





Session	Dates	Location	Topic	
Start-up London x1	22 Jan	LSBU	Designing your business to make money	
Start-up London x2	29 Jan	York St John	Developing your business model	
Start-up London x3	5 Feb	LSBU	Setting up the core of your business	
Start-up London x4	12 Feb	Loughborough University London	Sourcing and managing finances	
Start-up London x5	19 Feb	University of East London	Getting your first customers	
Start-up London x6	26 Feb	University of Greenwich	Pitching like a pro	
10am - 3pm				





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Start-up London x1	22		How to make money	
Start-up London x2	29 J		Business model	
Start-up London x3	5 Feb		Our business	
Start-up London x4	12 Fe		Finances	
Start-up London x5	19 Feb		Partners	
Start-up London x6	26 Feb		Pitching like a pro	
10am - 3pm				



Check-in  
please!



SOURCING AND  
MANAGING  
**FINANCES**







# Usman Azam

**Adventurer:** Explored over 30 countries and done everything from skydiving to deep-sea diving.

**Number Cruncher:** Chartered Accountant and Chartered Tax Adviser with over 10 years of experience at top UK accountancy firms where I have helped thousands of clients navigate their finances.

**Business Owner:** Left the corporate world last year to start my accountancy practice, specialising in tax.







Question

**What do you need  
to run and stay in  
business?**

# Not Much!

01

Have money coming in

02

Ensure you don't run out of it

## CASH IS KING

Businesses can survive without profit, but not without cashflow.



# Budgeting

A financial plan that outlines expected income and expenses over a specific period, usually a year. It sets financial goals and limits for a business.



# Forecasting

A financial prediction based on current and historical data, often updated regularly to reflect changing market conditions.





# Financial Statements

## Key Financial Documents

01

### Profit and Loss Statement

Shows the income and expenses of business for a specific duration (i.e. 12 months).

02

### Balance Sheet

Shows the financial health of the business at a point in time (i.e. assets and liabilities of the business as at 31 December 2024).



# PROFIT & LOSS

ABC			
Profit and loss statement			
Year ended 31 December 2024			
Revenue/Turnover		£50,000	
Less: Cost of Sales		-£20,000	
Gross Profit		£30,000	
<u>Less: Other expenses</u>			
Advertising	£2,000		
Bank Charges	£200		
Salaries	£6,000		
Professional Fees	£2,000		
Rent	£3,000		
Travel	£1,000		
Other Expenses	£800		
		-£15,000	
Net Profit		£15,000	

GP

Gross profit margin

NP

Net profit margin

# BALANCE SHEET

- 01 Assets
- 02 Liabilities
- 03 Equity

ABC	
Balance Sheet	
As at 31 December 2024	
Assets	
Fixed assets	£10,000
Cash	£5,000
Inventory	£4,000
Debtors	£6,000
Total Assets	£25,000
Less: Liabilities	
Trade Creditors	-£2,000
Loans	-£7,000
Net Assets	£16,000
Capital and Reserves	
Share Capital	£1,000
Retained Profits	£15,000
Total Equity	£16,000



# Primary Business Structures

## Self Employed

- Operating business in your personal capacity.
- Personal assets at risk in case of litigation.
- Minimal documentation required (Just one tax return for the year).
- Ideal for small businesses just starting out.

## Limited Company

- Personal assets are protected as separate legal entity.
- Significantly more administrative requirements.
- Confirmation Statement, Accounts, Corporation Tax Return and Personal tax return.
- Good for businesses that are looking to grow.

# Key Tax Rates

## Tiered Rates

### Individuals

0%

Upto £12,570

20%

£12,571 to £50,270

40%

£50,271 to £125,140

45%

Over £125,140



# Key Tax Rates

## Effective Rates

## Companies

19%

Upto £50,000

26.5%

£50,000 to £250,000

25%

Over £250,000



# Funding **Sources**

01

**Bootstrapping**

02

**Angel Investment**

03

**Crowd Funding**

04

**Loans**

05

**Grants**

06

**Venture Capital funding**



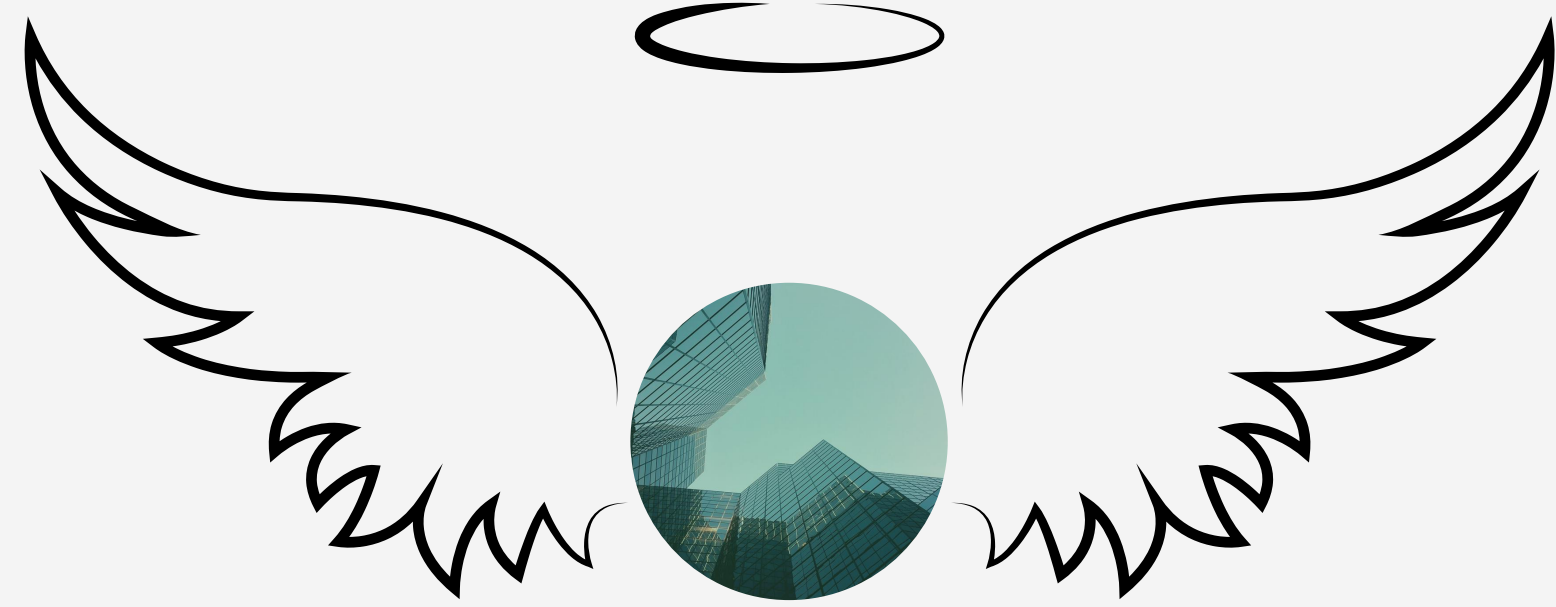
# BOOTSTRAP

- Self funded
- Revenue reinvested
- Organic growth
- Lean operations
- No external investment



# ANGEL INVESTMENT

- Investment from individuals who are looking to invest into start-ups.
- Ideal for start-ups needing initial capital.
- Provides connections and expertise in most cases.
- Investors take a stake in the company.





# CROWD FUNDING

- Raising funds from a large number of people
- Platforms like Crowdcube, Kickstarter or Seedrs
- Reward-based, donation-based, or equity-based





# LOANS

- Loan from high street and online banks.
- Friends and family loans.
- Government backed start up loan (up to £25K at 6% for max 5 years).



# GRANTS

- Free money - no repayment required.
- Strict eligibility criteria and competitive application process
- Ideal for some sectors such as medical and tech. Many grants available
- Sources: Innovate UK, Smart Grants, Councils





# VENTURE CAPITAL

- Professional investment firms who invests in return for equity.
- Best for high growth start-ups
- Usually invest higher sums
- Return expectations are high
- Investors tend to be actively involved in business





# Questions?



One more  
thing...



[https://forms.office.com/e/  
V8twuamshM](https://forms.office.com/e/V8twuamshM)



### Rui Barros Silva

Entrepreneurship Manager LSBU

Ask me about: Brainstorming, early-stage ideas, cultivating entrepreneurial mindsets and skills.



### Haider Shah

Enterprise and Innovations Officer

Ask me about: Developing your entrepreneurial skills, content creation and branding.



### Kadeza Begum

Enterprise Advisor

Ask me about: Marketing research, marketing, and product market fit.



### Junior Ogunyemi

Enterprise Advisor

Ask me about: Pitching, student entrepreneurship, idea to market.



### Léa Henry

Enterprise Advisor

Ask me about: Marketing, imposter syndrome, leveraging entrepreneurial communities.



### Andrew Okell

Student Enterprise Advisor

Ask me about: Finance, general business advice, doing business overseas.



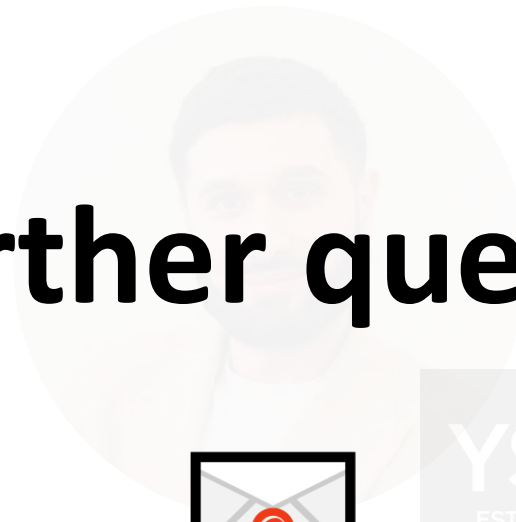


LSBU

**Rui Barros Silva**

Entrepreneurship Manager LSBU

Ask me about: Brainstorming, early-stage ideas, and cultivating entrepreneurial mindsets and skills.



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Enterprise and Innovations Officer

Ask me about: Developing your entrepreneurial skills, content creation, and branding.



Loughborough University in London

**Kadeza Begum**

Enterprise Advisor

Ask me about: Marketing research, marketing, and product-market fit.



UNIVERSITY of GREENWICH

**Junior Ogunyemi**

Enterprise Advisor

Ask me about: Pitching, student entrepreneurship, idea to market.



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**Andrew Okell**

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Ask me about: Finance, general business advice, doing business overseas.

# Got further questions?

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