RESOLVE
STRATEGIES

Cash runway
?

Debtor days
?

Gross margin
?

3 numbers worth 10 minutes every Monday.

Most owners only check sales. These tell you what sales can't.

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NUMBER 1

Cash runway

How long could you last if sales stopped?

Cash in the bank ÷ monthly costs

$12,000 ÷ $4,000 **3 months**

Under 3 months? Cut costs or bring cash in now, not later.

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NUMBER 2

Debtor days

How long do customers take to pay you?

Owed to you ÷ yearly sales × 365

$15,000 ÷ $120,000 × 365 **46 days**

If this number is rising, your cash is shrinking, even when sales look great.

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NUMBER 3

Gross margin

How much of each sale do you actually keep?

(Sales − direct costs) ÷ sales

($50,000 − $35,000) ÷ $50,000 **30%**

Sales up but margin down? You're getting busier, not richer.

RESOLVE
STRATEGIES

Sales tell you what happened. These tell you what's coming.

We turn them into one simple dashboard that updates itself.

resolvestrategies.net