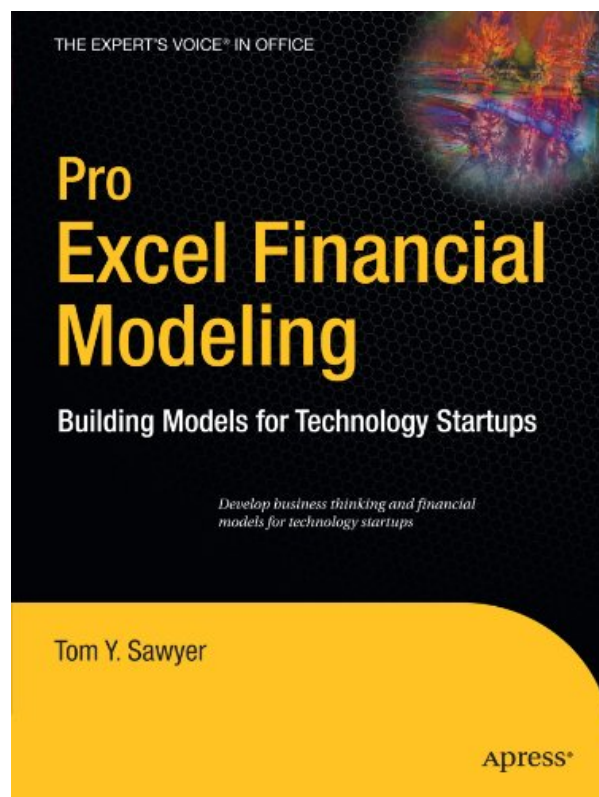
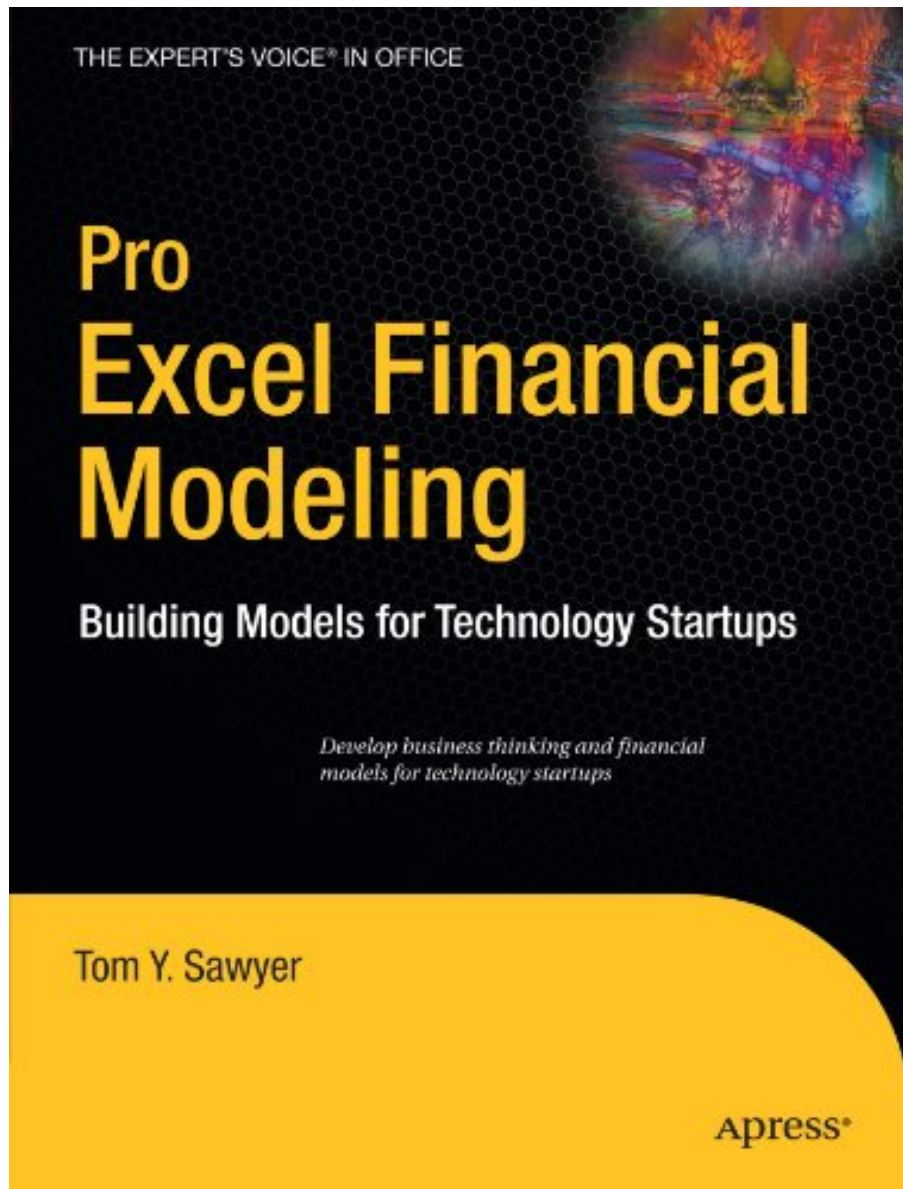


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About the Author

strongTom Y. Sawyer/strong has a proven track record as a principal architect, leader, and strategist for successful business and technology ventures. He currently provides management and technology consulting services to technology-focused enterprises, specializing in early stage organization, product development, "go to market" strategies, and financial modeling. A serial entrepreneur, Tom founded and sold an Internet data storage dot-com, served as president of a regional Colorado Internet service provider where he directed the strategic sale of the company, and served as the first president of Mover's Suite Software, today the largest enterprise software and consulting company in the moving industry. He also served as chief technology officer and on the board of directors of Guardian ProStar, a provider of advanced GPS/GIS services to the utility industry. Tom gained Fortune 100 senior management experience as director of information technology for the Martin Marietta Space Launch Systems Titan IV missile program, where he received the Outstanding Achievement Award for Information Technology Management in his last year of service. Prior to his Fortune 100 career, he served in progressively more responsible financial management and financial planning positions in banking, technology services, and computer manufacturing. He holds a bachelor's degree in business administration in finance from the University of Florida.

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Learn the business thinking behind financial modeling and execute what you know effectively using Microsoft Excel. Many believe that sales and profitability projections shown in financial models are the keys to success in attracting investors. The truth is that investors will come up with their own projections. The investor wants to understand the assumptions, structure, and relationships within the modeling of a startup. If the investor is satiated, the entrepreneur has successfully demonstrated a complete understanding of the business side of the enterprise. Pro Excel Financial Modeling provides the keys necessary to learn this thinking and to build the models that will illustrate it.

- Step-by-step approach to developing financial models in Excel
- Extensive case studies and Excel templates provided

What you'll learn

- Learn the business thinking behind successful financial modeling aimed at investors.
- Communicate effectively with investors.
- Explore advanced modeling with Microsoft Excel, including cost of information technology, customer return on investment, cost of sales and marketing, cost of goods sold, team and staffing, profit and loss.
- Discover best practices for modeling using Microsoft Excel.

Who this book is for

Anyone who wants to think critically about their business models, communicate these models to investors, and successfully build them in Microsoft Excel will find the information they need within this material. Additional readers who will benefit include entrepreneurs, technologists, and developers who wish to start a business utilizing their technology ideas, and business and technology consultants.

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5 of 5 people found the following review helpful.

Best layman's book I've come across for modeling startups

By Darrell Ross

I've been searching for a book like this for quite a while.

I'm not a CPA.....I'm a software guy. More specially, I run a software development firm. In recent past, five of my clients have been raw start-ups, where they have enlisted my firm to help create their product. As their trusted advisor, I get to peek at their financial models. In some cases, I have to help them create components of their models, especially as they forecast out their product development costs.

There aren't many resources for entrepreneurs to help them do a comprehensive financial model in excel. I've come across a few websites offering pre-built excel models. But they definitely lack the depth that is presented in this book. A couple of my clients have spent waaay too much money with CPAs to turn out lack-luster, hard to follow, models. I will start handing this out to my clients and save them money.

The only knock I have towards the book is that it is geared towards product-based ventures. I didn't see much support for services-based or subscription-based internet offerings.

2 of 2 people found the following review helpful.

This is a must read for all financial model developers!

By M. Salogga

This is a must read for anyone attempting to develop a comprehensive financial model of their business. While the book is focused on technology startups, you will find that it is very applicable to many other business and at different stages other than startup. It is easy to read with real life explanations as to why each section is important and the critical connection the model has to real parts of the business. This one will be a key reference on my bookshelf for a long time (right next to my college statistics text).

The best part of this book is the structure that Tom has chosen. With detailed explanation of why each section of the model is important followed by examples of the spreadsheets, charts and process flowcharts,

each chapter is finished off with detailed exercises that walk you through the steps to create what you have just covered. You'll be modeling in no time!

2 of 2 people found the following review helpful.

A great resource for entrepreneurs

By C. Reddin

Pro Excel Financial Modeling is an excellent work. The Excel model is wonderfully compressive and detailed. It puts all the tools you need to analyze business growth in one place. The book is easy to read and tracks you step by step through the Excel model. This book is a great resource for all growing companies, not just technology-based organizations.

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