

STANFORD FINANCE

MODULE 1 OF 4

MONEY HAS A JOB. YOUR JOB IS TO DECIDE WHERE IT GOES.

The most important lesson from Module 1.

Finance isn't about spreadsheets. It's about allocating resources to create value.

DENIZ CALISKAN

Finance translated into plain English.

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THE LESSON

YOU CAN'T ALLOCATE WHAT YOU CAN'T READ.

Finance isn't about spreadsheets — it's about allocating resources to create value. That starts with reading the numbers honestly.

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WHERE IT STARTS

FINANCIAL STATEMENTS AREN'T MATHS.

They're a story.

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WHAT EACH ONE ANSWERS

THREE QUESTIONS.

INCOME	Did we **profit**?
BALANCE SHEET	What do we **own & owe**?
CASH FLOW	Did real money actually **move**?

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THE ONE THAT SURPRISES EVERYONE

PROFIT IS AN OPINION. CASH IS A FACT.

A business can look profitable on paper and still run out of money.

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MODULE 1 · THE TAKEAWAY

YOU DON'T NEED TO BUILD THEM.

You need to read them well enough to ask good questions.

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