



# Cash Flow

## Playbook

Presented by: **C-Suite Support**

[www.c-suitesupport.com](http://www.c-suitesupport.com)

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# Why It Matters

## Whether you're:

- Struggling to make payroll this month
- Falling behind on bills and vendor payments
- Seeing sales rise, but no cash in the bank
- Losing sleep over next quarter's forecasts

## We help founders:

- Stabilize cash flow with immediate action plans
- Decipher your financials, no jargon, just clarity
- Plug cash leaks and prioritize critical payments
- Build a survival roadmap to buy time and pivot



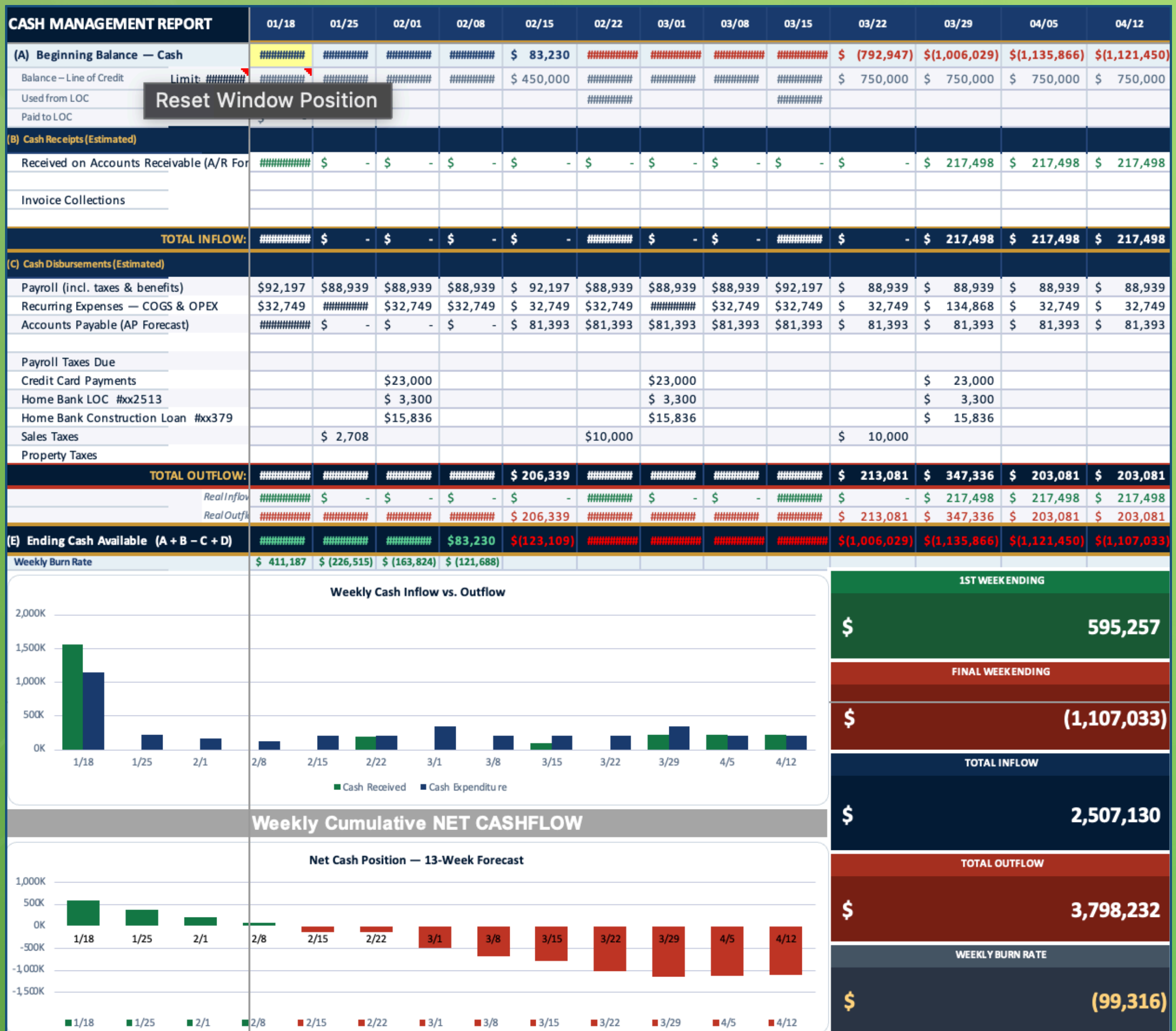


# 13-Week Cash Flow

The best business decisions are made 13 weeks ahead.

Money is coming in, but so are expenses like payroll, bills, loan payments, and the unexpected. By the time the month ends, it's often too late to adjust. If you've ever been surprised by a cash shortage, you know why a 13-week cash flow forecast matters.

Enter your numbers and get a rolling 13-week view of your cash. Track what's coming in and going out each week, along with your burn rate and ending cash balance. Clear visuals help you quickly see where things stand. You'll know which weeks are tight, where gaps are forming, and how much runway you have before it becomes an issue.





# Cash Flow Scorecard

The smartest CEOs always know their cash position.

You might look profitable on paper, but your bank account tells a different story. Revenue is growing, yet payroll feels tighter every month. The financials look solid, but you're still watching every dollar going out. If that sounds familiar, you're not alone, and it's exactly why the Cash Flow Scorecard was created.

Simply enter your numbers and, within minutes, get a clear, executive-level view of your cash health. See your burn rate, runway, liquidity, accounts receivable aging, accounts payable pressure, and an overall Cash Grade. You'll also get a straightforward summary that explains where you stand and what to do next.

## Cash Flow Scorecard

CEO Summary • Liquidity, runway, collections, and next actions

<b>ENDING CASH (CURRENT)</b>	<b>BURN (\$ / MONTH)</b>	<b>RUNWAY (MONTHS)</b>
<b>\$989,007</b>	<b>\$72,891</b>	<b>13.6</b>
cash on hand right now	cash entering/(leaving) the business each month	months at current burn
<b>CASH BUFFER (DAYS)</b>	<b>COLLECTIONS (DSO)</b>	<b>OVERALL CASH GRADE</b>
<b>38</b>	<b>68</b>	<b>B</b>
days of coverage at current spend	days to collect receivables	A=strong • C=watch • F=urgent

Cash Issues & Fixes (what's happening + what to do next)				Cash Reality Today (what you can safely spend next 30 days)	
Issue	Indicator	Status	Next step	Metric	Amount
Runway risk	13.6 months	OK	If runway is tightening, execute a 14-day stabilization plan: freeze discretionary spend, accelerate AR, stage AP, and confirm liquidity	Cash on hand	\$989,007
30-day operating liquidity	\$1,888,277 (cash + AR0-30 - AP0-30)	OK	Maintain control: keep 30-day liquidity positive and review weekly.	AR collectible (0-30d)	\$1,486,545
AR past due (60+)	\$161,866 • 8%	OK	Weekly AR standup: tighten invoicing timing/terms and enforce collections cadence.	AP due (0-30d)	\$587,275
AP past due (60+)	\$54,999 • 8%	OK	Stage payments: batch AP, align disbursements to collections, and avoid surprise overdrafts.	30-day net liquidity	\$1,888,277
Debt pressure	\$371,636 ST debt • \$524/mo interest	OK	Monitor and keep lender updates tight; avoid surprises.		

### Situation Snapshot (executive narrative)

**Cash is manageable: burn is \$72,891/mo with ~13.6 months runway. Keep collections cadence and spending discipline.**

As of 1/28/2026, cash on hand is \$989,007, up \$72,891 (+8.0%) from last month. Your 30-day operating liquidity is \$1,888,277 (cash \$989,007 + collectible AR(0-30) \$1,486,545 - AP due(0-30) \$587,275); after short-term debt of \$371,636, you still have about \$1,516,641 of near-term liquidity. Profitability is not the problem—TTM revenue is \$10,350,560 with net income of \$962,245 (~9.3% margin)—the risk is cash conversion and discipline. Total AR is \$1,999,290 with \$161,866 (8.1%) sitting 60+ days; keep that percentage from creeping up because small slippage in collections quickly turns into a six-figure liquidity hit. Maintain a weekly cash cadence: top-10 invoice collections, staged payables, and tight spend approvals to protect liquidity and prevent AR/AP aging from becoming the “silent killer.”

Companies with  
fractional execs see

**+33%**

profitability and up to

**30%**

**more efficiency**

# Real Revenue Impact

Our CFOs understand the importance of taking the 3 year projections and breaking down the upcoming 3 months into a weekly cashflow plan. Stay on budget by having a plan for accountability.



# Book A FREE Call



In 30 minutes, discover how to:

- Optimize your cash flow
- Develop financial strategies aligned with your growth goals
- Identify opportunities to boost your bottom line

# Our Team



**PAUL WHITLEY**

CEO

Paul is a hands-on Finance and Operations leader with 30+ years of extensive experience in strategic planning, turnaround management, business development, marketing, and working with the Board of Directors. He is a driven strategic thinker with an entrepreneurial spirit and has an established record of success in growing and sustaining shareholder value with large (\$5B) and small (\$1.5M) companies.

Jayson is a seasoned professional with expertise in accounting, finance, project management and systems to help advise our clients on strategy, operations, organization, M&A, IPO and Business process improvement across all industries. Using his innovative and customized solutions, he often finds money that more than offsets his costs. Over the last decade, he has saved his clients more than \$8 million dollars that they have been able to invest in other key initiatives or capital projects.



**JAYSON POTTS**

President

# Thank You

Regain Control  
Before It's Too Late!

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