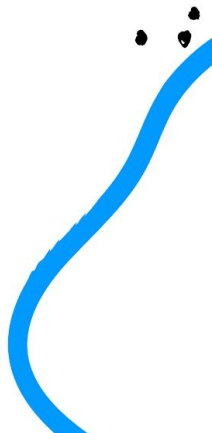




Financial modeling and strategy



Hi, I'm Luna Marciano-Levy

- Director FP&A
- Joined monday.com on 2019



What's planning all about?

01

Business Partner

02

Strategy

03

Collaboration

How to create a solid financial model?

- Combination of:
 - * Bottom-up
 - * Top-down
- 5 year plan (1-2 detailed, 3-5 top down)
- Benchmark review
(industry, target customer, company stage, revenue scale, trend changes etc.)
- Defined KPIs to validate and reevaluate your plan
- Realistic as possible, and avoid over-complication

Times of Uncertainty

- Scenarios modeling
- Budget vs forecast - live, on-going
(the budget will always be an important reference point)
- Create a mutual on-going process & communication with the departments
(in depth and periodic review - keep the right intervals)
- Flexible mindset and live responses to changes
(be alerted, and constantly re-examine and evaluate if we should adjust our plan or take action)
- Don't give up on your goals

The value in financial planning

- Improving the end result
- Create cross-company full alignment
- Identify and respond fast and efficiently to changes
- Enhance investors and stakeholders confidence

Takeaways

- 01 Plan long term, part of a bigger picture
- 02 Foster a collaborative cross-company approach
- 03 Adopt a flexible mindset - avoid giving up on your dreams

The image features a white background with several abstract, hand-drawn style elements. In the top left, there is a large yellow circle with a cluster of small black dots at its bottom edge. To its left, a blue circle is partially visible, with a yellow line looping around it. On the right side, there is a large yellow circle and a yellow brushstroke below it. The text "Thank you!" is centered in a bold, black, sans-serif font.

Thank you!