



AGENDA

**Training, University of Novi Sad/ Faculty of Technical
Sciences 24th May 2017 - trainer Đorđe Ćelić
„Finance for Startups“**

14:00 – 15:00	Revenue Models, Financial Statements
15:00 – 15:15	Coffee break
15:15 – 15:45	Revenue assumptions, Expense assumptions
15:45 – 16:00	Coffee break
16:00 – 17:00	Metrics – Customer Acquisition Cost and Lifetime Value,
17:00 – 17:15	Coffee break
17:15 – 18:15	Metrics – Monthly active users, Daily active users, Churn rate, Funding strategy