

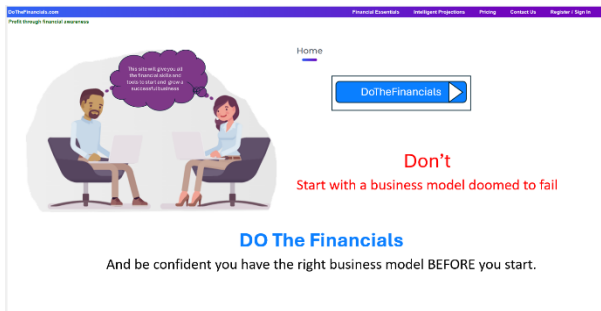
Tutor/User Guide to DTF

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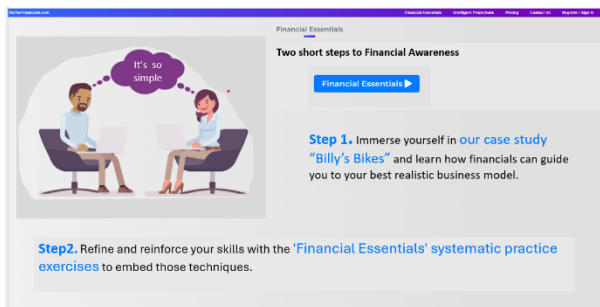
One – Walk through the web site

Home Page



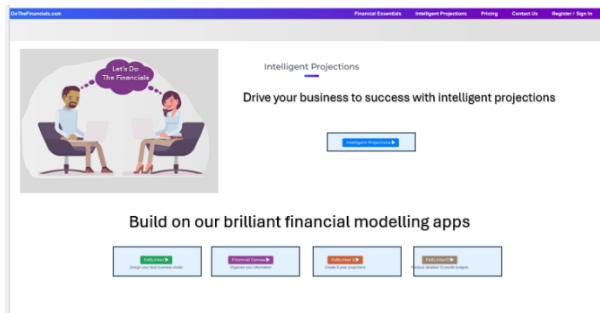
Visit the Home Page and watch the video (1m31s) to get an overview of the site and a sense of the **philosophy** behind DTF

Financial Essentials



Visit the financial Essentials page and watch the video (1m56s) to see the unique speed and practicality of the DTF digital learning two-step programme in embedding the specific business/financial skills required to design successful business models and sustain a business through practised financial awareness.

Intelligent Projections



Watch the “Intelligent Projections” video (1m) to see how DTFs financial modelling apps deliver coherent, realistic and reader friendly projections.

Then watch the *User Guide* videos to learn how and when to use each of the financial modelling apps.

- FaBLinker (4m.18s)
- Financial Canvas (1m21s)
- FaBLinker5 (5m06s)
- FaBLinkerD (3m.26s)

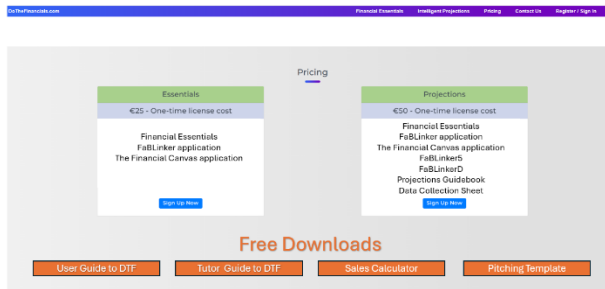
These videos will be your reference point when using the apps.

Two – Register and sign in

Options and free downloads

Select your option and register.

The Free downloads do not require you to register.



The **Pitching Template** is an efficient way to integrate the key points from a business plan and the financials. It is an ideal way for course leaders to help students to submit their work and perfect for pitching a business in academic or real business presentations.

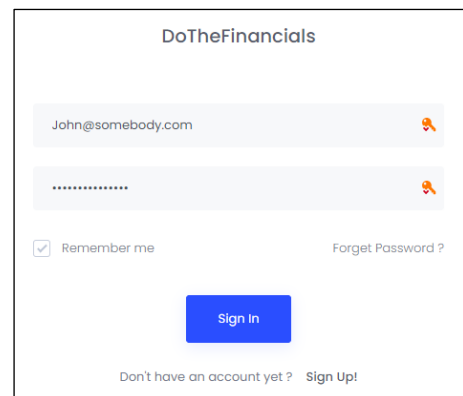
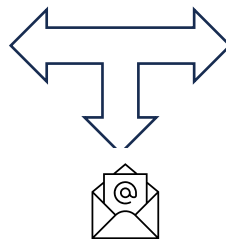
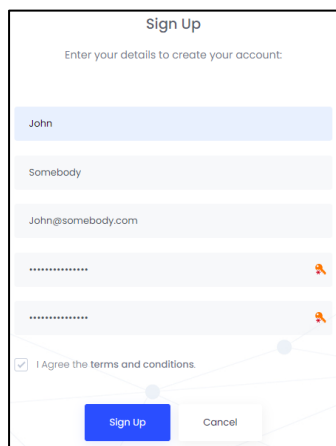
The **Sales Calculator** is an ingenious ready reckoner to calculate sales, net of attrition rates, for plans using subscription business models.

The **User Guide** is, obviously, this document.

The **Tutor Guide** describes an efficient blended learning method for lecturers/teachers to deliver DTF.

Register

Complete your sign-up details, confirm your email address and sign in

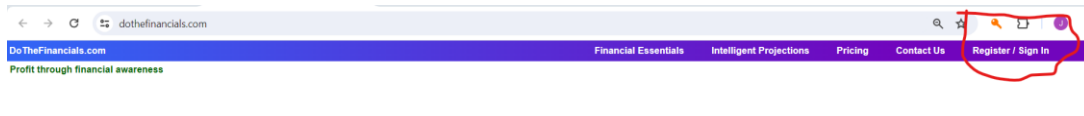


Respond to the DTF email requesting confirmation of your email address

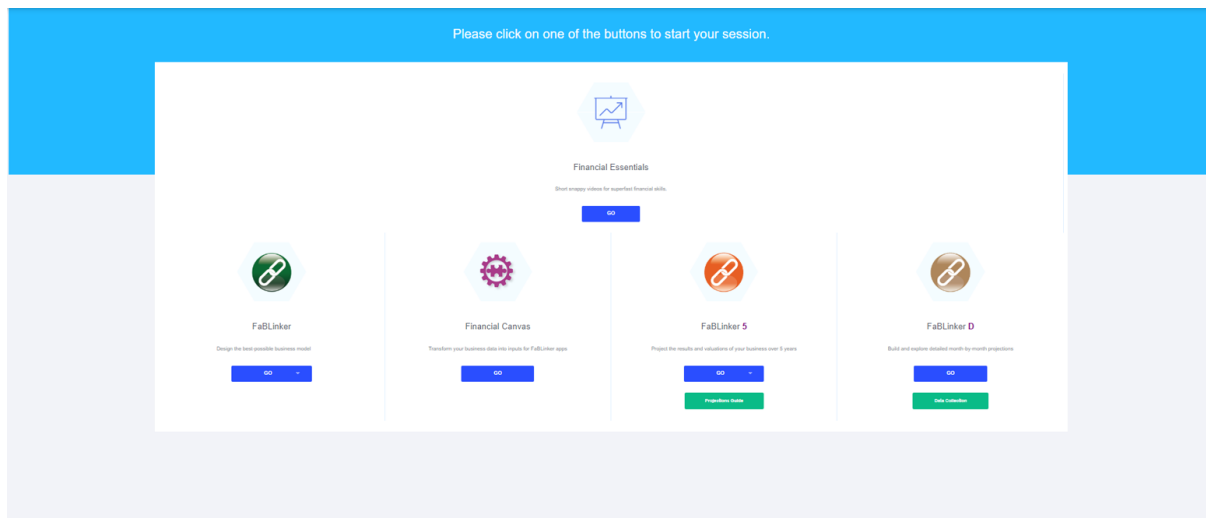
Check your Spam folder if you do not see it in your in-box.

Signing in after registering

Click on “Register/Sign In” on the blue banner



This dashboard will appear after successfully signing in.



In practice you may go directly to any area you like but for the purposes of this guide we will progress step-by-step through each one.

Three – Financial Essentials

This is the two-step digital learning programme

Essentials

Two steps to build and reinforce financial awareness

FaBLinker



Design the best-possible business model

Step 1

Step 2

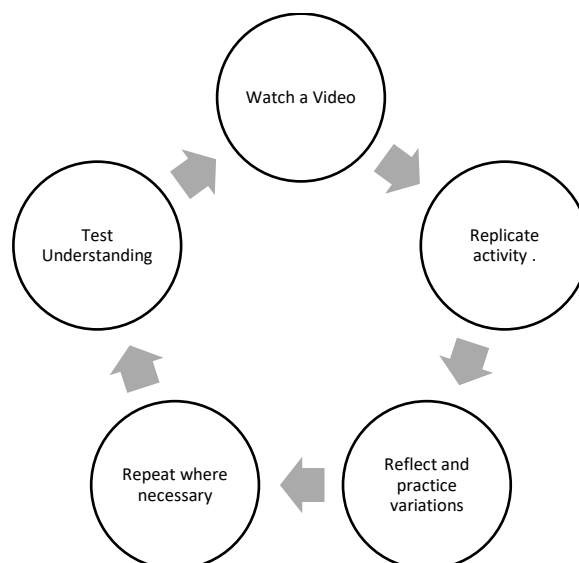
Videos		Workbooks & Tests		Guide & data for the Reinforcement exercises	
Billy's Bikes			Reinforcement Exercises		
Buying and selling	Play Video ▶	Introduction	Play Video ▶		
Overheads	Play Video ▶	Profit	Play Video ▶		
Funding and fixed assets	Play Video ▶	Cash	Play Video ▶		
Profit	Play Video ▶	Breakeven	Play Video ▶		
Stability	Play Video ▶	Ratios	Play Video ▶		
Ratios and next steps	Play Video ▶	Your business model	Play Video ▶		

Step 1 – Building a business model – Billy’s Bikes

Method

This follows the step-by-step process of building and fine-tuning a business model for Billy’s Bikes so the links between finance and business and the concepts, terms and techniques emerge naturally at the relevant stages of the process.

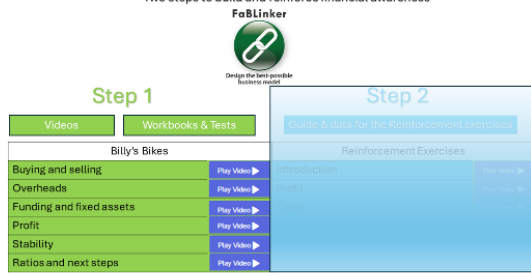
The learning format uses an established learning cycle.



It uses the *FaBLinker modelling application* with the six videos, workbooks and tests accessible from the green area of the screen as indicated in the below screen snip.

Essentials

Two steps to build and reinforce financial awareness



Goal

To create an engaging active-learning intervention to learn/revise the language of finance, the contents of financial statements, and crucially, how they are used to help build sustainable and successful business models.

Videos, Workbooks and Tests

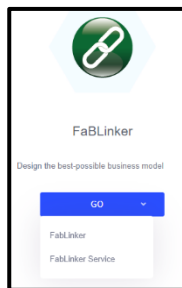
The six short videos follow the logical stages in building a business/financial model for Billy’s Bikes – a shop selling bicycles and related accessories.

Activity	Video duration	Workbook pages
Buying & selling	2.15	14
Overheads	1.14	9
Funding & Fixed Assets	1.16	11
Making Profit	1.54	11
Stability (cashflow)	3.09	12
Ratio analysis and next steps	1.19	25

The **six tests** each contain ten questions and four possible answers of which only one is correct. They are available online and repeated in the workbooks.

Using FaBLinker -The financial modelling tool

Open FaBLinker to complete the practical activities



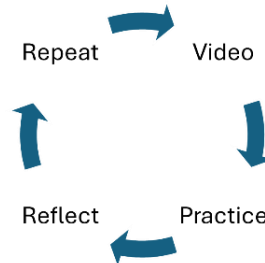
Click “Go” then click on FaBLinker in the drop-down menu. The “Service” version will not accommodate the buying, inventory and creditors data needed for this exercise.

Step 2 – Refine and Reinforce

This is an intensive rapid learning path to “essential” financial awareness and is also a brilliant way to reinforce the learning for those who have completed Step 1.

Method

The method is the same as that used in Step 1-



Download the guide

[Guide & data for the Reinforcement exercises](#)

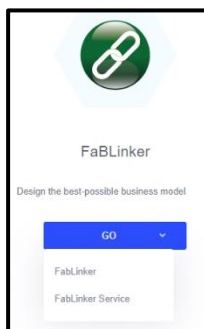
And use the *FaBLinker modelling application* with the six videos accessible from the blue area of the screen as indicated in the below snip. Revisit the specific sections of the workbooks and the glossary as advised in the videos.

Essentials

Two steps to build and reinforce financial awareness



Important Note



Save the file as “Original Essentials” so that you can return to it as the start point in each exercise.

Suggested sequence for Step 2

Overview



Financial Awareness

Profit	Play Video ▶	(1.15)
Cash	Play Video ▶	(1.12)

This block builds the ability to stress test and deliver sustainable business models and intelligent projections.

Financial Analysis

Breakeven	Play Video ▶	(2.42)
Ratios	Play Video ▶	(16.22) *

This block builds the ability to look at business model and projections in the way advisers, investors and lenders will to help present confidently and respond well to questions in pitching situations.

- **The disproportionate length of this video is because it is a compendium of short videos covering the sixteen most useful and commonly applied ratios to SMEs**

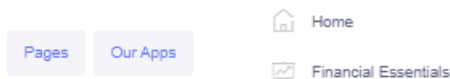
Summary

Your business model	Play Video ▶	(2.02)
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This block revisits the purpose and benefits of the entire of DTF site and resources..

To return to the activity dashboard

Go to on the top left of the screen and select “Pages” then “Home”



Four - Intelligent projections

 <p>FaBLinker</p> <p>Design the best-possible business model</p> <p>GO</p>	 <p>Financial Canvas</p> <p>Transform your business data into inputs for FaBLinker apps</p> <p>GO</p>	 <p>FaBLinker 5</p> <p>Project the results and valuations of your business over 5 years</p> <p>GO</p> <p>Projections Guide</p>	 <p>FaBLinker D</p> <p>Build and explore detailed month-by-month projections</p> <p>GO</p> <p>Data Collection</p>
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Build hands-on familiarity with the apps using real or concocted data. NB FaBLinkerD is not usually required in academic courses but it will benefit anyone at the point of starting and bootstrapping a business.



Use the “User Guide Videos” from the website to help get the best from the apps.

Appendix – Ratios Trend Exercise

For an optional offline discussion, flipped classroom, or independent learning project for exceptional students/participants you can download a complex and realistic exercise based on Billy’s Bikes.

Video - Ratios Trend Exercise (1.13)

[Download](#)

Ratios Trend – exercise document

[Download](#)

End