



## 1. COMPANY CASHFLOW PROJECTION

This sheet is for you to give us an indication of your cash flow for your company as a whole and the specific product/project to be financing (if applicable)  
It should tell us when expenditure occurs, and when income is raised  
It should identify any funding you hope to receive from Creative England, and show how that funding is to be paid back.  
We would like to see projections for a minimum of two years, to show repayment of our funding and to show how the business is envisaged to grow/continue.

### INSTRUCTIONS

Please **enter the date of Month 1** in column B in the format 00/00/0000, the rest will then automatically update  
Please enter your **opening cash balance** in column B  
Each line of the cash flow projection represents an income source, or a type of expenditure - as indicated in column A  
We have given you some flexibility to amend the headings by **replacing the letters a.b.c etc. where needed.**  
Please enter your figures in the WHITE cells in the corresponding month  
**The figures will be automatically totalled for you for each Quarter and Each Year in the BLUE cells, please do not edit these.**

## 2. REVENUE ASSUMPTIONS

This sheet is for you to give us more detail and some justifications behind the revenue projections in your cash flow.

### INSTRUCTIONS

Please break down your revenue assumptions by units and cost per unit if applicable.  
Please provide a justification as to how you got to these figures to help us understand your projections.  
If revenue is on a sponsorship or contracted basis, please enter the staged payments here from each source.  
Your justification could tell us whether income is confirmed or in the pipeline,  
and whether any deliverables need to be achieved in order to receive those payments.

## 3. COMPANY PROFIT AND LOSS

Please use your cash flow and your revenue assumptions to create a profit and loss account for the 2 years.  
We want to see what has been budgeted, which may not necessarily tie up with when you expect to see the money leave or come in to your company

any questions please contact [catherine.audis@creativeengland.co.uk](mailto:catherine.audis@creativeengland.co.uk)