

AGENDA	
Training, University of Novi Sad 21th April 2015 - 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