



Comprehensive Three-Statement Model

Case Study

Background

The company was preparing for a capital raise and required a more robust financial model to support strategic planning and investor relations. Existing tools provided basic forecasting but lacked the integration, flexibility, and depth necessary for scenario planning and presenting a credible financial picture to potential investors.

Objectives

- + Build an integrated three-statement model (P&L, Balance Sheet, Cash Flow) to enable visibility into overall financial health.
- + Develop a flexible forecasting structure to support strategic planning across departments.
- + Implement dynamic scenario analysis tools to evaluate growth, risk, and capital planning under varying assumptions.
- + Deliver a professional-grade model suitable for investor presentations and due diligence processes.

Solutions

- + Built a dynamic, fully linked three-statement financial model with real-time updates across all financial outputs.
- + Embedded scalable inputs for revenue growth, COGS, headcount, capex, and financing to allow for easy toggling of base, upside, and downside cases.
- + Integrated scenario analysis tools, executive dashboards, and validation checks to provide leadership with intuitive insights and control.
- + Collaborated with executive leadership and department heads to validate assumptions and align the model with strategic goals and operational realities.
- + Delivered user-friendly documentation and conducted training sessions to empower the internal team to update and adapt the model as the business evolves.

Software
INDUSTRY

200+
EMPLOYEES

\$40M
ANNUAL
REVENUE

Delivered a robust financial model to drive a successful capital raise and informed decision-making.

