

FINANCIAL MODELING AND VENTURE BUILDING

"Design, Structure, and Scale High-Impact Ventures with Financial Precision"

Schedule

Date	Venue	Fees (Face-to-Face)
05 - 09 Oct 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

The success of a new venture relies not only on a compelling idea, but on the ability to structure it effectively, test its viability, and forecast its financial performance. This course provides a practical and intensive guide to building scalable ventures using robust financial modeling tools.

Participants will learn how to transform ideas into operational business models, simulate various financial outcomes, and build investor-ready financial statements. Designed for founders, startup advisors, and innovation leaders, the program combines entrepreneurial thinking with technical modeling skills.

Objectives

By the end of this course, participants will be able to:

- Build dynamic financial models to test and validate business ideas
- Develop investor-ready income statements, balance sheets, and cash flow forecasts
- Use financial metrics to guide venture design and growth strategy
- Translate business assumptions into quantifiable performance drivers
- Understand fundraising strategies and investor expectations

Why Attend

- Transform business ideas into structured, finance-backed models
- Develop startup financial models that speak the language of investors
- Learn tools for market sizing, pricing, runway planning, and profitability analysis
- Enhance your credibility in boardrooms, pitch meetings, and venture accelerators
- Apply financial tools to real-world entrepreneurial case studies

Target Audience

This program is designed for:

- Startup founders and entrepreneurs
- Corporate innovators and intrapreneurs
- Finance professionals supporting early-stage ventures
- Business consultants and strategic advisors
- Incubator/accelerator program managers

Individual Benefits

Key competencies that will be developed include:

- Excel-based modeling of revenue, costs, capital, and valuation
- Understanding of startup funding mechanisms and dilution scenarios
- Ability to build and interpret pro forma financial statements
- Skills to assess burn rate, break-even, and scenario sensitivity
- Pitch readiness through data-driven financial narratives

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved business case development for innovation projects
- Better risk and return analysis for new venture initiatives
- More confident financial discussions with investors and stakeholders
- Reduced failure risk through validated business model assumptions
- Enhanced agility in pivoting and scaling early-stage business models

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key principles in venture design and financial forecasting
- Case Studies - Analysis of successful and failed venture models
- Workshops - Hands-on Excel modeling and business planning tasks
- Peer Exchange - Idea sharing and model feedback with fellow participants
- Tools - Pre-built templates, modeling calculators, and fundraising guides

MAWA EVENTS

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Venture Fundamentals and Business Modeling

- Module 1: Introduction to Venture Building (07:30 - 09:30) • The venture lifecycle: idea, validation, scale, exit • Lean startup principles and business model innovation • Identifying customer segments and value propositions
- Module 2: Structuring a Scalable Business Model (09:45 - 11:15) • Key components of the Business Model Canvas • Cost structures, revenue streams, and growth channels • From assumptions to validation metrics
- Module 3: Introduction to Financial Modeling (11:30 - 01:00) • Fundamentals of financial modeling in Excel • Key inputs and model structure • Linking financial logic to business goals
- Module 4: Hands-on Excel Lab: Financial Model Skeleton (02:00 - 03:30) • Creating a modular model structure • Setting up timeline, assumptions, and drivers • Interactive lab and peer feedback

Day 2: Revenue Modeling and Market Sizing

- Module 1: Forecasting Revenue Streams (07:30 - 09:30) • Demand drivers, pricing, and customer acquisition rates • Recurring vs. transactional revenue • SaaS, B2C, B2B model variations
- Module 2: Market Sizing and Validation (09:45 - 11:15) • TAM, SAM, SOM analysis • Top-down and bottom-up sizing techniques • Connecting market size to sales funnel
- Module 3: Revenue Model Lab (11:30 - 01:00) • Building a driver-based revenue model • Linking market size to conversion assumptions • Sensitivity analysis on growth and pricing
- Module 4: Case Study Review - SaaS Startup (02:00 - 03:30) • Evaluating a sample venture revenue model • Assessing feasibility and risk assumptions

Day 3: Cost Structure, Unit Economics, and Break-Even

- Module 1: Mapping Cost Structures (07:30 - 09:30) • Fixed vs. variable costs • COGS, CAC, and operating expense forecasting • Staffing plan and scaling costs
- Module 2: Break-Even and Unit Economics (09:45 - 11:15) • Understanding contribution margin and CLTV • Break-even volume and payback period • Profitability timelines and cash runway
- Module 3: Cost and Expense Modeling Lab (11:30 - 01:00) • Building cost and headcount models • Integrating costs into financial statements
- Module 4: Group Project: Unit Economics for Pitch Deck (02:00 - 03:30) • Calculating and visualizing key metrics • Communicating cost logic in investor terms

Day 4: Pro Forma Financial Statements and Valuation

- Module 1: Income Statement and Cash Flow Forecasting (07:30 - 09:30) • Linking revenues and costs to profit projections • Building monthly and yearly pro forma statements • Cash flow vs. net income considerations
- Module 2: Balance Sheet and Cap Table Basics (09:45 - 11:15) • Forecasting capital expenditure and working capital • Understanding equity structure and cap tables • Ownership dilution scenarios
- Module 3: Business Valuation Techniques (11:30 - 01:00) • DCF, venture capital, and comparables approach • Terminal value and discount rate assumptions • Using valuation in fundraising
- Module 4: Investor-Facing Model Prep (02:00 - 03:30) • Preparing model outputs and dashboards • Key visuals for pitch presentations • Storytelling with numbers

Day 5: Pitching, Fundraising, and Final Simulation

- Module 1: Fundraising Strategy and Investor Landscape (07:30 - 09:30) • Stages of fundraising: seed to series C • Types of investors and funding instruments • Negotiation terms and valuation tips

- Module 2: Final Group Project: Venture Pitch & Financial Model (09:45 – 11:15) • Team presentations of venture models • Peer evaluation and instructor feedback
- Module 3: Investor Q&A Simulation (11:30 – 01:00) • Live Q&A on model logic and assumptions • Improving responses to investor concerns
- Module 4: Course Recap and Personal Planning (02:00 – 03:30) • Take-home tools and resources • Action plan for applying course insights • Certificate presentation and closing

Certification

Participants will receive a Certificate of Completion in Financial Modeling and Venture Building, recognizing their ability to structure ventures, build robust financial models, and support strategic business decision-making.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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Interested in running this course for your team?

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