

TITLE OF THE SESSION	
PART 4: BUSINESS PLANNING	
Event number	4.1. Business Finance and New Financial Tools
What are we going to do today	<ul style="list-style-type: none"> <li>• Presentation of the theoretical part &amp; Reflection on the theory <b>(20min)</b></li> <li>• Reflection on the theoretical part <b>(20min)</b></li> <li>• Activity 1: Identifying safe investments and risky investments <b>(30 min)</b></li> <li>• Break <b>(15 min)</b></li> <li>• Activity 2: Understand how business works <b>(80min)</b></li> <li>• Questions and evaluation session <b>(15 min)</b></li> </ul>
Overall description	<p>During this session you will review the overall financial management of an enterprise. Learn how to use the different contemporary financial tools and methods as well as different approaches and strategies to make profit. More specifically, you will review the following:</p> <ul style="list-style-type: none"> <li>• Financial Management</li> <li>• Investments</li> <li>• Funding Opportunities</li> <li>• Dividend Decisions</li> <li>• Debt Payoff Strategy</li> <li>• Sustainable finance possibilities</li> <li>• Digital financial tools and services Sponsorships.</li> <li>• Crowdfunding.</li> <li>• Microfinance.</li> <li>• Public and Private funds.</li> </ul>

<b>Key learning points</b>	<p>You will:</p> <ul style="list-style-type: none"> <li>• Determine the total amount of assets to be held in your firm.</li> <li>• Compose these assets with the risk complexions of the firm.</li> <li>• Select such sources of funds which will make optimum capital structure.</li> <li>• Decide how to distribute or retain the profits of your business.</li> <li>• Make the right decisions with your money, so you don't go into debt.</li> </ul>
<b>What will you prepare during this session</b>	<ul style="list-style-type: none"> <li>• Calculate investments</li> <li>• Develop a short risk assessment</li> <li>• Develop a short business idea through the igostartup platform</li> </ul>
<b>To do list AFTER this session</b>	<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 first session on Business Finance and New Financial Tools, you have to conduct short research on what is sustainability and how can be applied on the business activity.</p>
<b>Additional comments and instructions</b>	<p>For completing the short research:</p> <ul style="list-style-type: none"> <li>• Find definitions on sustainability</li> <li>• Find strategies applied to ensure sustainability in business</li> <li>• Write down all your findings</li> <li>• Present the work done to your mentor in the next session</li> </ul>