

# Seafood Business Skills 101



## NUMBERS, NUMBERS, NUMBERS!

**SALES PROJECTIONS, COST ESTIMATES, CASHFLOW STATEMENTS, PROFIT AND LOSS STATEMENTS AND BALANCE SHEETS.....**

**HOW TO DEVELOP THEM AND MORE IMPORTANTLY, WHAT ON EARTH DO THEY MEAN!!!???**

**As part of the Seafood CRC's commitment to provide training in business skills (with a strong seafood focus), we are pleased to help you interpret financial statements & learn how to seek funding for new ventures!**

Module 6 will delve into the financial aspects of bringing a new product or service to the market. The various sources of funding, either debt or equity funding, and either internal or external, are examined for their suitability for new venture financing. To build up the new venture's 'pro-forma' financial statements, participants will be provided with an Excel spreadsheet program developed by the workshop facilitator and will be taught how to use it to develop sales projections, cost estimates, human resource plans, funding needs and more! After inputting the estimated data relevant to your particular new venture (or existing business) the spreadsheet package will spit out the cashflow statement, profit and loss account and balance sheet. The package also estimates a monetary value of the new venture, using net present value analysis, which is then used to calculate the amount of equity that must be given for investment funding provided by investors. Other issues discussed will include presenting the financial model to, and negotiating with, investors and other stakeholders of the new venture.

Come and improve your skills in different business topics with the CRC and with other "seafoodies" in a fun, relaxed and interactive environment with some fantastic and inspiring business coaches. As a bonus, if you wish to complete other modules in our Business Skills 101 course and do "homework" you can walk away with a Seafood CRC Professional Diploma in Entrepreneurship!

**Our August Module Facilitator is.....EVAN DOUGLAS**

Evan's quick wit, down-to-earth personality and sense of humour makes him another of our top Business Skills 101 facilitators. Evan's background is in economics and commerce and his research and consulting interests include entrepreneurial attitudes and abilities; entrepreneurial intentions; risk recognition, risk reduction and investor readiness; new venture funding and resourcing; allocation of equity in new ventures; work motivation theory; workaholism and work enthusiasm; business strategy audits and business turnarounds. In other words, a business "guru".

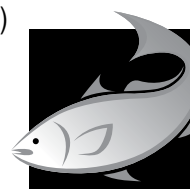
**I'm Interested in Attending Now What Do I Do?**

**Cost? FREE**

**When?** Sunday 22 August (start time is 12pm) - Tuesday 24 August (finish time is 1pm)

**Where?** Melbourne. Venue and other details will be provided upon your RSVP.

**RSVP or More Questions?** Contact Emily Mantilla by Friday 13th August 2010 on 08 8201 7652 or [emily.mantilla@seafoodcrc.com](mailto:emily.mantilla@seafoodcrc.com)



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