



# IT Founders: Where Did the Money Go? (The 5-Minute Cash Clarity Checklist)

Find out where your cash is actually going—even if revenue looks strong—without building complex spreadsheets or hiring a finance team.

## INSTRUCTIONS

This takes 3–5 minutes. Read each statement and answer: **Yes / No / Not Sure**

You're not fixing anything yet. You're identifying where money is slipping through the cracks. Every **"No"** or **"Not Sure"** is a signal something needs attention.

	YES	NO	NOT SURE
<b>1. Cash Flow Visibility</b> <ol style="list-style-type: none"> <li>I can clearly explain where my cash is coming from each month</li> <li>I know when money actually hits the bank—not just when deals close</li> <li>I understand how recurring, project, and delayed payments affect cash</li> <li>I'm not relying on "expected" revenue to feel secure</li> </ol>			
<b>2. Revenue vs Reality</b> <ol style="list-style-type: none"> <li>I understand the gap between revenue and actual usable cash</li> <li>I know how much of my revenue is truly available to spend</li> <li>My bank balance makes sense based on what we've sold</li> <li>I'm not surprised by cash fluctuations</li> </ol>			
<b>3. Profitability Clarity</b> <ol style="list-style-type: none"> <li>I know which services are actually profitable</li> <li>I can break down profit by project or client</li> <li>I understand where margins are being lost</li> <li>I'm not assuming revenue = profit</li> </ol>			
<b>4. Pricing Discipline</b> <ol style="list-style-type: none"> <li>We have a defined minimum billing rate</li> <li>Pricing is structured—not based on gut or urgency</li> <li>I know how labor, overhead, and risk affect pricing</li> <li>We don't discount just to win deals</li> </ol>			
<b>5. Expenses &amp; Cash Leaks</b> <ol style="list-style-type: none"> <li>I regularly review expenses and subscriptions</li> <li>I know exactly where money is being spent each month</li> <li>I can identify areas where money is being wasted</li> <li>There are no "hidden" or forgotten costs</li> </ol>			
<b>6. Sales &amp; Growth Visibility</b> <ol style="list-style-type: none"> <li>I have a clear sales pipeline—not just conversations</li> <li>I know what revenue is likely to close</li> <li>Growth is planned—not guessed</li> <li>I have a clear revenue target based on real numbers</li> </ol>			
<b>7. Financial Discipline</b> <ol style="list-style-type: none"> <li>Personal and business finances are separate</li> <li>I have a plan for taxes and upcoming obligations</li> <li>I'm not reacting to financial pressure—I'm planning ahead</li> <li>I feel in control of my business financially</li> </ol>			

## Why this Matters

Most IT founders don't have a revenue problem. They have a visibility problem. You're great at the technical side. But the financial side is a different skill—and most founders were never taught it. So what happens? You operate on instinct. You make decisions without full clarity. And growth feels unpredictable—even when business is good.

This is how you move from: "We hope we grow" to "We know exactly how we'll grow" From operator... to CEO.

### If you went through this and saw a few "No" or "Not Sure" answers...

That's where the opportunity is. Let's take a look at what's actually happening in your business—and what's worth fixing first. No pressure. No pitch. Just clarity.

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