

48-Hour Startup Financial Management Roadmap + Learning Resources

Hours	Topic	Key Concepts	Practical Exercise	Outcome	Sources
1–2	Startup Finance Fundamentals	Startup lifecycle, revenue vs profit, cash flow, burn rate, runway	Explain why profitable startups can run out of cash	Understand startup finance basics	YC Startup School, YC YouTube, The Lean Startup (Ch. 1–3)
3–4	Financial Statements	Income Statement, Balance Sheet, Cash Flow Statement	Analyze a startup's financial statements	Read and interpret financial reports	Accounting Stuff (YouTube), CFI Accounting Basics, Financial Intelligence for Entrepreneurs
5–6	Startup Metrics	MRR, ARR, CAC, LTV, Churn, Gross Margin	Calculate metrics from sample startup data	Measure startup performance	YC: Managing Startup Finances (Kirsty Nathoo), SaaStr blog, David Skok SaaS Metrics
7–8	Accounting Basics	Assets, Liabilities, Equity, Accrual vs Cash Accounting	Categorize startup transactions	Understand accounting foundations	Accounting Stuff, Khan Academy Accounting
9–12	Excel/Google Sheets for Finance	SUM, IF, VLOOKUP, Pivot Tables	Build a sales tracker	Spreadsheet proficiency	Leila Gharani, ExcellsFun, Microsoft Learn
13–16	Revenue Forecasting	Customer growth, pricing assumptions	Build a 12-month revenue forecast	Forecast startup revenue	Aswath Damodaran YouTube, CFI Forecasting Course

17–20	Expense Forecasting	Salaries, marketing, software costs	Create a monthly expense budget	Forecast operating expenses	Startup CFO YouTube, YC Startup Library
21–24	Burn Rate & Runway	Net Burn, Gross Burn, Runway	Calculate runway for sample startup	Manage startup survival	YC Managing Startup Finances, Sequoia Startup Resources
25–28	Cash Flow Forecasting	Cash inflows/outflows	Build a 12-month cash flow model	Understand liquidity management	CFI Cash Flow Modeling, Benninga's Financial Modeling
29–31	Startup Valuation	Pre-money, Post-money, Dilution	Calculate ownership after funding	Understand startup valuation	Aswath Damodaran Valuation Series, Venture Deals Course
32–34	Venture Capital Metrics	Burn Multiple, CAC Payback, Rule of 40	Analyze VC-backed startup data	Learn investor-focused metrics	Bessemer Cloud Index, SaaStr, Venture Deals
35–36	Cap Tables	Founder equity, ESOPs, investor shares	Build a cap table	Understand ownership dilution	Carta YouTube, Venture Deals

37–40	Unit Economics	Contribution Margin, Customer Profitability	Analyze customer profitability	Assess growth sustainability	Alex Hormozi, David Skok Blog
41–42	Budgeting & Planning	Fixed vs Variable Costs, Variance Analysis	Create startup budget	Improve financial planning	CFI Budgeting Tutorials
43–44	KPI Dashboard	Revenue, CAC, LTV, Burn Rate, Runway	Build dashboard in Sheets	Monitor performance	CFI Dashboard Tutorials, SaaStr Metrics Guides
45–46	Startup Case Studies	Airbnb, Stripe, Uber	Analyze business and financial models	Learn from successful startups	Stanford eCorner, YC Founder Talks, Company S-1 filings
47	Complete Financial Model	Revenue + Expenses + Cash Flow + Runway	Build full startup model	Integrate all concepts	Damodaran Modeling Sessions
48	Investor Pitch Simulation	Funding needs, milestones, storytelling	Present financial model	Demonstrate mastery	YC Demo Day Videos, Venture Deals

Courses

Resource	Type	Why
Y Combinator Startup School	Free Course	Best startup-focused curriculum
Managing Startup Finances – Kirsty Nathoo (YC)	YouTube	Startup finance from a YC CFO
Aswath Damodaran	YouTube	World's leading valuation professor
Venture Deals	Book	Best fundraising and cap table resource
Financial Intelligence for Entrepreneurs	Book	Simplifies financial statements
Leila Gharani	YouTube	Best Excel skills for finance
SaaStr	Blog	SaaS metrics and benchmarks
David Skok's ForEntrepreneurs	Blog	Deep dive into startup metrics

Videos

Resource	Why
Y Combinator Startup School	Best startup-focused curriculum for founders and operators. (Y Combinator)
YC: Managing Startup Finances (Kirsty Nathoo)	Directly focused on startup finance mistakes and best practices. (Y Combinator)
Aswath Damodaran YouTube Channel	Gold standard for valuation and financial modeling.
Venture Deals Course	Best resource for understanding fundraising and VC finance. (Venture Deals)
Corporate Finance Institute (CFI)	Practical financial modeling skills.

Project

Build a Google/Excel Sheet containing

Sheet	Content
Revenue Model	12-month forecast
Expense Budget	Monthly costs
Cash Flow Statement	Cash in vs cash out
Runway Calculator	Months remaining
KPI Dashboard	MRR, CAC, LTV, Burn
Cap Table	Founder & investor ownership
Fundraising Plan	Amount needed and milestones