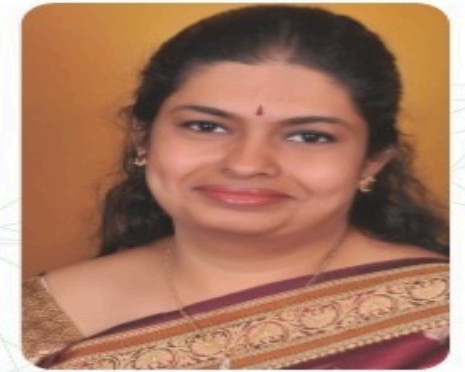


IvyConnect Series

Masterclass on Basics of Finance and Revenue Modelling for Early Stage Startups

 15th January 2025

 Mode : Online



Mrs. Usha Paliath
Startup Mentor and
IIT Madras Alumna

Masterclass on Basics of Finance and Revenue Modelling for Early Stage Startups

We hosted a Finance and Revenue Modelling Masterclass led by Mrs. Usha Paliath, CEO of COWE (Confederation of Women Entrepreneurs of India), a Startup Mentor and an IIT Madras Alumna. She covered crucial areas for early-stage startups like financial tracking, revenue modeling, pricing strategies, and unit economics, while emphasizing the importance of avoiding common financial pitfalls. Mrs. Paliath focused on the need for startups to prioritize profitability and sustainable growth by focusing on key metrics and efficient capital management.

Key Takeaways

- **Understand Unit Economics:** Accurately calculate revenue based on actual customer purchases and analyze revenue streams for profitability.
- **Prioritize Profitability:** Strive for high gross margins (45-50% minimum) and minimize unnecessary expenses to ensure long-term financial health.
- **Build a Strong Financial Foundation:** Maintain a good credit score, meticulously track all expenses, and understand the cost of equity for investors.
- **Raising Small Funds:** Consider raising small funding after the validation stage as this boosts the confidence in the viability of the idea and also paves the way for securing future investments.
- **Maintain Strategic Investor Relations:** Conduct thorough investor research and reach out only if you know your interests align.
- **Create a Customer-Centric Approach:** Price strategically based on customer value and prioritize acquiring high-value customers who are willing to pay a premium.