**A logo with a letter and text

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**Understanding Business Finance:**

[Jargon buster – common business terms explained](https://www.british-business-bank.co.uk/finance-hub/jargon-buster-guide-to-business-finance/)

[Grants, loans and equity – a breakdown](https://www.british-business-bank.co.uk/finance-hub/resource-centre/)

[Unit Economics recap](https://www.youtube.com/watch?v=AMKgcBzK7cg&ab_channel=EricAndrews)

[Financial KPI setting](https://www.netsuite.com/portal/resource/articles/accounting/financial-kpis-metrics.shtml)

**Supporting tools to manage finances- they are not all free**

[Xero](https://www.xero.com/uk/)

[List of record keeping apps and platforms by HMRC – some free ones](https://www.gov.uk/government/publications/record-keeping-and-simpler-income-tax-applicationssoftware/simple-record-keeping-applications-commercial-software-suppliers)

[Quickbooks](https://quickbooks.intuit.com/uk/business-type/startups/)

**Investment**

[Breakdown of investment types](https://www.alternativebusinessfunding.co.uk/funding-types/other-types-of-funding/all-about-small-uk-business-investment/)

[Grant funding directory](https://grantify.io/grants-for-uk-businesses/?utm_source=google&utm_medium=g-&utm_campaign=15897462160&utm_content=133073670959&utm_term=grants%20for%20tech%20startups&gad_source=1&gclid=CjwKCAiAopuvBhBCEiwAm8jaMY3uzeuJXt2zhstBNp27tizrH-Cz0ghh-HqmKR6oDLzr1tbbZM4o5hoCOj8QAvD_BwE)

[Legalities of taking on investment](https://www.leathesprior.co.uk/news/seeking-seed-investment-3-key-legal-considerations)

**Courses and resources to help:**

[Accounting Tips and explainers](https://www.youtube.com/@AccountingStuff)

[Free Business Finance courses and training](https://www.reed.co.uk/courses/accounting-and-finance?sortby=PriceAsc&gad_source=1&gclid=CjwKCAiAopuvBhBCEiwAm8jaMeCZzgzkcXwgINyzS7YapJ_Wnqx2eD4CTMRGCMK9ko2XIAWVbeggahoCIbAQAvD_BwE&gclsrc=aw.ds)