YOUR  
LOGO

**COMPANY NAME**

CASH FLOW FORECASTING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to assist with your cash flow forecasting needs. Our goal is to provide accurate, dynamic, and actionable financial forecasts to help you manage liquidity, plan operations, and support strategic decisions.

# Project Objectives

The key objectives of this engagement are:  
  
- Develop a flexible short- and long-term cash flow model  
- Forecast incoming and outgoing cash across key categories  
- Identify funding needs and timing gaps in advance  
- Enable scenario planning for growth, investment, or downturns

# Proposed Services

Our cash flow forecasting services include:  
  
- Historical cash flow analysis and trend mapping  
- Design and implementation of a cash flow model (weekly/monthly)  
- Scenario planning (base case, worst case, growth case)  
- Integration with budgeting and operating plans  
- Ongoing review and advisory (optional)

# Scope of Work

Scope includes:  
  
- Data gathering (bank records, AP/AR reports, payroll, etc.)  
- Initial model creation in Excel or cloud software  
- Setup of drivers and variables tailored to your operations  
- Walkthrough and training session with your finance team  
- Optional monthly update and review service

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Target Date |
| Kickoff & Intake | Initial meeting and data request | [Start Date] |
| Model Development | Build and review working forecast | [Date] |
| Walkthrough | Presentation of final model and revisions | [Date] |
| Optional Monthly Review | Ongoing updates and feedback loop | [Completion Date] |

# Pricing

Estimated cost breakdown for cash flow forecasting services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Fee |
| Initial Assessment | Historical analysis and needs review | [Amount] |
| Model Development | Creation of dynamic Excel/Google Sheet forecast | [Amount] |
| Training Session | Team walkthrough and onboarding | [Amount] |
| Monthly Advisory (optional) | Forecast updates and reporting review | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a financial advisory and planning firm focused on empowering businesses with clarity and control over their cash resources.  
  
- Experience: [X] years helping companies forecast and manage working capital  
- Expertise: SaaS, retail, manufacturing, and service-based forecasting  
- Mission: To help you make better financial decisions with accurate, forward-looking visibility

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: 12-month rolling cash forecast for services firm  
- Outcome: Enabled $500K credit line negotiation and eliminated cash shortfalls during seasonality swings  
  
Testimonial:  
“[Your Company Name] gave us the confidence to plan ahead. Their model was flexible and easy to use.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% at project kickoff, 50% upon model delivery.  
Client Responsibilities: Provide timely and accurate financial data.  
Adjustments: Additional scenarios or integrations may be quoted separately.

# Acceptance

To approve this Cash Flow Forecasting Proposal and begin the engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_