IT Founders: Why Does Cash Feel Tight? (5-Minute Clarity Test)

Find out why your cash feels tight—even if revenue is growing—without digging through complicated financial reports.

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 cash pressure is building.
Every **"No"** or **"Not Sure"** is a signal something is off.

	YES	NO	NOT SURE
1. Cash Visibility			
1. You can clearly see how much cash your business generates each month			
2. You know your true operating expenses (not just estimates)			
3. You have at least 2–3 months of cash buffer available			
4. You trust your bank balance when making decisions			
2. Revenue vs Reality			
1. You know how much of your revenue is actually available to spend			
2. You can explain why cash feels tight even when sales are strong			
3. You understand the timing between closing deals and receiving cash			
4. You're not relying on future payments to stay afloat			
3. Pricing & Profit			
1. You're confident your projects are priced with profit built in			
2. You regularly compare estimated vs actual costs			
3. You know which services or projects are most profitable			
4. You're not just "hoping" there's margin at the end			
4. Cash Flow Timing			
1. You know exactly when cash is coming in over the next 30–60 days			
2. Your payment terms support your cash flow (not hurt it)			
3. You're not constantly waiting on invoices to clear			
4. You don't feel surprised by cash shortages			
5. Decision Confidence			
1. You can confidently decide when to hire or invest			
2. You're not second-guessing financial decisions			
3. You don't rely on gut feel to run the business			
4. Your numbers actually help you make decisions			

What Your Results Mean

If you answered:

1. **Mostly Yes:** You have decent visibility, but there are still gaps
2. **Mixed / Not Sure:** Cash pressure is building under the surface
3. **Mostly No:** You don't have a cash problem—you have a clarity problem

Remember: The projects that cause the most damage rarely look dangerous at the beginning. They reveal themselves through small signals during the sales process.

WHY THIS MATTERS

Most IT founders don't have a revenue problem. They have a **clarity problem**. Money is coming in… But they don't know:

1. 1Where it's going
2. What's actually profit
3. Or what's safe to spend

So decisions get delayed. Hiring feels risky. Growth feels unstable. And cash stays tight—even when the business is growing. Clarity fixes that.

Book a Free CFO Clarity Review

Let's walk through what's actually happening in your business—and what to fix first.

Book Your Free Clarity Call:

https://www.alzaelevate.com/