Entrepreneurial Finance: *Venture Capital, Deal Structure & Valuation, Second Edition*

**Chapter** 7 Revenue Forecasting

***Learning Objectives***

After reading this chapter you should be able to:

* Understand the principles of financial forecasting
* Prepare a revenue forecast for a new venture using yardsticks and fundamental analysis
* Incorporate demand and supply considerations into the revenue forecast
* Estimate revenue uncertainty using sensitivity analysis, scenario analysis, and simulation