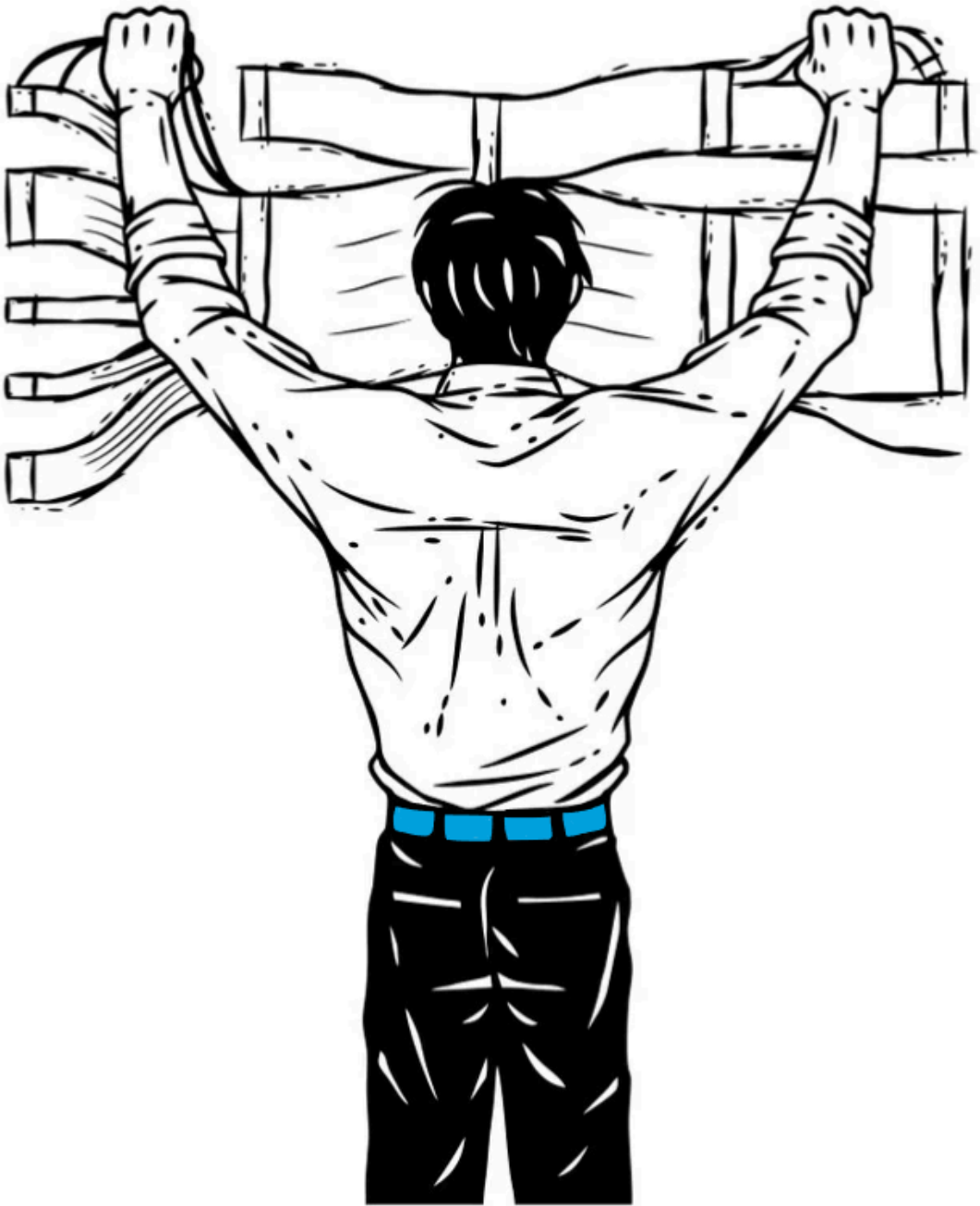


TURBO CASH FLOW

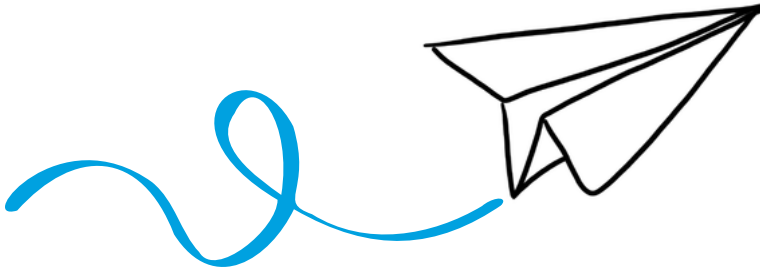
- Michael Boisvert & Craig Juta -



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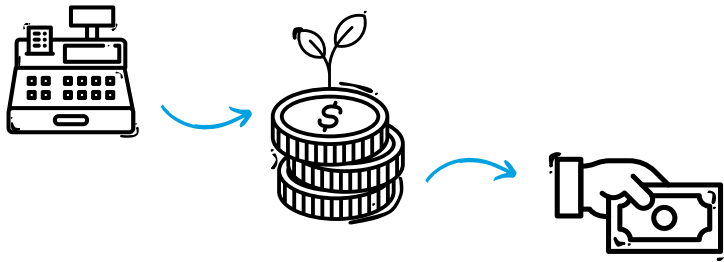
PREFACE



Cash flow is the lifeblood of any business, yet its complexity often mystifies non-financial stakeholders. Through many conversations with business leaders, I've observed that each executive approaches cash flow from a unique perspective, shaped by their role:

- CFOs master liquidity management and capital allocation, diving deep into metrics like Operating Cash Flow (OCF), Free Cash Flow (FCF), Cash Conversion Cycle (CCC), and Debt Service Coverage Ratio (DSCR).
They ask, "How does this affect our liquidity ratio? Can we optimize working capital? What's our burn rate for scaling?"
- CEOs focus on strategy and growth, prioritizing Net Cash Flow, Cash Runway, and Forecasts.
They wonder, "Do we have enough runway for our goals? Are we at risk of a cash crunch? Does this align with our growth plan?"
- COOs emphasize operational efficiency, focusing on OCF and Working Capital Metrics.
They ask, "Can we renegotiate vendor terms? How does inventory turnover impact liquidity? What's the cash impact of scaling production?"
- CMOs target revenue and marketing ROI, tracking Cash Flow from Sales, Customer Acquisition Cost (CAC), and Campaign Forecasts.
They ask, "How quickly will this campaign generate cash? Can we shift budgets without hurting liquidity?"
- CTOs prioritize innovation and infrastructure, focusing on Capital Expenditures (CapEx) and Project Cash Flow Forecasts.
They ask, "What's the cash runway for this project? Can we fund it without straining liquidity?"
While CFOs have a deep understanding of cash flow metrics, other executives benefit most when cash flow is presented with visual clarity tailored to their domain. This ensures all leaders can make informed decisions to optimize cash flow and drive business success

FINANCIAL ANALYSIS MEETS DATA VISUALIZATION



The cash flow statement is a vital tool for CFOs, detailing how cash moves through a business over time, categorized into Operating, Investing, and Financing activities. It reveals a company's liquidity and financial health but can be dense and challenging for non-financial stakeholders to interpret.

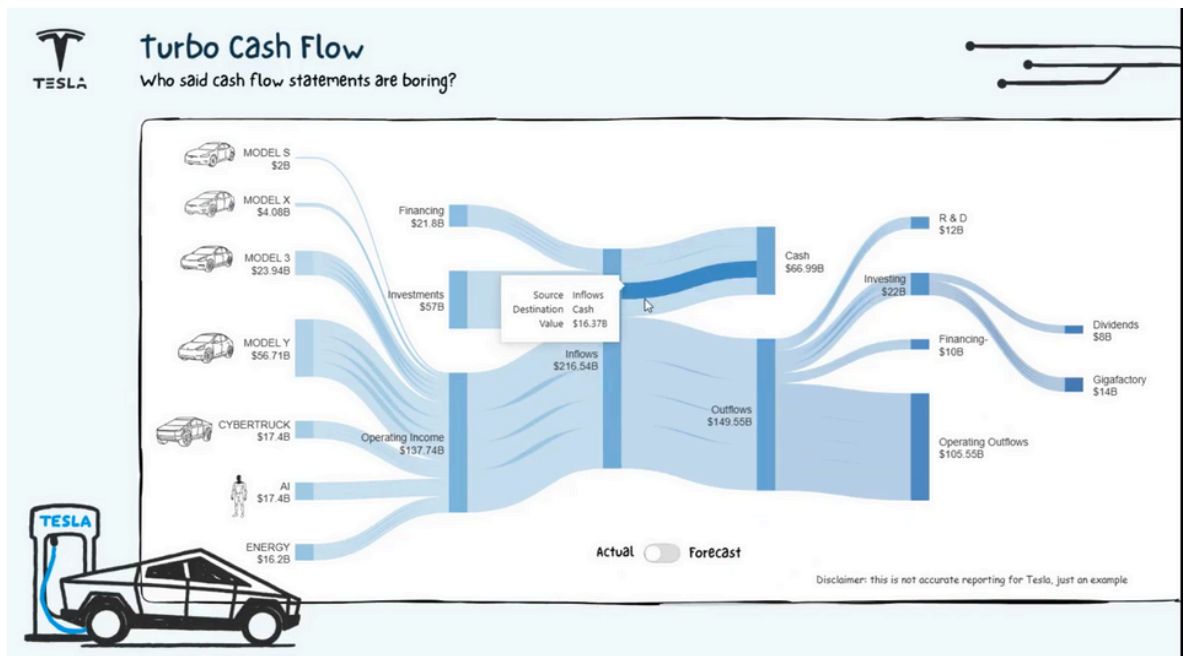
Enter data visualization. By transforming the cash flow statement into a dynamic, intuitive “river of cash,” we can make financial data accessible to all stakeholders. This visual approach tracks cash from its sources (e.g., revenue, investments) to its destinations (e.g., expenses, debt repayment), using proportional link widths to highlight the scale of each flow.

The result is an engaging experience that simplifies complex relationships, fosters strategic alignment, and enhances decision-making across teams, from boardroom discussions to customer-focused initiatives.

TURBO CASH FLOW VISUALIZATION

The Turbo Cash Flow Visualization Dashboard brings cash flow to life with the following benefits:

- **Clear Flow Tracking:** Visualizes cash movement across categories (e.g., revenue to expenses or investments) with link widths reflecting the size of each flow.
- **Proportional Insights:** Highlights dominant inflows (e.g., sales) or outflows (e.g., payroll, taxes), revealing financial priorities or imbalances at a glance.
- **Simplified Relationships:** Organizes complex cash flow paths (e.g., operating revenue to reinvestment) into an easy-to-follow structure.
- **Spotting Inefficiencies:** Identifies bottlenecks or excessive spending (e.g., oversized flows to non-essential expenses), supporting smarter financial decisions.
- **Stakeholder Engagement:** Captivates diverse audiences, from executives to teams, fostering collaboration in strategic and operational discussions.
- **Source Clarity:** Clearly shows whether cash comes from Operations, Financing, or Investments.
- **Forecast Integration:** Seamlessly toggles between actuals and cash flow forecasts.
- **Liquidity Assessment:** Provides instant insights into liquidity and Free Cash Flow.
- **Proportional Analysis:** Compares Operating Cash Flow to other cash sources for a holistic view.



Within seconds, the Turbo Cash Flow Dashboard reveals cash movement, proportionality, and potential inefficiencies, empowering leaders to act with confidence.

CONCLUSION



Cash flow, the cornerstone of business sustainability, can overwhelm non-financial stakeholders with its complexity. The Turbo Cash Flow Visualization Dashboard transforms this data into an intuitive, engaging “river of cash” that tracks sources and destinations with clarity.

By leveraging clear flow tracking and proportional visuals, it simplifies intricate financial relationships, enabling CEOs, COOs, CMOs, and CTOs to grasp critical insights instantly.

This fosters engagement across teams, aligns strategic and operational efforts, and enhances customer-focused initiatives.

By breaking down barriers to understanding, Turbo Cash Flow Visualization empowers organizations to optimize liquidity, address inefficiencies, and drive collective success.