SESSION 03 OF 08 · VICTORY ENTREPRENEURSHIP CONSORTIUM

Financial Literacy and AI-Powered Financial Management

Know your numbers. Steward the vision. Build what lasts.

Rick and Isabella Piña · VCMI Virginia · Monday, June 15, 2026 · 7 to 9 PM ET

"I am the Lord your God, who teaches you what is best for you, who directs you in the way you should go." Isaiah 48:17

WHERE WE ARE IN THE YEAR 2 PATH

From Calling to Formation to Financial Stewardship

STEP 1

Calling

You are called, and AI is your enabler.

STEP 2

Formation

You formed the business idea, plan, structure, and setup path.

TONIGHT

Financial Stewardship

You learn how money moves, where it leaks, and how to manage it.

TONIGHT'S GOAL

Leave With Your First Money Map

- **Financial stewardship,** not financial shame
- **AI Demo 1:** a simple profit and loss statement
- **AI Demo 3:** a pricing calculator
- Free tools and trusted resources
- The **Big 4** financial views
- **AI Demo 2:** a cash flow forecast
- **Break-even** and runway
- A monthly money rhythm, and your homework

YOU WILL LEAVE WITH MORE THAN NOTES

You Will Receive 4 Tools Tonight

HANDOUT 1

Know Your Numbers Toolkit

The concepts and the monthly rhythm, in plain English.

HANDOUT 2

AI CFO Prompt Pack

Ready-to-paste prompts to build and review drafts.

HANDOUT 3

Financial Worksheets Workbook

Enter your numbers and calculate your first snapshot.

HANDOUT 4

Free Financial Resources Sheet

Trusted SBA, IRS, SCORE, SBDC, and Census tools.

WHY KNOWING YOUR NUMBERS MATTERS

Knowing Your Numbers Protects the Vision

- Numbers show you what is **really happening**, not just how things feel.
- Numbers help you **price, plan, pay, save, give, and grow.**
- Numbers **reveal problems early,** while they are still small.
- Numbers make it **easier to get help** from a mentor, banker, or CPA.
- Numbers help you decide with **wisdom, not pressure.**

When the Numbers Are Hidden, Decisions Get Risky

- Sales feel good, but **profit may be weak.**
- The bank account has money, but some belongs to **taxes, vendors, or payroll.**
- Prices feel fair, but may not cover **time, tools, and overhead.**
- **Growth** can create cash pressure.
- The owner works harder, but the business **does not get healthier.**

THE FOUNDER FINANCE QUESTION

The Question Is Not "Did Money Come In?"

The better question is: "What is the money telling me to do?"

Cash is tight	Collect faster, delay spending, or build a reserve.
Profit is low	Raise the price, lower the cost, or change the offer.
Expenses are rising	Cut waste, or review recurring subscriptions.
Customers owe money	Follow up, and tighten your payment terms.
Break-even is too high	Rework pricing, costs, or the sales plan.

BE DILIGENT TO KNOW THE STATE OF YOUR FLOCKS

> *"Be sure you know the condition of your flocks, give careful attention to your herds; for riches do not endure forever, and a crown is not secure for all generations."*

PROVERBS 27:23–24 · STEWARD WITH AWARENESS

Teaching point: Biblical stewardship starts with awareness. You cannot tend well what you refuse to look at.

FINANCIAL STEWARDSHIP IS NOT FEAR

Money Is a Tool. Stewardship Is the Assignment.

- We do not worship money, and we do not ignore it.
- **Every dollar needs a purpose.**
- Financial clarity helps you serve customers, pay bills, give generously, and sleep better.
- **Faith gives courage. Numbers give clarity.**

Four Views Tell You the Truth About Your Business

VIEW 1

Profit and Loss

Did the business make money this month?

VIEW 2

Cash Flow

Did we have enough cash at the right time?

VIEW 3

Balance Sheet

What do we own, owe, and keep?

VIEW 4

Budget or Forecast

What do we expect, and are we on track?

RESOURCE SCORE Financial Statements Explainer

P&L: Your Business Performance Report Card

	Revenue
−	Direct costs
=	**Gross profit**
−	Operating expenses
=	**Net profit**

Revenue is not profit. Money in the door is only the top line. What you keep after costs and expenses is what tells the real story.

CASH FLOW IN PLAIN ENGLISH

Profit Does Not Equal Cash

- **Profit is performance.** Cash is timing.
- Invoices do not pay bills until your customers actually pay you.
- Delayed payments, inventory, payroll, taxes, and subscriptions can all squeeze cash.
- **Runway** means how long the business can keep operating before cash runs out.

BALANCE SHEET IN PLAIN ENGLISH

What You Own, Owe, and Keep

WHAT YOU OWN

Assets

Cash, equipment, inventory, and money customers owe you.

WHAT YOU OWE

Liabilities

Loans, credit cards, unpaid bills, and taxes due.

WHAT YOU KEEP

Equity

What is left over for the owner once debts are paid.

Assets = Liabilities + Equity

Budget Is the Plan. Forecast Is the Update.

- **Budget:** what you planned to earn and spend.
- **Forecast:** what you now expect, based on reality.
- **Variance:** where your actual results differ from the plan.

MONTHLY QUESTION What changed, and what do we do next?

THE MONEY MAP

Where Every Business Dollar Should Go

Customer pays › Business account › Direct costs › Tax reserve › Operating expenses › Owner pay › **Profit, stewarded**

Teaching point: Not every dollar in the account is spendable. Give each dollar a job before you spend it.

SEPARATE THE MONEY

Do Not Mix Personal and Business Money

- Use the **business account** for business income and expenses.
- Do not pay personal bills directly from the business account.
- Keep receipts, invoices, bank statements, and payment records.
- IRS guidance says records should clearly show your income and expenses.

RESOURCE IRS Recordkeeping Guide

Before We Use AI: Protect the Numbers

AI can help you think, but you still steward the data.

- Use **example numbers** in class.
- Do not paste bank logins, passwords, Social Security numbers, or full account numbers.
- Do not paste tax documents, customer data, employee data, or contracts into public AI tools.
- If a number is unknown, write **Need input.** Do not guess.
- AI creates a draft. The owner verifies the numbers.

AI DEMO 1 SETUP

Live Demo 1: Build a Simple P&L

I DO

Rick leads

Rick runs a sample or volunteer business through the prompt.

WE DO

The room helps

The group helps adjust and sanity-check the numbers together.

YOU DO

You run it

Participants run it on their own business this week.

AI creates a draft. You still verify the numbers. The goal tonight is financial awareness, not perfect math.

Use Plain English Numbers

If you do not know the finance term yet, describe what you do know.

Fixed expenses	Costs you pay even if you sell nothing. Examples: rent, software, insurance, phone, subscriptions.
Variable expenses	Costs that change when you sell more. Examples: materials, packaging, merchant fees, delivery, contractor help.
Direct costs	Costs tied to making or delivering the product or service.
Overhead	The business bills that keep the company running.
Owner pay	What you need or want to pay yourself.
Payment timing	When the money actually reaches your bank account. A sale is not the same as cash in hand.

REMEMBER If you do not know a number, write Need input. Do not invent numbers.

AI DEMO 1 PROMPT

Prompt: Financial Statement Generator

```
Create a simple monthly Profit and Loss statement for a [TYPE]
business in [LOCATION]. Use these monthly numbers: Revenue: $AMOUNT.
Direct costs: [LIST COSTS]. Operating expenses: [LIST EXPENSES]. Show
revenue, direct costs, gross profit, operating expenses, net profit,
gross margin, and net margin. Explain each line in plain English. Do
not invent missing numbers. Mark missing items as Need input.
```

Gather inputs › Paste the prompt › Review the output › Ask a follow-up › Save the result › Decide next action

If a number is unknown, write Need input. Do not invent numbers.

AI DEMO 1 OUTPUT REVIEW

Do Not Just Accept the Output

- Did AI use **only the numbers you provided?**
- Are the expenses **monthly or annual?**
- Is the profit **positive or negative?**
- What line item **surprises you?**
- What number do you still need to **verify?**

FOLLOW-UP PROMPT What decision should this owner consider based on this P&L?

P&L STARTER TEMPLATE

Your First Monthly P&L Can Fit on One Page

Revenue	$ __________
Direct costs	$ __________
Gross profit	Revenue minus direct costs
Operating expenses	$ __________
Net profit	Gross profit minus operating expenses

Do not know a number yet? Write **Need input** and keep going.

P&L CHECKPOINT

What Does Your P&L Need to Tell You?

- Are we **earning enough?**
- Can we **pay the owner?**
- What is our **break-even point?**
- Are **costs too high?**
- Can we **give, save, and reinvest?**
- How many months of **runway** do we have?

CASH FLOW SETUP

Cash Flow Is About Timing

- Money **coming in**
- Cash at the **start** of the month
- Tight months, **before they become emergencies**
- **Runway** based on your current cash
- Money **going out**
- Cash at the **end** of the month
- **Break-even** sales needed each month

AI DEMO 2 PROMPT

Prompt: 12-Month Cash Flow Projector

> I run a [TYPE] business in [LOCATION]. My starting cash is $AMOUNT. My expected monthly revenue is $AMOUNT. My fixed monthly expenses are $AMOUNT. My variable costs are [PERCENT]% of revenue. My customers usually pay me [BEFORE WORK STARTS / SAME DAY / AT DELIVERY / WEEKLY / 15 DAYS AFTER INVOICE / 30 DAYS AFTER INVOICE / 60 DAYS AFTER INVOICE / IT VARIES / I DO NOT KNOW YET]. Create a 12-month cash flow forecast. Include starting cash, cash in, cash out, net cash flow, ending cash, risk notes, runway, and break-even revenue. Do not invent missing numbers.

Gather inputs › Paste the prompt › Review the output › Ask a follow-up › Save the result › Decide next action

> Payment timing means when the money actually reaches your bank account. If unknown, write Need input.

Look for the Tight Months

- Which month has the **lowest ending cash?**
- What is **creating the pressure?**
- What can we **change before that month arrives?**

OPTIONS Collect faster, cut an expense, raise a price, delay a purchase, build a reserve, or secure funding.

13-WEEK CASH FLOW HABIT

The 13-Week View Keeps You Honest

THIS WEEK

Right now

What cash comes in, and what goes out this week?

NEXT 4 WEEKS

Coming due

What must be paid in the next month?

NEXT 13 WEEKS

On the horizon

Where could cash get tight one quarter out?

Use a simple **cash flow calendar** so the tight weeks never surprise you.

Underpricing Is Not Humility

- Price must **cover your costs.**
- Price must **respect the value** you deliver.
- Price must leave room for taxes, tools, growth, generosity, and owner pay.

KINGDOM STANDARD Fair, excellent, and sustainable.

SERVICE PRICING WARNING

Before You Quote: Know Your True Cost

A service price must cover more than your hourly pay.

1
Your time

2
Direct costs

3
Tools, software, supplies, and subcontractors

4
Admin time and overhead

5
Taxes, benefits, and owner pay

6
Profit and reserve

WATCH OUT If your price only covers your labor, the business may still lose money.

SIMPLE PRICING FORMULA

Price From Cost, Value, and Market

- **Cost floor:** the price below which you lose money.
- **Value:** the result your customer actually buys.
- **Confidence:** a price you can deliver at, again and again.
- **Market range:** what others charge nearby.
- **Profit:** the margin you build in on purpose.

Break-even sales = fixed costs ÷ gross margin %

RESOURCE SBA Startup Cost Guide and break-even guidance

AI DEMO 3 PROMPT

Prompt: Pricing Calculator

> Help me price my **[SERVICE OR PRODUCT]**. My direct costs are **[LIST COSTS]**. My time to deliver is **[HOURS]**. My desired owner pay is **$AMOUNT**. My monthly overhead is **$AMOUNT**. The market rate in **[LOCATION]** ranges from **$LOW** to **$HIGH**. Calculate my break-even price, monthly sales needed, and 3 pricing tiers: starter, standard, premium. Do not invent missing numbers.

Gather inputs › Paste the prompt › Review the output › Ask a follow-up › Save the result › Decide next action

> If a number is unknown, write Need input. Do not invent numbers.

PRICING OUTPUT REVIEW

Ask Better Questions Before You Set the Price

- Does this cover all **direct costs?**
- Did I include **taxes and fees?**
- Does the price match the **customer and value?**
- Did I include **my time?**
- Did I leave room for **profit?**
- Would I feel **peace** delivering this 10 times a month?

STARTER DASHBOARD

Track 7 Numbers Every Month

1 Revenue	2 Gross profit	3 Net profit	4 Cash balance
5 Runway	6 Break-even sales	7 Accounts receivable	One page. Every month. No exceptions.

MONTHLY MONEY MEETING

Give Yourself One Hour a Month

FIRST 15 MIN

Gather

Pull your records together.

NEXT 15 MIN

Review

Read your P&L and your cash.

NEXT 15 MIN

Compare

Actual results against the plan.

LAST 15 MIN

Decide

Choose 1 to 3 actions.

THEN Close the hour with prayer.

YOUR FINANCIAL TEAM

You Need Help, But You Still Own the Numbers

- **Owner.** You carry final responsibility.
- **CPA or tax professional.** Handles tax and structure.
- **Insurance professional.** Protects the business.
- **Bookkeeper.** Keeps the records current.
- **Banker.** Accounts, credit, and funding.
- **Mentor or advisor.** Plus SCORE and the SBDC.

TOOLS BY STAGE

Start With the Tool You Can Actually Use

Just starting	A spreadsheet plus a separate business bank account.
Researching demand	Census Business Builder plus customer interviews.
Planning finances	SCORE financial projections template.
Early revenue	Wave, QuickBooks, FreshBooks, or a bank export.
Growing	A bookkeeper plus accounting software.
Hiring or scaling	A CPA, a payroll tool, monthly reports, and a dashboard.

USE THE RIGHT RESOURCE FOR THE RIGHT QUESTION

When You Get Stuck, Use the Right Resource

Startup costs	SBA Startup Cost Guide
Financial statements	SCORE Financial Statements Explainer
Projections	SCORE Financial Projections Template
Recordkeeping	IRS Recordkeeping
Mentoring	SCORE, Virginia SBDC, Maryland SBDC
Market demand	Census Business Builder
Tracking	A spreadsheet, Wave, or accounting software

FREE HELP AFTER TONIGHT

You Do Not Have to Figure This Out Alone

- **SCORE mentor.** Free, experienced guidance.
- **Maryland SBDC.** No-cost local advising.
- **CPA or tax professional.** Tax and structure.
- **Virginia SBDC.** No-cost local advising.
- **Bookkeeper.** Keeps your records honest.
- **Banker.** Accounts, credit, and funding.

HUMAN FIRST Call a human for taxes, payroll, loans, legal structure, investor money, hiring, or a cash crisis.

PARTICIPANT PACKET WALKTHROUGH

Your Session 3 Participant Packet

READ FIRST

Know Your Numbers Toolkit

Understand the concepts and the monthly rhythm.

BUILD WITH AI

AI CFO Prompt Pack

Use AI to build and review financial drafts.

DO THE MATH

Financial Worksheets Workbook

Enter numbers and calculate your first snapshot.

GO FURTHER

Free Financial Resources Sheet

SBA, IRS, SCORE, SBDC, Census, and Wave tools.

HANDOUT 1 · READ FIRST

Know Your Numbers Toolkit

- Why knowing your numbers matters
- The Big 4 financial views
- The 7 founder finance questions
- The Money Map and 7-number dashboard
- The one-hour monthly money meeting
- This week's homework

SESSION 03 · HANDOUT 1

Know Your Numbers Toolkit

VEC 2026 Month 2_HANDOUT 1_ Know Your Numbers Toolkit.pdf

HANDOUT 2 · BUILD WITH AI

AI CFO Prompt Pack

- Startup cost organizer
- Monthly P&L prompt
- Cash flow forecast prompt
- Break-even calculator
- Pricing calculator and pricing challenge
- Monthly money meeting prompt

SESSION 03 · HANDOUT 2

AI CFO Prompt Pack

VEC 2026 Month 2_HANDOUT 2_
AI CFO Prompt Pack.pdf

HANDOUT 3 · DO THE MATH

Financial Worksheets Workbook

- Startup Costs and Monthly P&L
- Cash Flow and Runway
- Pricing and Break-Even
- The 7-number Dashboard
- Homework and Sources tabs

SESSION 03 · HANDOUT 3

Financial Worksheets Workbook

VEC 2026 Month 2_HANDOUT 3_ Financial Worksheets Full Spreadsheet.xlsx

HANDOUT 4 · GO FURTHER

Free Financial Resources Sheet

- SBA: startup costs, break-even, finance, AI
- IRS: recordkeeping and tax support
- SCORE: templates, explainers, mentoring
- SBDC: no-cost local advising
- Census Business Builder and Wave

SESSION 03 · HANDOUT 4

Free Financial Resources Sheet

VEC 2026 Month 2_HANDOUT 4_ Free Financial Resources Sheet.pdf

HANDOUT 5 · PRICE WITH WISDOM

Service Pricing Quick Sheet

- Identify costs people forget when pricing services
- Calculate a simple service price floor
- Separate beginner pricing from advanced wrap rates
- Prepare for the later government-contract pricing lesson

TONIGHT VS LATER Tonight: know your true cost. Later: learn the full wrap-rate method.

SESSION 03 · HANDOUT 5

Service Pricing Quick Sheet

VEC 2026 Month 2_HANDOUT 5_ Service Pricing Quick Sheet.pdf

EXTERNAL SOURCES BEHIND TONIGHT'S TOOLS

We Built This From Trusted Small-Business Resources

SBA

Startup costs, break-even, finance basics, and AI guidance.

IRS

Recordkeeping and tax-support documentation.

SCORE

Templates, explainers, and free mentoring.

SBDC

No-cost local advising and training.

CENSUS BUSINESS BUILDER

Market and demand research.

WAVE

Starter accounting and tracking.

The clickable links live in the **Free Financial Resources Sheet.** No need to copy any URLs tonight.

From Last Year's Resource Page

The website is the deeper library. Tonight's packet is the action plan.

- Last year's **VEC Online Resources** page is still useful for deeper learning after class.
- The Session 3 handouts give you the **guided path** for this week.
- Focus on **revenue, expenses, profit, cash, and ownership.**
- Do not worry about the investing language.

RECOMMENDED VIDEO William Ackman: Everything You Need to Know About Finance and Investing in Under an Hour (Big Think)

BREAKOUT · 10 MINUTES

Talk Through Your Numbers

3 questions. Small groups of 4 or 5. Pray over each other before you come back.

01

What number do you most need to understand or verify before you make your next business decision?

02

Where could cash, pricing, or expenses create pressure in your business over the next 30 to 90 days?

03

Which tool from tonight will you use first: the Toolkit, AI CFO Prompt Pack, Workbook, or Free Resources, and what action will you take this week?

BEFORE YOU COME BACK

Pray over one business by name. Choose one wise action to post in Google Chat.

WELCOME BACK

What Did Your Group Notice?

Financial clarity grows when we say the numbers out loud.

Ask 2 or 3 people to share:

- One **number** they need to understand better.
- One **pressure point** they saw in cash, pricing, or expenses.
- One **action** they are willing to take this week.

REMEMBER Do not leave with guilt. Leave with one wise next step.

HOMEWORK THIS WEEK

Build Your First Financial Snapshot

Use the handouts, use AI carefully, and make the invisible visible.

1. Go back to last year's VEC Online Resources page.
2. Watch or review the finance resource from Bill Ackman and Big Think.
3. Read the Session 3 handouts before you enter numbers.
4. Open the Financial Worksheets Workbook.
5. Complete Startup Costs, Monthly P&L, Cash Flow, and Pricing.
6. If a number is unknown, write Need input. Do not invent numbers.
7. Use at least 2 prompts from the AI CFO Prompt Pack.
8. Create your first simple financial snapshot.
9. Post one insight or question in Google Chat.

KEEP IT HONEST The goal is not perfect financials. The goal is honest numbers you can improve.

CLOSING

Steward the Numbers. Build With Wisdom.

God can bless what we are willing to bring into the light.

- Know your numbers
- Tell the truth about what you see
- Use AI as a helper
- Ask for human help when needed
- Choose one wise action

Lord, give us wisdom to know our numbers and integrity to steward them well. Bring clarity where there is confusion, provision where there is need, and diligence to the work of our hands. Make us generous as You are generous, that every business You entrust to us would honor Your name. Amen.

NEXT SESSION: MARKETING IN THE AI AGE · AUGUST 17, 2026