

# Focussing Finance

## A FREE specialist support programme for budding enterprises

**Focussing Finance** is a **FREE** support programme for small businesses that have been **trading for 1 year or more**. From web designers to landscape architects, independent retailers to coffee shops, if you think your business will benefit from better financial control of money we want to hear from you.

This programme offers **2 jargon free workshops and one to one mentoring\*** support that will empower you with the skills to manage the day to day finances of your enterprise. We may also be able to help you access finance to help develop your business.

Focussing Finance offers 2 evening workshops delivered by small business finance specialists. Each event runs from 6pm until 9pm and will cover:

**Workshop 1**  
Cash Control



**Workshop 2**  
Future Flow



**Eligibility** ➤

## BUSINESS LONDON: START UP AND MICRO BUSINESS SUPPORT PROGRAMME

\*If you attend both workshops you will be eligible to receive one to one mentoring sessions from this programme **FREE** of charge.



Innovative Enterprise Action  
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# Focussing Finance

## Workshop 1

### Cash Control:

Financial Management can be a pain but unfortunately we ignore it at our peril. In the first of these complementary 3 hour workshops we'll give you the skills so you can manage your finances and control cashflow rather than letting cash flow control you!

**Date:** Tuesday 8 May 2007

**Time:** 6pm – 9pm

**Venue:** The Resource Centre, 356 Holloway Road, N7 6PA

**Cost:** Free

**Light refreshments provided.**

◀ **Back**

**Workshop 2** ▶  
**Future Flow**

**Eligibility** ▶

For more information please contact:

Chantelle of The Business Advice Team on 020 7553 7190 or email [chantelleatkinson@islingtonenterprise.co.uk](mailto:chantelleatkinson@islingtonenterprise.co.uk)

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## Workshop 2

### Future Flow:

How much income will your business generate next year?

This is probably the most difficult question for any business to answer. But despite this, it's also a question that all funders will expect you to know! Using practical examples from new businesses we've helped over the years, this workshop will show you how to build on effective *Cash Control* and plot the future financial success of your business.

**Date:** Tuesday 15 May 2007

**Time:** 6pm – 9pm

**Venue:** The Resource Centre, 356 Holloway Road, N7 6PA

**Cost:** Free

**Light refreshments provided.**

◀ Back

Workshop 1  
Cash Control ▶

Eligibility ▶

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## Eligibility

To apply for Focussing Finance you must be:

- Willing to commit time to the programme
- Trading for a minimum of 12 months
- Employing less than 10 people
- Maintaining some kind of financial records
- Aiming to improve business credit rating

To make sure your business continues to thrive and survive, we can offer one to one business mentoring that will help you further develop your enterprise and refer you to other specialist business support schemes that operate in London.

**Workshop 1**  
Cash Control



**Workshop 2**  
future Flow



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