

# Cash Clarity Self-Assessment



## Financial Visibility

YES \ NO

My books are current and reconciled monthly

 

I can clearly explain my current cash position

 

I regularly review inflows and outflows

 

I understand my burn rate

 

I know my current runway

 


## Working Capital Understanding

YES \ NO

I understand my cash conversion cycle

 

I know how long it takes revenue to become cash

 

I can anticipate timing fluctuations

 

I can forecast major upcoming expenses

 

My financing aligns with my cash flow realities

 


## Strategic Readiness

YES \ NO

I use financials to guide decisions

 

I can evaluate true profitability

 

I can clearly communicate capital needs

 

My financials are ready for lenders/investors

 

I can confidently discuss margins, runway, and debt

 

**Total 'YES' Score** \_\_\_\_\_

If several of these areas feel unclear, you are not alone. The first step to gaining cash clarity is hiring a skilled bookkeeper to keep your numbers clean and clear. From there you can begin to track cash weekly, forecast months in advance, and separate revenue growth from cash availability, all key data points in decision making for your business. At ICA, we work to help founders achieve cash clarity in our quarterly financial check-ins and will often make referrals to service providers in our ecosystem.

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