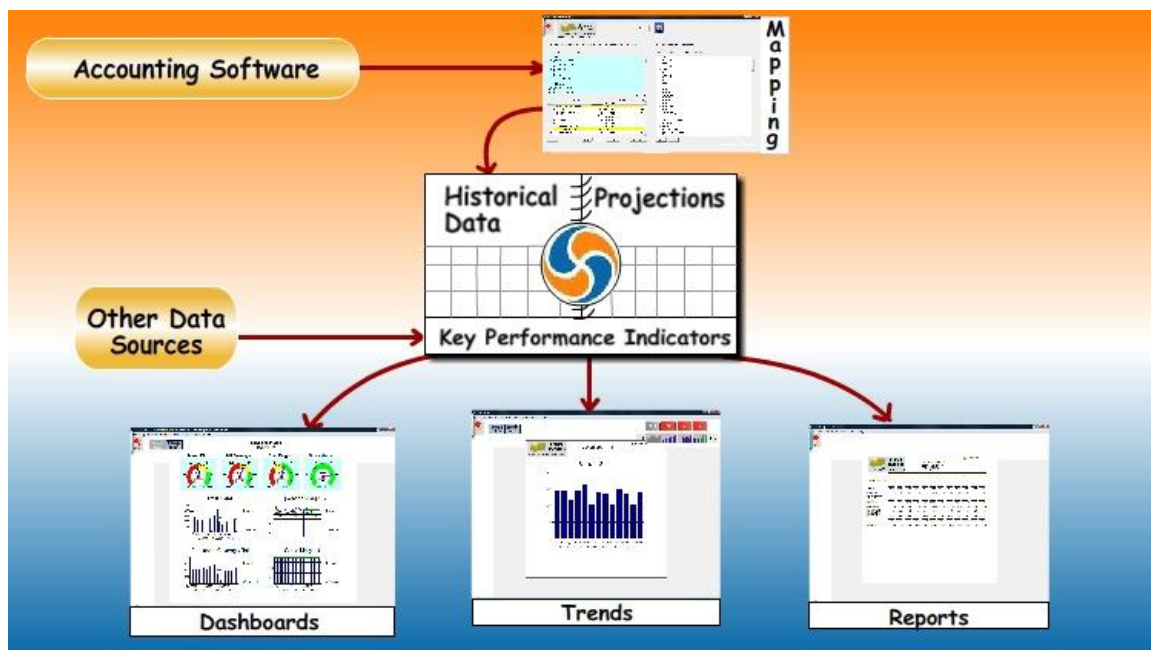




What can SurvivalWare do for you?

Fast, efficient financial analysis and cash flow planning.



SurvivalWare is PC software that uses a structured financial model to control the core database. It is designed to accept financial statements in electronic format from your accounting software. The advantage over using a spreadsheet is that you don't have to spend time developing formulas or copy/pasting and worrying about mistakes.

SurvivalWare makes it easy to do the financial analysis and reporting you need to make good decisions and run your business efficiently.

A free trial version is available to let your try it out. The \$495 license fee gets you the rock solid Fort Knox model, and includes a full year of maintenance and support

We offer a \$495 Quickstart service that we customize to your needs –loading and balancing your financial data, showing you how to do it in the future, and showing you exactly what you need to do to generate cash flow projections based on the best available information at the time. We hold your hand, and show you the way, and are available for follow up emails and calls if you forget what to do next month.

<i>SurvivalWare Functionality</i>	<i>Business uses</i>
<ul style="list-style-type: none"> • Financial Analysis • Financial Reporting • Trending • Drilldown • Forecasting • Cash Flow Projections • What-if? • Consolidation • Peer group comparisons • Franchise Dashboards and Vital Metrics • Powerful mapping tool for loading data • iPad access to PDF's through Google Docs 	<ul style="list-style-type: none"> • Decision Support • Business Intelligence • Loan requests • Debt restructuring • Presentation of company for sale • Preparing Budgets • Assessing capital needs • Communicating performance and goals to employees and other stakeholders

Different from a spreadsheet

SurvivalWare is different from a spreadsheet. It is a structured environment with a pre-built financial model. It is designed to be updated month after month without worry about overwriting formulas or getting the copy/paste just right. It stores the relevant financial information and calculated performance measures in one place for ease of access and analysis.

Augments your Accounting Software

SurvivalWare does not replace your accounting software. Rather it takes your financial statements in electronic format as one of its data feeds. Others might include a sales item summary from QuickBooks or an export from a Point of Sale system.

One of the things that SurvivalWare is very good at is taking data from different sources and mapping it into a common chart of accounts for analysis.

You can use the generic Fort Knox model “out of the box.” You can also select one of the industry-specific models we’ve created, learn how to create your own, or pay us to create a special model just for you.

What exactly is a financial model?

A model is a representation of something in real life. It can be physical, such as a scaled down version of an airplane, or a clay model of a car. Or it can be a series of equations, such as a model to predict the weather, or the movement of an oil slick in open water.

A *financial model* is a series of equations used to represent what happens in a business.

A cash flow projection model is a type of financial model. You enter assumptions about sales, gross profit margins, expenses, working capital, investments, and debt – and the model calculates your resulting cash position month by month. The model can also calculate a complete Income Statement, Balance Sheet, and Cash Flow statement for each projected period.

Often financial models operate on multiple entities, and combine them together to project consolidated results. These models can be used to analyze the impact of an acquisition or starting a new venture.