

THE CASHFLOW CANVAS™

TURN YOUR NUMBERS INTO A WORK OF ART AND YOUR BUDGET INTO A MASTERPIECE.

82%

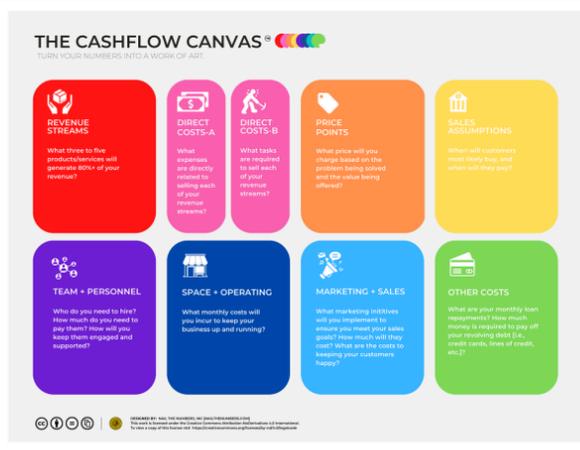
...of business owners go bust because they don't know how to build or balance a budget.

That's not just a number. That's a crisis — and we're here to change it.

THE CASHFLOW CANVAS™ ...

We don't just teach Founders how to build a budget — we teach them to build a profitable plan.

- 3 simple steps.
- 8 essential building blocks.
- 1 complete picture of their business — and their future.



WHAT IT TEACHES

Founders learn how to:

- Pay themselves what they're worth
- Price for profit, not pressure
- Catch costs and reclaim profit
- Steady their cash flow
- Build a financial plan they believe in — and can bank on

WHO IT'S FOR

We built this for bold and brilliant Founders who are:

- 2+ years in business
- Earning under \$1M annually
- Leading small, mighty teams (usually under 5 employees)
- Spanning all sectors

For Founders bringing in cash — but still not seeing profit.

HOW IT'S DELIVERED

- Founders download the free Cashflow Canvas™ Palette + Colour Key
- They then enroll in the Cashflow Canvas™ Blueprint (self-paced online course)
- With the option to enlist the support of a Certified Cashflow Canvas™ Coach

WHO OUR COACHES ARE

- Bookkeepers + Accountants
- Lenders
- Educators
- Economic Developers

All certified. All committed. All here to help Founders build strong — and stay strong.

HOW WE'RE DIFFERENT

We're the only program that's:

- Founder-First — built with entrepreneurs, for entrepreneurs
- Full-Picture — integrating personal, business, and behavioural finance
- Fun — seriously. We make numbers make sense (and even feel good)

THE GROWTH



11,000+ FOUNDERS



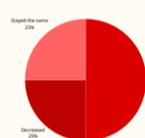
80 COACHES*



271 CHAMPS

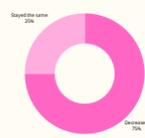
*Since launching our Cashflow Canvas™ Certification Program in Sept 2024.

THE IMPACT Q1, 2025



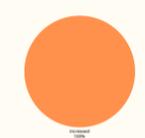
REVENUE

Founders' sales soared by **147%** on average — proof that momentum is building.



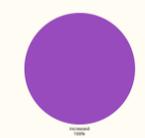
DIRECT COSTS

Founders' COGS climbed **32%**, but not without prices being adjusted.



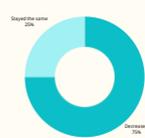
PRICE POINTS

Every Founder raised their prices this quarter, with an average increase of **8%**.



PAYCHECKS

100% of Founders gave themselves a well-deserved raise — on average by **60%**!



NET PROFIT

75% of Founders saw net profitability rise, with an average boost of **9%**.

READY TO GET STARTED?

Start with the free download.
Grow with the Blueprint.
Thrive with a Coach.

cashflowcanvas.ca



Amazing experience! Now I know exactly what my numbers are, what they mean, and where I need to go with them. Confidence building! I'd recommend to any small business owner or entrepreneur!

Glenda Ball, Lead Up