



Financial Modeling School

BECOME AN EXCEL FINANCIAL MODEL ROCK STAR

Course Brochure

PRISTINE



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What is in this ?

- Feedback from Earlier Batches of FMS
- About Chandoo.org
- About Pristine & Financial Modeling
- Topics Covered
- Methodology of Teaching
- What to expect at end?
- Who is going to Teach?
- Cost & Duration of the Program
- Contact Details



Earlier Batches of Financial Modeling School ...

So far, we have **trained 200+ students** in our
Financial modeling school

By showing them how to build financial models,
step-by-step

Using MS Excel



What people had to say

“ Overall it is excellent. The length is excellent. It fits within the attention span of most people and therefore the lesson is assimilated. Thank you for the opportunity to view the lesson!

“ The course is an excellent idea and is a good way to make financial modeling training more accessible to people around the world.



What people had to say

“ *This is Best Financial Modeling for small scale to Large Scale Industries irrespective of Product, services, Builders, Dealers, Franchises.*

“ *Having the lessons available to download so can look at again easily is great!*

“ *They have not restricted themselves to just constructing the Financial Model(FM) rather very receptive and flexible in their approach and willing to get feedback and share ideas*

About Chandoo.org



Chandoo.org makes you awesome in Excel

- Chandoo.org is a leader in MS Excel training & products
- We have trained more than 2000 students in Excel, VBA & Financial Modeling
- We have authored more than 450 articles on MS Excel & how to use it
- We have a large & vibrant community of Excel users world-wide
- And ***We Make You Awesome In Excel***



About Pristine



Pristine is largest authorized trainer for finance certifications in India



CFA Institute (2010-11)

Authorized Training provider – CFA

Pristine is now the authorized training provider for CFA Exam trainings . Pristine is largest training provider for CFA in India with presence across seven major cities.



GARP (2007-10)

Authorized Training provider -FRM

Largest player in India in the area of risk management training. Trained 1000+ students in risk management



FPSB India (2010-11)

Authorized Training provider -CFP

An authorized Education Provider for Chartered Financial Planner Charter.



PRMIA (2009-10)

Authorized Training provider – PRM/ APRM

Sole authorized training for PRM Training in India. Largest player in India in the area of risk management training. Trained 1000+ students in risk management



Sample Trainings Conducted ...,

Bank of America



Bank Of America

Continuum Solutions (2010)

Financial Modeling in Excel

Associates were trained on valuation and mergers and acquisitions



J. P. Morgan (2010)

Financial Modeling in Excel

The Real Assets Group were trained in Excel for infrastructure and real-estate modeling



Mizuho (2010)

Financial Modeling in Excel

Bankers were using excel models that they could not understand. Conducted financial modeling in Excel trainings to bridge the gap



IIM Calcutta (2010)

Financial Modeling in Excel

Students about to go for internships and join jobs found a gap in their grasp of knowledge of excel for financial modeling. Conducted training for 75+ students with an average rating of 4.5+



FMS Delhi (2010)

Financial Modeling in Excel

Final Year MBA students of Faculty of Management Studies, Delhi University were trained in financial modeling so as to prepare them better for a job in finance.



HSBC (2009)

Analysts of the global investment banking team were trained on advanced Excel

**Indicative List*



About Financial Modeling

Financial modeling training is
an online training program*
that can enable you

to create a complete integrated financial model in excel



About Financial Modeling

Financial modeling training is
an online training program*
that can enable you
to create a complete integrated
financial model in excel

=

- Delivered online
- Each student gets a secure log-in
- No-need to be online at a specific time
- Lessons can be taken repeatedly



About Financial Modeling

Financial modeling training is
an online training program*

that can enable you

to create a complete integrated
financial model in excel

=

- Building the model from scratch
- Step by step tutorials and templates
- Practical understanding of financial statements



About Financial Modeling

Financial modeling training is
an online training program*
that can enable you
**to create a complete integrated
financial model in excel**

=

- Where you comprehensively analyze financial statements
- Changing any assumption or part of the model reflects in all other parts
- ***Best suited for people working/ planning career in***
 - Investment Banks
 - Equity Research
 - Business planning/ Strategy
 - PE, Funds
 - Commercial banks



Topics Covered



Integrated valuation would be completed by ...

1. Designing an efficient layout
2. Inputting the historical statements
3. Analyzing the growth drivers
4. Forming growth assumptions
5. Projecting future P&L and B/S
6. Creating Asset & Dep. Schedule
7. Creating Debt schedule
8. Equity & Retained Earnings
9. Creating Cash Flow statement
10. Circular loop and Cash updation
11. Analyzing Ratios
12. Valuation by DCF
13. Valuation by Comps
14. Charting a football field

*You would be able to create a complete Integrated Valuation model (For emerging Markets)
in FMCG/ Manufacturing sector in 20 Hrs duration*



Study Session: Week 1

1. Pre-requisites to Financial Modeling
2. Understanding Financial Statements (FSS)
 - a) Profit & Loss (P&L) Statement
 - b) Balance Sheet (B/S)
 - c) Cash Flow Statement
3. Financial Statement Analysis
4. Line items and linkages in the FSS

Week 1:

Lessons:

- [Introduction To P&L](#)
- [P&L Model In Excel](#)
- [Introduction To Balance Sheet](#)
- [Introduction To Cash Flow Statement](#)
- [Integrating Financial Statements Business Case](#)
- [Case For Integrated Financial Model](#)
- [Steps To Create Integrated Financial Model](#)
- [Creating A Layout For Integrated Model](#)

You would learn all the Basic Financial Statements and its analysis techniques



Study Session: Week II

1. Essential Excel Usage (Referencing framework & shortcuts)
2. Short Modeling Case
 - a) Funding eligibility for startup company
 - b) Equated Monthly Installments (EMI)
3. Analyzing financial case study & back of the envelop calculations
4. Integrated Model (Step I) - historical financial statements

Week 2:

Lessons:

- [Excel Shortcuts](#)
- [Referencing Framework In Excel](#)
- [Custom Formatting In Excel](#)
- [Business Modeling Basic Case](#)
- [Emi Basic Case](#)
- [Understanding Integrated Valuation Case](#)
- [Integrated Valuation Model Historical Statement P&L](#)
- [Integrated Valuation Model Historical Statement Balance Sheet](#)

You would learn essentials of Excel for Financial Modeling



Study Session: Week III

1. Calculating Growth drivers
 - a) P&L (YoY and CAGR)
 - b) B/S (Days (of inventory, A/R, etc.))
2. Understand Management Discussion Analysis (MDA)
3. Build Assumptions about the future
4. Project revenues/ costs

Week 3:

This week's Lessons are all related to Integrated Valuation Model:

- [Revenue Drivers](#)
- [Cost Drivers](#)
- [Balance Sheet Drivers](#)
- [Building P&L Assumptions](#)
- [Building B/S Assumptions](#)
- [Building Assumption Numbers](#)
- [Revenue Buildup](#)
- [Raw Material Cost Buildup](#)
- [Other Costs Buildup](#)
- [Recording of Live Session Conducted on 9th Nov.](#)

You would learn steps in analyzing growth drivers and projecting future numbers



Study Session: Week IV

1. Part projecting P&L and B/S
2. Projecting Asset and Depreciation
3. Projecting Debt and Interest
4. Projecting PAT and Retained Earnings
5. Modeling Cash Flow
6. Case on Break Even Analysis

Week 4:

This week's Lessons are all related to Integrated Valuation Model:

- [Projecting P&L](#)
- [Projecting Balance Sheet](#)
- [Creating Asset Schedule](#)
- [Creating Financing Schedule](#)
- [Modeling the Cash Flow Statement](#)

Additional Material (Based on the request in Live Session)

- [Glossary of Financial Terms](#)
- [Break Even Analysis](#)

You would learn steps in creating schedules that cut across P&L and B/S



Study Session: Week V

1. Advanced aspects of excel
 1. Circular references
 2. Macros
2. Understanding Circular reference
3. Circular references in interest expense
4. Macros to generate charts
5. Macros to break circular loops

Week 5:

This week's Lessons are related to understanding Circular References in Excel and Updating the Integrated Valuation Model:

- [Understanding Circular References in Excel](#)
- [A Short Case on Using Circular References to Update Interest Expense](#)
- [Updating Interest Expense using Circular References in the Integrated Valuation Model](#)

Additional Material (Based on the request in Live Session)

- [Understanding Macros](#)
- [Creating Custom Charts Using Macros](#)
- [Breaking Circular References Using Macros – Application in Finance](#)

Learn application of advanced excel functions – Macros and Circular references in Finance



Study Session: Week VI

1. Analyzing the statements
2. Using ratios
 - a) Profitability
 - b) Liquidity
 - c) Others
3. Basics of corporate finance
4. credit risk Model - Arrays and lookup functions

Week 6:

This week's Lessons are related to starting We also start understanding the very basic material on credit risk model (Unrelated functions and lookup functions in excel:

- [Understanding the steps in integrated financial model – Moving from creating financial them](#)
- [Integrate Financial Model – Financial Statement Analysis using Profitability Ratios](#)
- [Integrate Financial Model – Financial Statement Analysis using Liquidity Ratios](#)
- [Integrate Financial Model – Financial Statement Analysis using Other Ratios](#)
- [Basics of Corporate Finance – Time Value of Money](#)
- [Basics of Corporate Finance – NPV and IRR](#)

Additional Material (Based on the request in Live Session)

- [Credit Risk Model – I \(Understanding Array functions in Excel\)](#)
- [Credit Risk Model – II \(Understanding Lookup functions in Excel\)](#)

Learn Financial Statement Analysis in Excel and Array functions for Credit Risk Modeling



Study Session: Week VII

1. Understanding Valuation

methodology

- a) Absolute valuation - DCF
- b) Comps (comparatives)

2. Implementing DCF

- a) Cash
- b) Timing of cash
- c) Expectation of investors (Cost of capital)

Learn and Understand and Implementation of Valuation Techniques

Week 7:

This week's Lessons are related to starting with the valuation of different parts of valuation by DCF and implementing the valuation

- [Understanding the methodologies of Valuation](#)
- [Free Cash Flows \(to the Firm and Equity\) – FCFF, FCFE](#)
- [Calculating FCFF and FCFE](#)
- [Understanding Cost of Equity – CAPM](#)
- [Understanding Cost of Capital – WACC](#)
- [Understanding terminal value](#)
- [Integrated Valuation Model – Implementing Valuation by DCF](#)



Study Session: Week VIII

1. Practice and Implement a Completely Integrated Valuation Model

Week 8:

This week's Lessons we would be utilizing all our knowledge gained model for the largest IPO in India – Coal India Ltd. (CIL)

- [Creating an Integrated valuation model for Coal India Ltd.](#)

Practice on Actual Industry Model



Study Session: Week IX

1. Valuation by Comps
(Comparatives)
 - a) Transaction comps & Trading comps
 - b) Important multiples like P/E, EV/EBITDA, EV/ Sales
2. Modeling advanced Accounting
Concept - Deferred Taxes
3. Creating forms in Excel

Week 9:

This week's Lessons are related to valuation of the company performing scenario analysis on equity value. We also demystify accounting – Deferred Taxes. Also this week, we release the

- [Understanding Trading Comps](#)
- [Understanding Transaction Comps](#)
- [Important Points to Note while using Valuation through Comps](#)
- [Integrated Valuation Model – Using Comps for Valuation](#)
- [Using Excel Data Tables for Scenarios](#)
- [Integrated Valuation Model – Using Data Tables for Scenarios](#)
- [Understanding Deferred Taxes](#)
- [Implementing Depreciation using SLM](#)
- [Implementing Depreciation using DDM](#)
- [Implementing Deferred Taxes](#)
- [Using User forms to create GUI in Excel](#)
- [Making Stunning Charts with Excel](#)

Learn and Understand and Implementation of Valuation Techniques



Study Session: Week X

1. Charting Theme

- a) Football field
- b) Waterfall Mechanism

2. Creating Valuation Dashboard

3. Monte Carlo Simulation

Week 10:

This week's Lessons are related to Charting and Creating Dashboards concluding week for the Financial Modeling School.

- [Recording of Second Webinar for Financial Modeling School](#)
- [Integrated Valuation Model – Charting the football field](#)
- [Advanced Accounting Concept – Revenue Recognition](#)
- [Charting Technique – Waterfall Model for Percentage Revenue Recognized](#)
- [Arranging Scroll Bars in Valuation Model](#)
- [Understanding Dupont Analysis](#)
- [Understanding Dashboarding Tool – Sparklines for Incell Charts](#)
- [Integrated Valuation Model – Dupont Analysis & Dashboard](#)
- [Integrated Valuation Model – Monte Carlo Simulation](#)
- [Summarizing the Financial Modeling School](#)

Learn Charting Techniques relevant to finance in Excel



Introducing Project Finance Financial Modeling



Project Finance Financial Modeling

Nuances of PF Model

1. FSS Nuances for Project finance
2. Components of RE Financial Model
3. RE Investments: Key Metrics
4. Key Concepts in RE Model
 1. Understanding circular loops in Excel
 2. Interest During Construction
 3. Modeling Depreciation and Deferred Taxes
 4. Deferred Tax and Loss Carried Forward
 5. Cash Distribution and Tranches
 6. Modeling Delays
 7. Debt Servicing Reserve Account (DSRA)

PF Model for RE

1. Modeling Commercial Complex
2. Modeling Assumptions
3. Modeling Area parameters
4. Modeling EPC Cost and Phasing
5. Modeling financing Schedules
6. Modeling NOI and Expenditure
7. Building financial statements
8. Valuation and Analysis

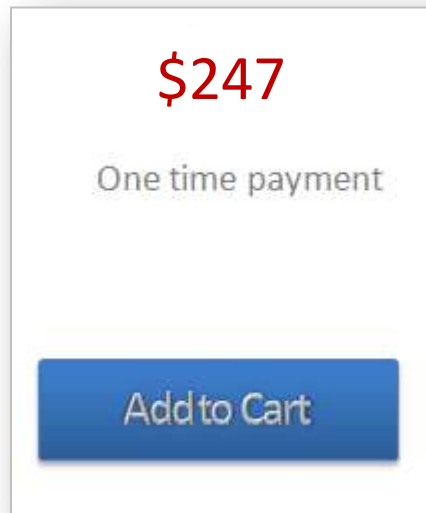
*You would be able to create a complete Integrated Valuation model
(For emerging Markets) in Real Estate sector in 20 Hrs duration*



How it works?



You sign up for the program by making online payment



How it works?



Login to Financial Modeling School with the user ID & Password emailed to you

You are not currently logged in.

Username:

Password:

Remember Me

[» Lost your Password?](#)

How it works?



Access Lessons, Videos and Download Examples As you Like

Week 3:

This week's Lessons are all related to

- [Revenue Drivers](#)
- [Cost Drivers](#)
- [Balance Sheet Drivers](#)
- [Building P&L Assumptions](#)
- [Building B/S Assumptions](#)
- [Building Assumption Numbers](#)
- [Revenue Buildup](#)
- [Raw Material Cost Buildup](#)
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- [Recording of Live Session Conducted](#)

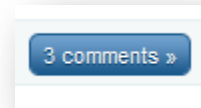
	FY07A	FY08A	FY09A	FY10E	FY11P	FY12P	FY13P
Retained Earnings	70	144	247				
Total Shareholders' Equity	620	694	797				
Total Liabilities & Shareholders' Equity	1,127	1,162	1,246				
Usage of Funds							
Current Assets							
Cash & Cash Equivalent	187	248	433				
Inventory	66	69	72				
Account Receivables	55	60	51				
Loans & Advances	15	20	16				
Total Current Assets	322	397	571				
Non Current Assets							
Gross Block	1,050	1,100	1,100				
Accumulated depreciation	305	415	525				
Net Block	745	685	575				



How it works?



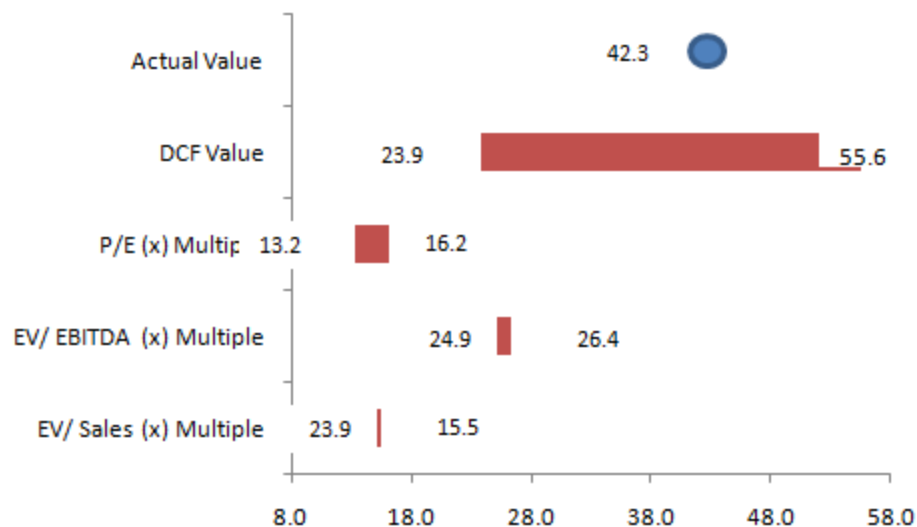
Ask Questions or Comment on Lessons to Get Answers



How it works?



Take up Home work & Class project assignments to Sharpen your Skills



Methodology

Each topic will be explained thru
Videos, Excel templates, Screencasts & Text Posts



About Class Projects

We have 2 short cases & 1 valuation project

We build 2 small models and 1 complete integrated valuation model as a project. The complete integrated valuation model can be created on any listed company.

What to expect at the end?

Towards the end of Financial Modeling Course*

You will be able to create an integrated model

You will know how to use financial statements for analysis

You will understand the process of valuation and capital raising

You will get a certificate of participation

**assuming you follow the program and practice*



Who is going to teach?

Paramdeep Singh, Director and Faculty, Pristine



- Paramdeep has **an extensive experience in the financial services, consulting and training domain**. He has extensive knowledge of the financial services industry, where he raised growth capital for organizations and helped them improve their revenues. He has authored research papers and trained 1000s of senior people in the area of financial modeling, quantitative analysis and risk management.
- Prior to founding Pristine, Paramdeep has worked in senior management positions as an Investment Banker with **Standard Chartered Capital Markets** (India) and as a consultant with **Accenture Management Consulting**.
- Paramdeep is an **MBA** from **IIM Indore**, where he secured the highest CGPA in his batch. He has completed his **B. Tech and M. Tech** in Mathematics and Computing from **IIT Delhi**



Duration of the Program – Financial Modeling

10 Weeks of Active Learning

6 Months Online Membership

Financial Modeling School classes start on August 15th, 2011



Duration of the Program – Project Finance

10 Weeks of Active Learning

6 Months Online Membership

Financial Modeling School classes start on August 15th, 2011



Cost of the Program



Option	What you get?	Price in US \$	with Excel School (\$)
Financial Modeling Class	Online Classes + Lesson Downloads on Financial Modeling using Excel	\$247	\$317
Project Finance Class	Online Classes + Lesson Downloads on Project Finance using Excel	\$247	\$317
Both Classes	Online Classes + Lesson Downloads on both financial modeling & project finance	\$397	\$447
Modes of Payment		Credit Cards, PayPal, e-Checks	

[Click here to Join](#)



Cost of the Program (for Indian Residents)



Option	What you get?	Price in INR	with Excel School (INR)
Financial Modeling Class	Online Classes + Lesson Downloads on Financial Modeling using Excel	Rs 8,000	Rs 10,000
Project Finance Class	Online Classes + Lesson Downloads on Project Finance using Excel	Rs 8,000	Rs 10,000
Both Classes	Online Classes + Lesson Downloads on both financial modeling & project finance	Rs 13,000	Rs 15,500
Modes of Payment		Bank Transfer , Check, DD or Cash Deposit	

* This option is available for people currently living in India.

To make a payment, please visit

<http://chandoo.org/wp/financial-modeling/inr-pricing/>



Payments & Registration

opens on 27th of July, 2011

and closes on 10th of August, 2011

Classes begin from 15th August, 2011

July						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



How to pay?

Visit <http://chandoo.org/wp/financial-modeling-school/>

On July 27th 2011 and follow instructions

July						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Contact Details

Questions & Doubts?

Please e-mail me at paramdeep@edupristine.com

or visit <http://chandoo.org/wp/>

<http://www.edupristine.com>

or call +91 814 262 1090 or +91 989 298 0608



See you in Financial Modeling/ Project Finance School...

