

FEASIBILITY STUDY & FINANCIAL MODELING

WORKSHOP



WORKSHOP INFO



- TRAINING:** 13 HOURS LIVE VIRTUAL TRAINING
- DATES & TIME:** THURS. & FRI. 14 & 15 SEP. | 11 AM – 3 PM ET (USA)
SAT. 16 SEP. | 9 AM – 2 PM ET (USA)
- CERTIFICATION:** CERTIFICATE OF ATTENDANCE + 10 CPE (EACH)
- DISCOUNTED FEES:** \$495 IF REGISTERED BEFORE AUG. 31
FULL FEES \$900
- REGISTER:** [HTTPS://BCERTIFIEDPRO.COM/ENROLL/](https://bcertifiedpro.com/enroll/)

REAL CASES - OBJECTIVES



A FEASIBILITY STUDY INVOLVES ANALYZING THE POTENTIAL RISKS AND BENEFITS OF A PROJECT, AS WELL AS THE FINANCIAL VIABILITY OF THE ENDEAVOR.

- *MASTER THE ART OF BUILDING SUCCESSFUL FEASIBILITY.*
- *GAIN EXCEL SKILLS TO BUILD A DYNAMIC MODEL.*
- *PRESENT SUCCESSFUL STUDY SUPPORTING ACCEPT/REJECT DECISION.*
- *LEAD WITH CONFIDENCE - UNDERSTAND HIDDEN FACTORS.*
- *MANIPULATE DATA TO BUILD MULTIPLE SCENARIOS.*
- *GAIN A COMPETITIVE ADVANTAGE BY LEARNING NEW MARKET TRENDS.*

WHO SHOULD ATTEND



- ENTREPRENEURS, INVESTORS, AND STARTUP FOUNDERS
- BUSINESS OWNERS, MANAGERS, AND EXECUTIVES
- FINANCIAL ANALYSTS AND ACCOUNTANTS.
- CONSULTANTS AND ADVISORS.
- EDUCATORS AND STUDENTS.

PROFESSIONAL COACHES



GABY LAHOUD, CFA,
CMA, CSCA, PMP, MBA

20+ YRS OF EXPERIENCE
IN BUSINESS. 15+ YRS OF
EXPERIENCE IN
TRAINING & COACHING.
FEASIBILITY &
MODELING EXPERT

ROY EL KHOURY,
ICVS, MBA

25+ YRS OF EXPERIENCE
IN INVESTMENT
BANKING & ADVISORY.
VALUATION,
FEASIBILITY &
NEGOTIATION EXPERT



DELIVERABLES

13 HOURS OF LIVE TRAINING WITH FIELD EXPERTS
PRACTICING WITH REAL CASE STUDIES.
CERTIFICATE OF COMPLETION – 13 CPES
MARKET STUDY MODELING
PRESENTATION SKILLS AND ANALYTICAL SKILLS
FINANCIAL STATEMENT BUILDING USING EXCEL (P&L, B/S, FCF)
OUTCOME EXAMINATION USING EXCEL (NPV, IRR, PI, PP, AND DPP)
FEASIBILITY STUDY APPRAISAL & ANALYSIS (RATIO, SCENARIO,
SENSITIVITY, INDUSTRY)
DATA MANIPULATION
REPORT PRESENTATION FOR RECOMMENDED STRATEGIC DECISIONS
FINANCIAL FORMULAS USING EXCEL FINANCIAL MODELING

AND MUCH MORE ...

WORKSHOP TOPICS COVERED

FEASIBILITY KEY ELEMENTS

- What is a Feasibility Study?
- Intro to Business Plan, Valuation, Capital Budgeting
- Types of Investment Projects
- Misconceptions about Feasibility
- The 5 W's & H of Feasibility
- Key Performance Indicators (KPIs)

FEASIBILITY STRUCTURAL ELEMENTS

- Feasibility Structural Outline
- Operational Feasibility
- Technical Feasibility
- Financial Feasibility
- Industry & Market Feasibility
- Product or Service Feasibility
- Legal Feasibility
- Schedule Feasibility

FORECASTING (MARKET TRENDS & EXCEL)

- Forecasting Basic Variables
- Forecasting P&L
- Forecasting B/S
- Forecasting Detailed Elements
- Using Logical, Lookup & Reference, and Math Formulas

FINANCIAL MODELING (EXCEL)

- Building a Market Study
- Constructing Parameters
- Setting Breakdowns (A/R, COGS, A/P, etc.)
- Building Financial Statements (P&L & B/S)
- Constructing Free Cash Flow (FCF)
- Building Elements Based on Industry

DATA MODELING (EXCEL)

- Setting Tables for Source Data
- Building a Reference Sheet
- Setting Manipulation Base for Projection
- Setting a Scenario Analysis Source

DECISION ANALYSIS (EXCEL)

- Calculating Free Cash Flow to Firm (FCFF)
- Calculating Free Cash Flow to Equity (FCFE)
- Calculating Cost of Equity using Multiple Methods
- Calculating NPV, IRR, PI, PP
- Scenario Analysis of Findings
- Using Financial Formulas

