

PyroTalks CIC

Reading Company Accounts for Fundraising Intelligence

With Jon Jeffery

Technical Knowledge (80%)	Topic	Sub topics
	Why LTD, PLC and LLP structures matter	<ul style="list-style-type: none"> • Reporting requirements • Transparency and accuracy • Accessing reliable information
	Understanding the key financial statements and key reporting dates	<ul style="list-style-type: none"> • Balance sheet • Income statement • Cash flow statement • Notes to the accounts • Reporting dates and lags
	The 5 key terms you need to know	<ul style="list-style-type: none"> • Cash • Profit • Depreciation • Net assets • Enterprise value
	Magic metrics; The not so secret secrets from an insider	<ul style="list-style-type: none"> • Magic metrics – how to easily calculate and understand the financial performance and stability of a company • How to access these metrics • How to track these metrics over time
	Company ownership – who owns what and how much is it worth	<ul style="list-style-type: none"> • Shareholders • Directors and restrictions • Market value

Practical Application (20%)	Topic
	How to translate this knowledge into your prospect research strategy
	How to inform gift capacities
	Resources available to access this information