

**THE  
WORLD STARTS  
HERE**





## DRIVING ECONOMIC TRANSFORMATION

Got an idea?

Creative HQ works with the region's brightest minds, helping turn their ideas, technology and innovations into commercial success



**IN THIS GAME,  
BOLDNESS IS KEY**

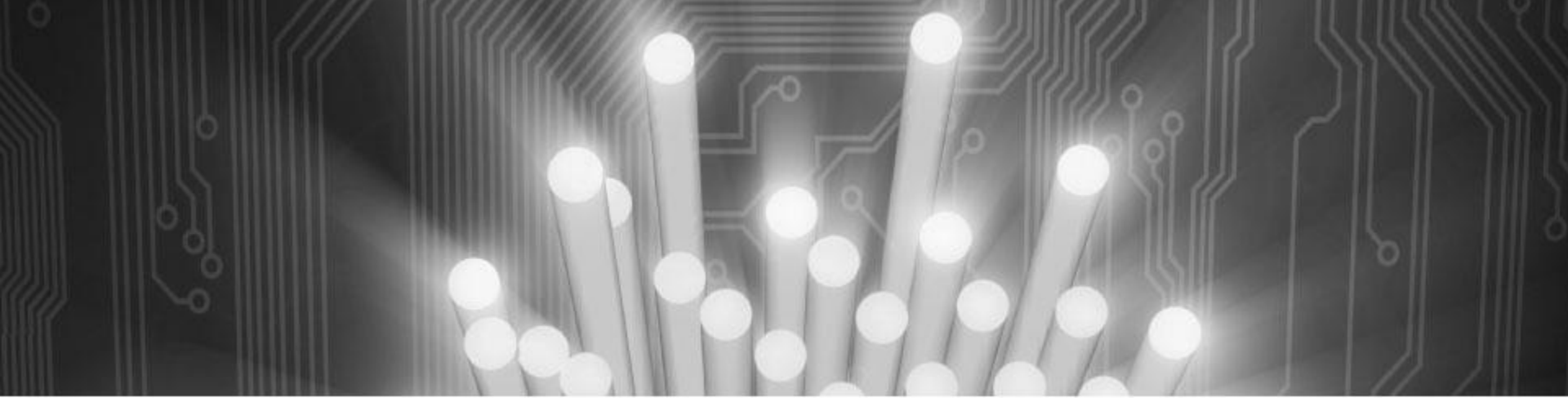
We achieve faster and better results for high growth businesses. Our Alumni businesses are growing, on average, by 40% per annum



**ITS A MARATHON,  
NOT A SPRINT**

Good financial practices  
decrease the risk associated  
with your business





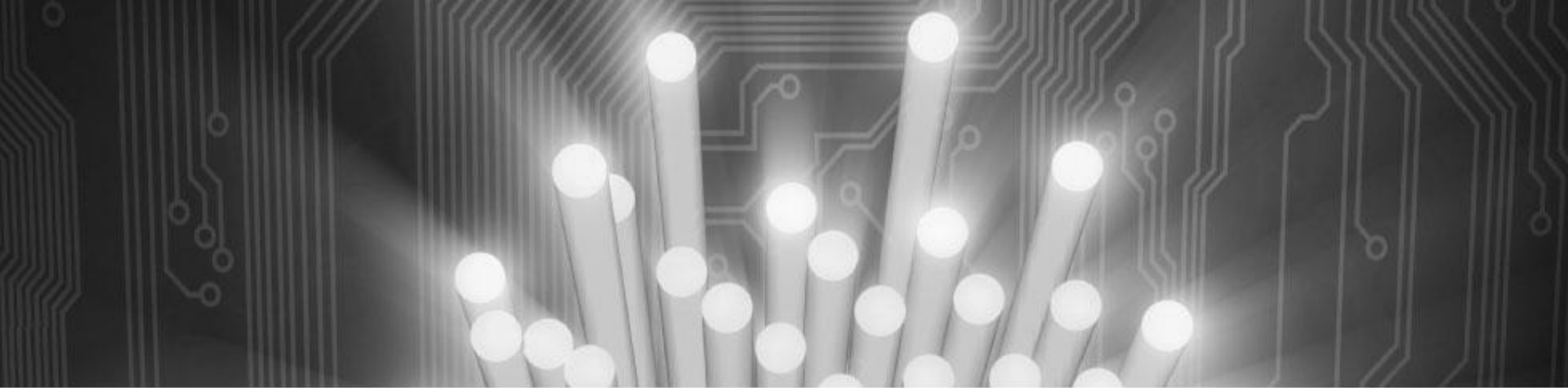
## Cashbook and cash flow forecast

Use templates

Be realistic

Consider key phases:

- Market validation
- Production
- Marketing



## Real minimum: use Excel or accounting system

- Pays for itself
- Get more out of your accountant
- Be ready



## Use an accountant



- Get a recommendation
- Build a friendship
- Do your own research



- Separate business and personal
- Recognise assets vs expenses
- Mileage and home office
- Business expenses





## Know your responsibilities:

- Income tax
- GST
- PAYE
  
- Guides and Inland Revenue



Inland Revenue  
*Te Tari Taake*



## Risk areas:

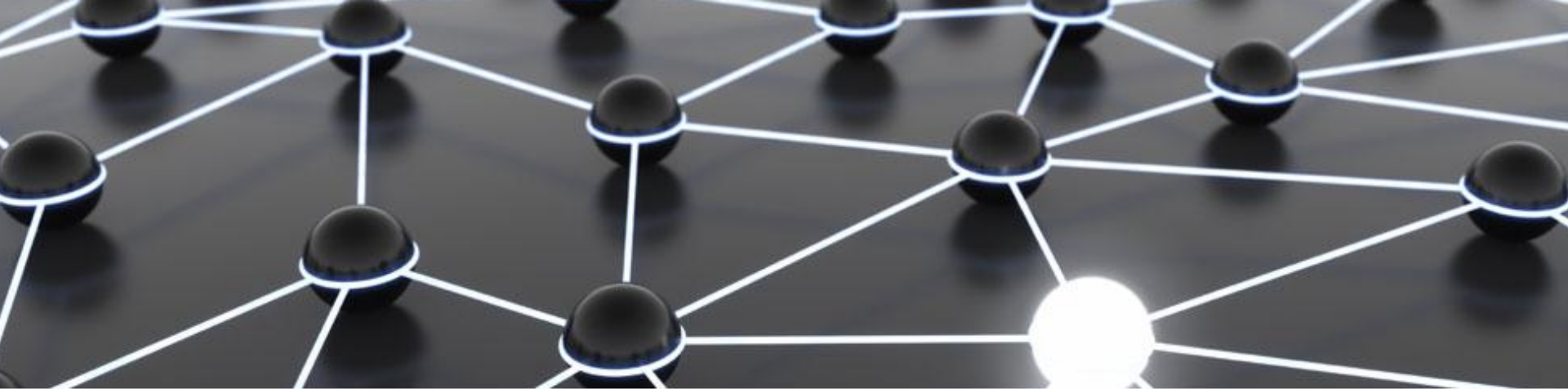
- Contractors/employees
- Overseas
- IP
- Complex structures



## NO CASH = NO BUSINESS

- Cash sources
- Cash planning
- Debtor management
- Pricing
- Other actions





- Personal funds – work vs new business
- The 3 F's
- Grants
- Banks
- Angels
- VC
- Customers





- Know your cash flow:
  - peak requirement and burn rate
- Keep up to date
- Keep talking



- Invoice promptly and clearly
- Have a policy and a plan (for everyone!)
- Have a polite reason to get in touch
- Use template emails
- Have a threat and use it



- What can you get away with?
- When you discount – make it clear
- Make it easy to pay
- Pricing model
  - Frequency?
  - In advance?
  - Can you flex?





- You can do more by yourself than you think
- Do as much as you can as early as possible
- Use experts for what they do best
- Make lots of friends
- Know the key risk areas – and discuss them early
- You don't bank with Inland Revenue
- Your debtors have got YOUR money, get it back!
- Price to the market

**BRIGHT IDEAS INTO  
COMMERCIAL REALITIES**





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STARTS HERE**

**CREATIVEHQ.CO.NZ**