Financial Model One-Pager Cheat Sheet

**What is a Financial Model One-Pager?**This simple sheet lets you map out a company's basic financials, projections, and valuation drivers all on one page—great for case studies, interviews, or planning. You can use this to estimate revenue, costs, profit, cash flows, and do basic sensitivity analysis.  
  
**How to use this sheet:**1. Enter your core assumptions in the first table (like price, units sold, growth, margins).  
2. Complete the summary table for revenue, costs, and profit.  
3. Fill out the scenario table to see how changes affect your outcome.

|  |  |
| --- | --- |
| Assumption | Value/Notes |
| Unit price (£/$/€) |  |
| Units sold |  |
| Revenue growth rate (%) |  |
| Gross margin (%) |  |
| Operating expenses (%) |  |
| Discount rate (%) |  |

Summary Table:

|  |  |
| --- | --- |
| Metric | Year 1-3 or Notes |
| Total Revenue |  |
| Total Costs |  |
| Operating Profit (EBIT) |  |
| Net Profit / Cash Flow |  |

Scenario Analysis: (How do results change if key numbers move up/down – feel free to use a calculator or export into excel)

|  |  |  |
| --- | --- | --- |
| Scenario | Key Change | Impact |
| Base Case | All assumptions as above |  |
| Best Case | Higher sales, lower costs |  |
| Worst Case | Lower sales, higher costs |  |

Tip: Adjust your main variables to see which assumptions matter most for profit or value.