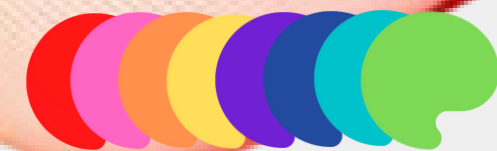




THE CASHFLOW CANVAS™



HELPING BUSINESS OWNERS
TURN THEIR NUMBERS INTO A WORK OF ART AND
THEIR BUDGET INTO A MASTERPIECE.

THE CASHFLOW CERTIFICATION PROGRAM



NAIL THE NUMBERS: HELPING FOUNDERS MASTER THEIR FINANCIAL STRATEGY

1

**The Baseline
Budget**
[Personal]

2

**The Basic
Budget**
[Business]

3

**The Bold
Budget**
[Business]



82%

of business owners go bust because they don't know how to build or balance a budget.

Source: Jessie Hagen, U.S. Bank



Business Owners

Problem: They Were Never Taught

Solution: The Cashflow Canvas provides business owners with a clear and constructive framework for mastering financial management, teaching them the foundational skills to build, balance, and maintain a budget effectively.

Problem: They Avoid Financials

Solution: The Cashflow Canvas transforms intimidating numbers into an engaging and approachable process, helping Founders shift their mindset and see financials as a tool for clarity and control.

Problem: They Find Them Too Complex and Confusing

Solution: The Cashflow Canvas simplifies financial decision-making with intuitive, user-friendly tools and step-by-step guidance, removing confusion and empowering Founders to take confident, informed action.

*Help
Founders
achieve
financial
clarity,
master
profitability,
and create a
sustainable
growth plan.*



The Cashflow Canvas is a brilliant three-part process that helps business owners master the art of budgeting.

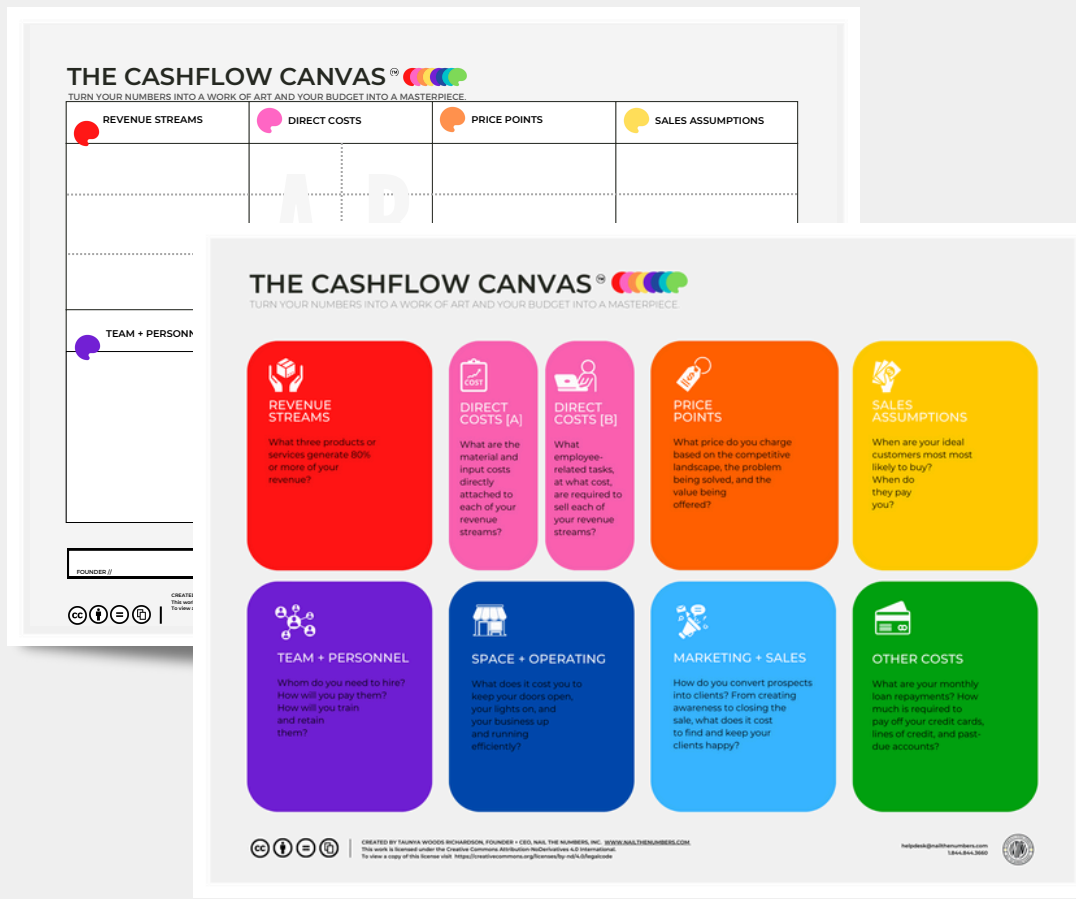
It's their Yellow Brick Road to the bank and beyond!



The Three-Part Process

1

Learn the Landscape



THE PALETTE + COLOUR KEY

2

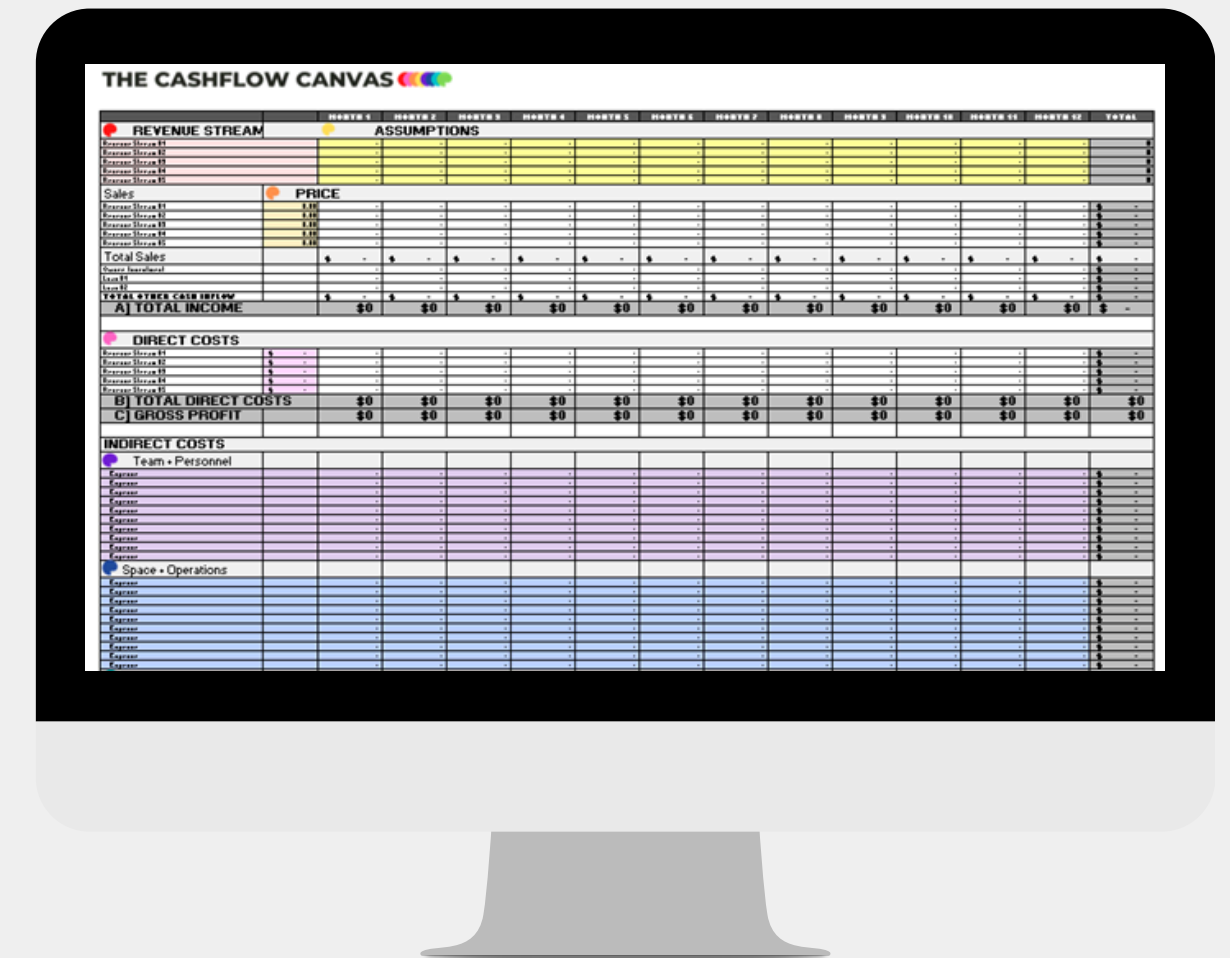
Load the Palette



THE SKETCHBOOK

3

Fill the Forecast



THE FORECAST

The Eight Building Blocks

Revenue Streams: The key sources of income generated by a business through the sale of products or services to its customers.

Direct Costs: The expenses directly associated with producing a specific product or delivering a service, including materials, inputs, subcontracts and direct labour.

Pricing: The strategic determination of how much a business charges for its products or services based on factors such as costs, competition, and value offered.

Assumptions: The underlying expectations of customer buying behaviours, payment schedules, and other factors that influence when money will be received by the business.

Team + Personnel Costs: The expenses related to recruiting, training and retaining the workforce, including wages, benefits, and organizational culture.

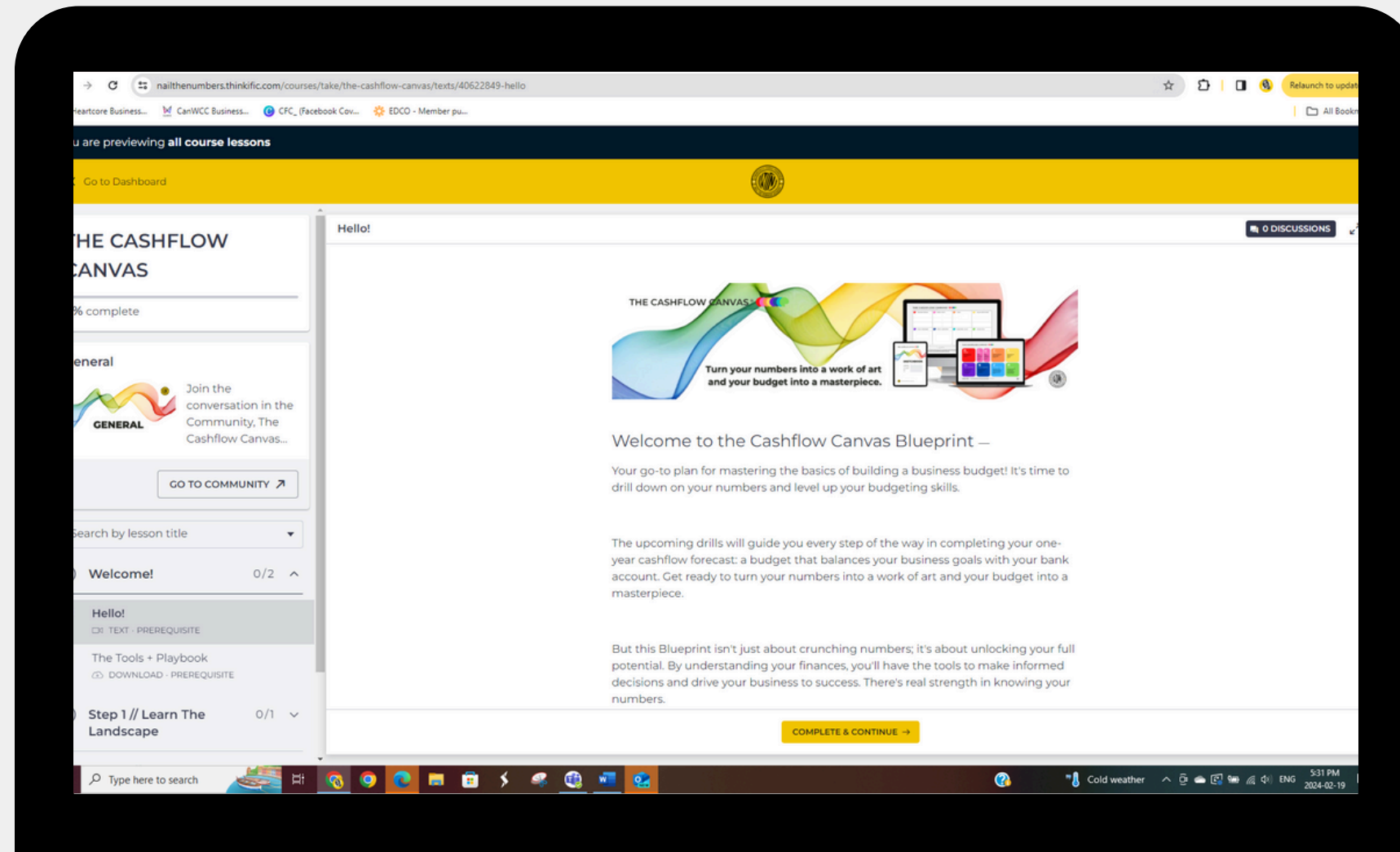
Space + Operating Costs: The costs associated with maintaining physical facilities, utilities, and other operational expenses necessary for the day-to-day functioning of the business.

Marketing + Sales Costs: The expenditures incurred in promoting and selling products or services, encompassing advertising, promotions, and related marketing activities.

Other Costs: The process of returning borrowed funds, including both principal and interest, as agreed upon in loan or credit agreements, in addition to contingency funds.



The Training Portal



THE BLUEPRINT



Our online **Training Portals [The Blueprint]** for both Founders and Coaches, include:

- Step-by-step tutorials
- Easy-to-access tools
- Progress tracking
- Integrated quizzes
- On-call support button
- Virtual peer community
- Certificate of Completion



The Delivery Models

The Cashflow Canvas [Palette + Colour Key] is **free** for all Founders to **download**. Training on the Cashflow Canvas comes in three convenient options:



Option 1: **Founders** Coach Themselves

- Online, self-directed CFC Training Portal

\$90 CAD p/ Founder

Option 2: **We** Coach Your Founders

- Bootcamps [virtual or in-person session, recorded]
- Founders gain free access to the CFC online, self-directed Training Portal

\$3,000 CAD p/ Bootcamp

Option 3: **You** Coach Your Founders

- 1:1 Coaching
- Group Bootcamps
- Group Cohorts

\$2,990 CAD p/ Coach

\$18,000 CAD p/ 9 Coaches

Revenue Opportunities

- 1:1 Coaching: \$140 CAD per hour
- Group Cohort Coaching: \$990 CAD per client.
- Bootcamp: \$180 CAD per client.

You direct invoice the client.

The Certification Program for Coaches

Unleash the full potential of your team! Our Cashflow Canvas Certification Program equips your crew with the skills and knowledge they need to **engage, motivate, and inspire** your Founders to become artists of their own financial success stories!

From the mechanics of numbers to countering Founders' common foes, our Certification Program covers everything they need to create fun, bold, and brilliant training sessions that will leave a lasting impact.

FORMAT

- Ten 90-Minute Virtual Group Cohort Sessions
- Next Certification Intake is:
 - **September 9, 2025 [11:30am to 1pm PT]**

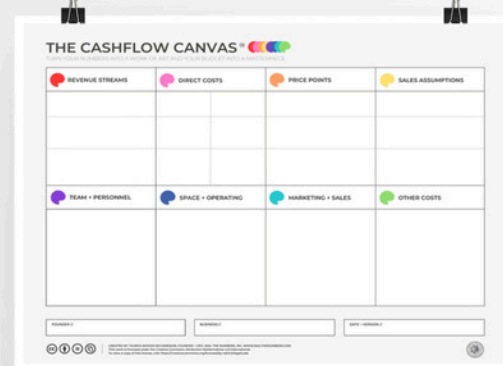
SCHEDULE

- Week 1: Prime the Canvas
- Week 2: Revenue Streams
- Week 3: Direct Costs
- Week 4: Prices + Assumptions
- Week 5: Team + Personnel Costs
- Week 6: Space + Operating Costs, Marketing + Sales Costs, and Loan Repayments
- Week 7: Fill the Forecast
- Week 8: Forge the Forecast
- Week 9: Balance the Bank Account
- Week 10: Bootcamps + Bonuses



Certification Includes:

- Cashflow Canvas Palette + Colour Key
- Cashflow Canvas Sketchbook
- Cashflow Canvas Forecast
- Startup Costs Calculator
- Direct Costs Calculator
- Debt Repayment Calculator
- Presentation Tools
- 5 Demo Tools
- Promotion Tools
- 12 Monthly Coaches' Check-In Calls
- Rocking Playlist
- **Unlimited Founder enrollments** in the Cashflow Canvas Training Portal
- 1 Wake Up Call Quick Hit Bootcamp
- Unlimited Founder enrollments in the Wake Up Call: 5 Day Challenge



Cashflow Canvas Whiteboard



Cashflow Canvas Sketchbook



Cashflow Canvas Sketchpads

Q-Cards

FALSE.

Setting a higher price without factoring in both Direct and Indirect costs does not ensure a higher profit margin.

TRUE OR FALSE

Setting a higher price always leads to greater net profits?

TRUE.

Interest on business debt qualifies as a legitimate tax deduction.

TRUE OR FALSE

Can the interest accumulated on business debt be legitimately claimed as a tax deduction?

ANSWER.

D A,B+C

Founders of incorporated businesses can deduct the cost of their own salaries and benefits, which is not true.

MULTIPLE CHOICE

How can Founders of incorporated businesses compensate themselves?

Coaches:

Problem: Time + Capacity

Solution: Transition from trading time for money by using your Certification to build a scalable, sustainable practice that generates recurring revenue, freeing up your schedule for strategic growth and personal priorities.

Problem: Advisory Authority

Solution: Elevate your authority by delivering financial consultation services that differentiate you from competitors, strengthen your client relationships, and solidify your professional reputation.

Problem: Scalability

Solution: Unlock new growth opportunities by expanding your service offerings with additional topics, tools, and resources, allowing you to diversify your business and scale to new heights.

*Grow your
authority,
build
recurring
revenue, and
gain access
to powerful
tools to
elevate your
practice.*



Cashflow Canvas Champs

Group Practice Network



Take the next step with us:

- Register for our free **Certification Info Session** to learn more.
- Enroll in our **September Certification Cohort** today.
- Have questions or want to explore Group Certification options? Contact us at **helpdesk@nailthenumbers.com**.



**Be a rainbow
in someone's cloud.**

—Maya Angelou



Hit Us Up!

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