



SUPPORT FOR START-UPS: DETAILED FINANCIAL FORECASTS AT THE TOUCH OF A BUTTON.

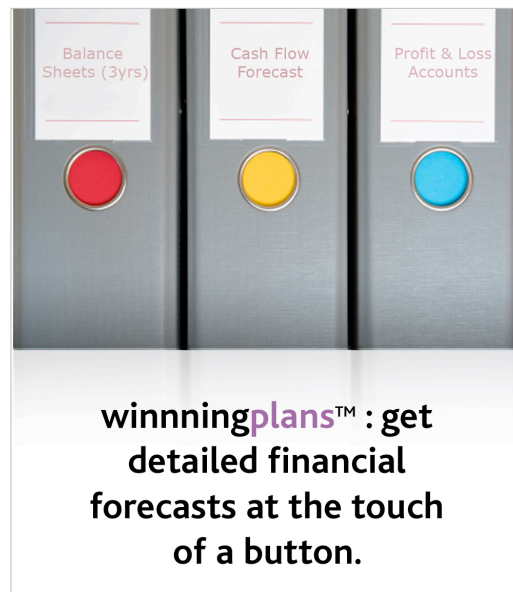
Clear financial planning is imperative for businesses – to assist the mitigation of risk, to enable smooth day-to-day business management and to support applications for access to finance.

Developing detailed financial plans is not an easy exercise and is one that requires detailed market knowledge, along with comprehensive financial planning skills. It's a time consuming exercise but an important one.

We've developed winningplans™ to take the pain out of financial planning. Powered by the benchmarkindex™ database, winningplans™ produces cash flow forecast, Profit & Loss accounts and Balance Sheet for 3 years simply by the business providing details of their anticipated turnover.

Produce detailed financial plans in 3 easy steps:

- > **Input turnover details**
Set up the business type and input the anticipated turnover to start the process.
- > **Assumptions and scenario planning**
From the business information, the system will generate details of the average performance for other businesses in your selected sector across areas including Net Profit Margin, Number of Staff, Sales Growth and Stock levels. You can move the sliders to reflect how you think your business will perform.
- > **Generate report**
From the assumptions made, the system will produce detailed financial plans for your clients' business, validated against a database of over 100,000 companies - regarded as the largest benchmarking database in Europe. You can use these plans to measure your clients' actual performance going forward and to identify areas of underperformance.



Strategic planning

As well as financial plans, validated by current market data, advisers can facilitate the completion of a structured sales and marketing plan as well as a strategic forward plan structured around the organisational

vision. Businesses can also participate in a subjective assessment to identify organisational competency levels and internal development needs.

Benefits:

- > **Detailed financial planning at the touch of a button**
Save time producing accounts information.
- > **Validated financial plans**
Financial information is validated against our benchmarking database of over 100,000 businesses.
- > **Introduce a measurement culture to the business**
By targeting financial performance based on the activity of the marketplace.
- > **Stand out from the crowd**
A competitive advantage and a tool to win new clients.
- > **Objectively broker in additional support**
Use the strategic planning to identify additional support needs for the business.
- > **Supports business growth and economic development**
By improving business performance

To find out more:

To learn more about winningplans™ or for a system demonstration please contact Winning Moves on 01785 827600; info@winningmoves.com