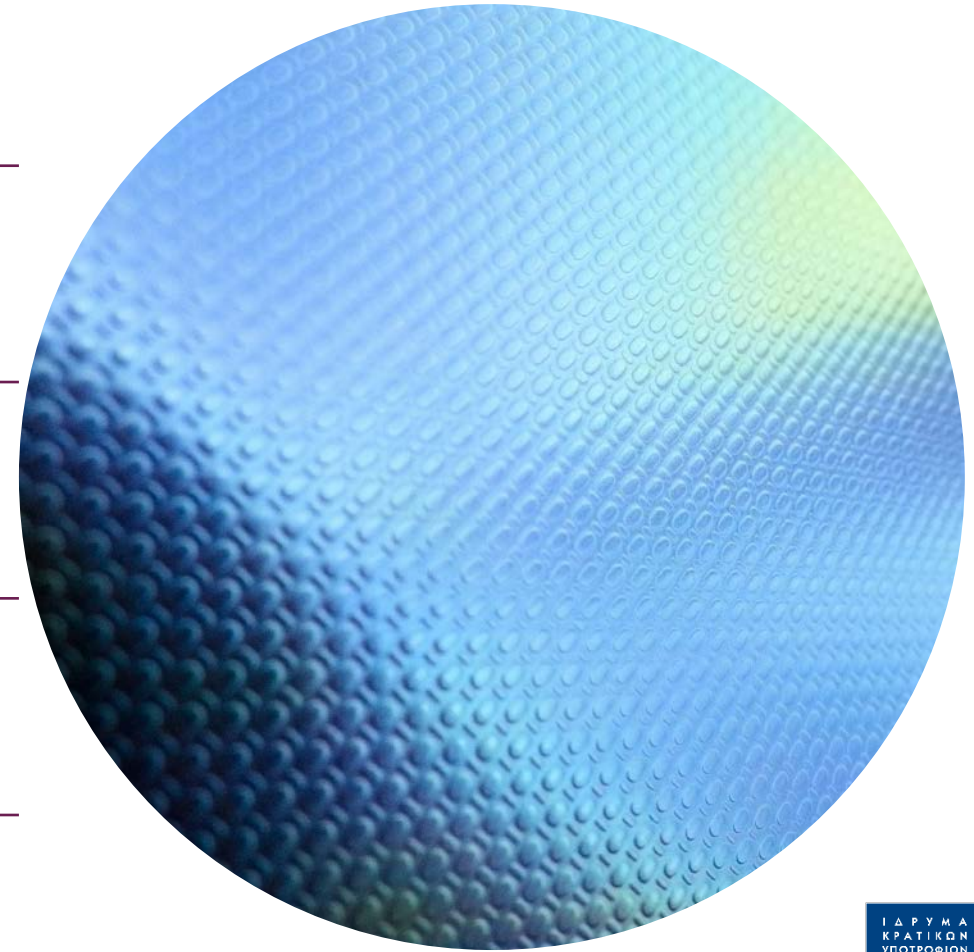
The crowdfunding platform for causes and nonprofits Industries/Specialties: Not-for-profit organizations

CrowdRise

Crowdfunding site for giving back and raising money for good causes Industries/Specialties: Animal, arts, civil rights, crisis, disease, education, environment, human, worldwide, poverty, religion, youth

Bolstr

Where successful small businesses access funding for growth



Sustainable Finance

Massive investments will be required to make the transition to a more sustainable economy (e.g., in energy production or waste management). The financial industry, as a crossroads for capital allocation, will play a critical role in promoting sustainability and sustainable management.

Sustainable finance entails not only environmental preservation, but also the question of whether a company will be able to operate in the future and profit in the long run. Working in a sustainable manner with employees and implementing incentive systems to encourage behavior consistent with the sustainability strategy are examples of this.

The introduction of new products, such as green bonds, can benefit institutions, as can the enhancement of their reputation or brand. Simultaneously, long-term business risk can be avoided by keeping an eye on the sustainability element.



Overview on the practical part

BUSINESS FINANCE AND NEW FINANCIAL TOOLS ACTIVITIES

What we will achieve today

The use of business finance and new financial tools in the business is very important for the sustainability of the business. For this reason, financial planning should be done accurately and with macroeconomic analysis.

That's why you will learn the difference between safe investment and risky investment for business financing.

After the exercise on understanding whether an investment is safe or risky, we will conduct financial analysis in the second exercise with the data we gained from this exercise.

Thanks to the igostartup platform, the system will automatically give us our personalized financial analysis based on the data we enter and the questions we answer.



Activity 1.1: Identifying Safe Investments and Risky Investments

The teacher provides students' different kinds of financial products and ask them to fill in a chart where they will have the amount of money available for investment. They will have to fill in the chart with:

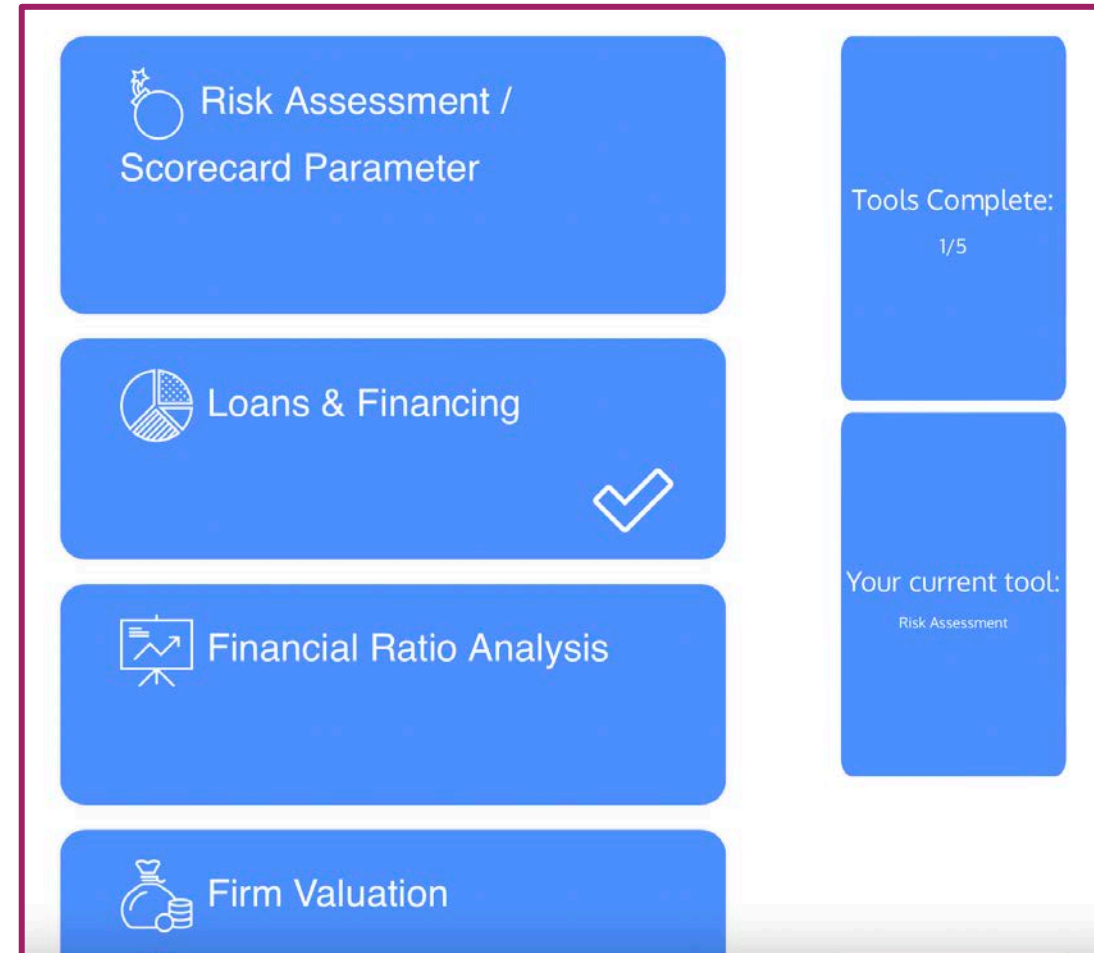
- ❖ Return that will be earned
- ❖ Gain/Loss (amount of money earned for the year)
- ❖ Total, which is the beginning money to invest plus the gain/loss
- ❖ Based on the data collected they must classify each product as a safe or risky investment



Activity 1.2: Understand The Financial Analysis

The purpose of financial analysis is to determine whether a business is stable, solvent, liquid, or profitable enough to warrant a financial investment. It is used to assess economic trends, set financial policies, develop long-term company goals, and find potential investment projects or firms.

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- ❖ Fill in the online tool with all necessary data (including the provided data of the previous exercise) and get a full and personalized report which will guide you through the necessary steps the financial analysis of a business.
- ❖ Present the analysis to your classmates and explain it's focal points and importance



The image on this slide is taken from the page accessed by following the instructions in the activity. (on <https://igostartup.com/dashboard/financial-pack>)