



AGENDA

Training, University of Novi Sad/ Faculty of Technical Sciences

11th May 2017 - trainer Đorđe Ćelić

„Finance for Startups“

10:00 – 11:30	Revenue Models, Financial Statements
11:30 – 11:45	Coffee break
11:45 – 12:15	Revenue assumptions, Expense assumptions
12:15 – 13:30	Coffee break
13:30 – 15:00	Metrics – Customer Acquisition Cost and Lifetime Value,
15:15 – 15:30	Coffee break
15:30 – 17:00	Metrics – Monthly active users, Daily active users, Churn rate, Funding strategy



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