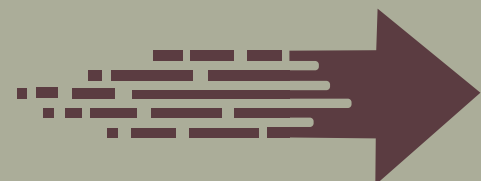


Flipside Finance



Why you should **NOT**
RELY on **SINGLE**
FINANCIAL STATEMENT

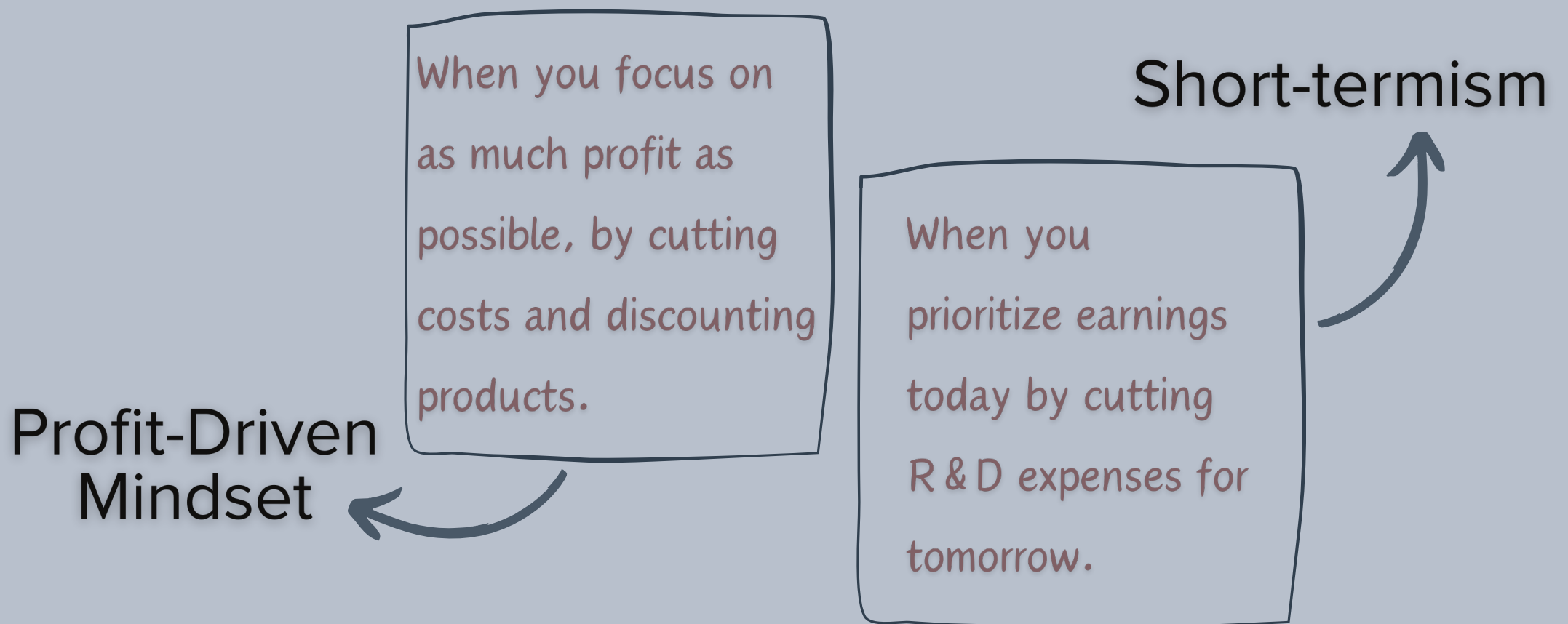


INCOME STATEMENT

WHAT DOES IT TELL YOU?

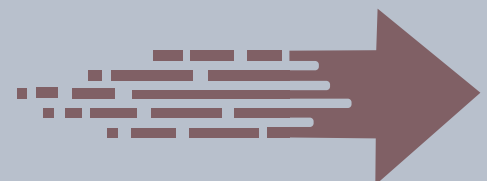
It's your **earnings' guide**, helping you understand where your money **comes** from (income) and where it **vanishes** (expenses).

WHEN DOES IT BECOME THE ONLY FOCUS?



WHY IS IT THE WRONG APPROACH?

- You go for **unsustainable** sales tactics.
- Excessive cost-cutting forces you to compromise on **quality**.
- You tend to overlook **long-term investments**.



BALANCE SHEET

WHAT DOES IT TELL YOU?

It is your **financial snapshot**, showing what you **own** (assets), what you **owe** (liabilities), and the **net value** you've built (equity).

WHEN DOES IT BECOME THE ONLY FOCUS?

When you focus too much on future i.e. overlook immediate competitive needs.

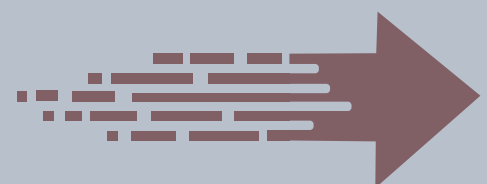
Long-termism

When you overly emphasize on risk-avoidance by skipping risky yet lucrative opportunities.

Safe playing

WHY IS IT THE WRONG APPROACH?

- Always staying in safe-zone **stifles** your business **growth**.
- Your decisions become more **conservative**, and less **creative**.

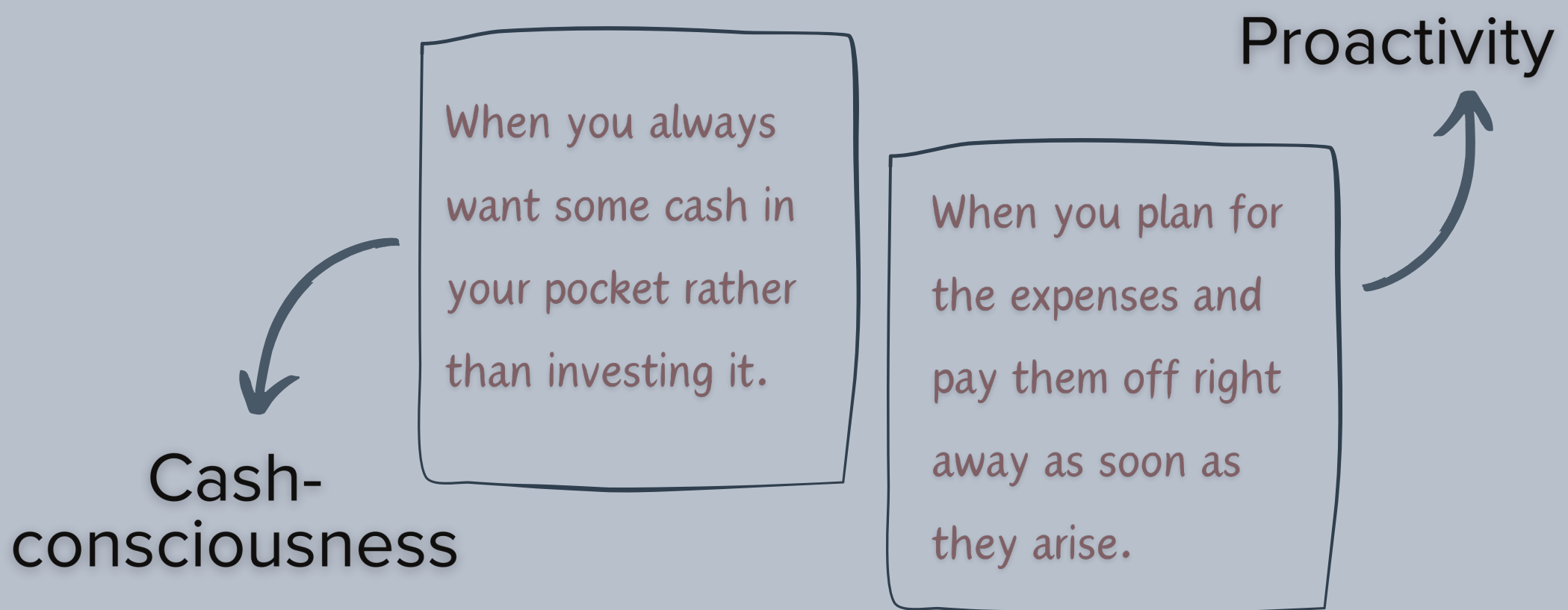


CASHFLOW STATEMENT

WHAT DOES IT TELL YOU?

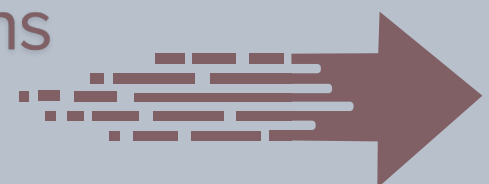
It is your financial **weather report**, telling you if it's **raining** cash (inflow), or if there's a **drought** (outflow).

WHEN DOES IT BECOME THE ONLY FOCUS?



WHY IS IT THE WRONG APPROACH?

- You may start **hoarding** cash.
- You tend to adopt **unrealistically short** credit terms
- You start reducing staff and resources-adopting **excessively lean** operations



Keep the wisdom flowing

FOLLOW US!!

Don't keep this all to yourself

REPOST!!!

