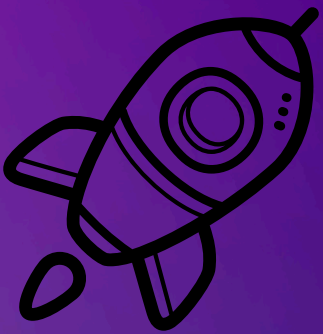
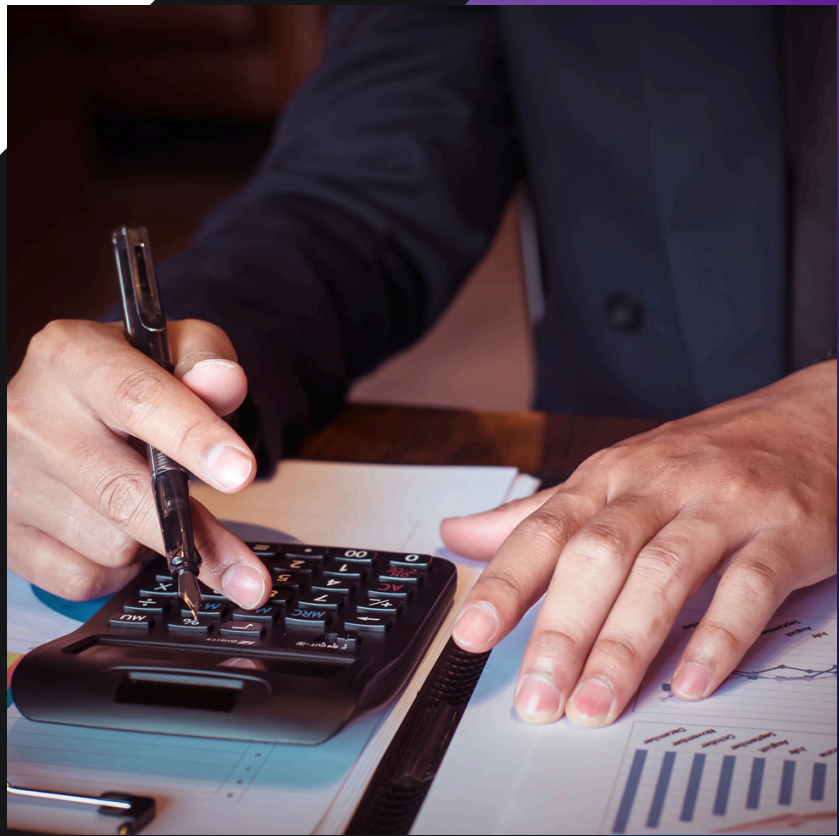


HOW TO MANAGE START UP EXPENSES



Smart Spending = Longer Runway +
Investor Confidence”



Why Expense Management is Critical

- 01 Controls Burn Rate
- 02 Improves Cash Flow Visibility
- 03 Extends Runway
- 04 Enable better decision-making
- 05 Build financial discipline



Start With a Lean Budget

1. Identify Core Needs Only

- Spend only on essentials
- Cut vanity expenses

2. Avoid Heavy Fixed Costs

- Prefer remote/hybrid over office rent
- Outsource over hiring full-time early

3. Use Free & Low-Cost Tools

- Use open-source or freemium tools
- Delay premium subscriptions



Track Every Rupee Spent

1. Use Expense Tracking Tools

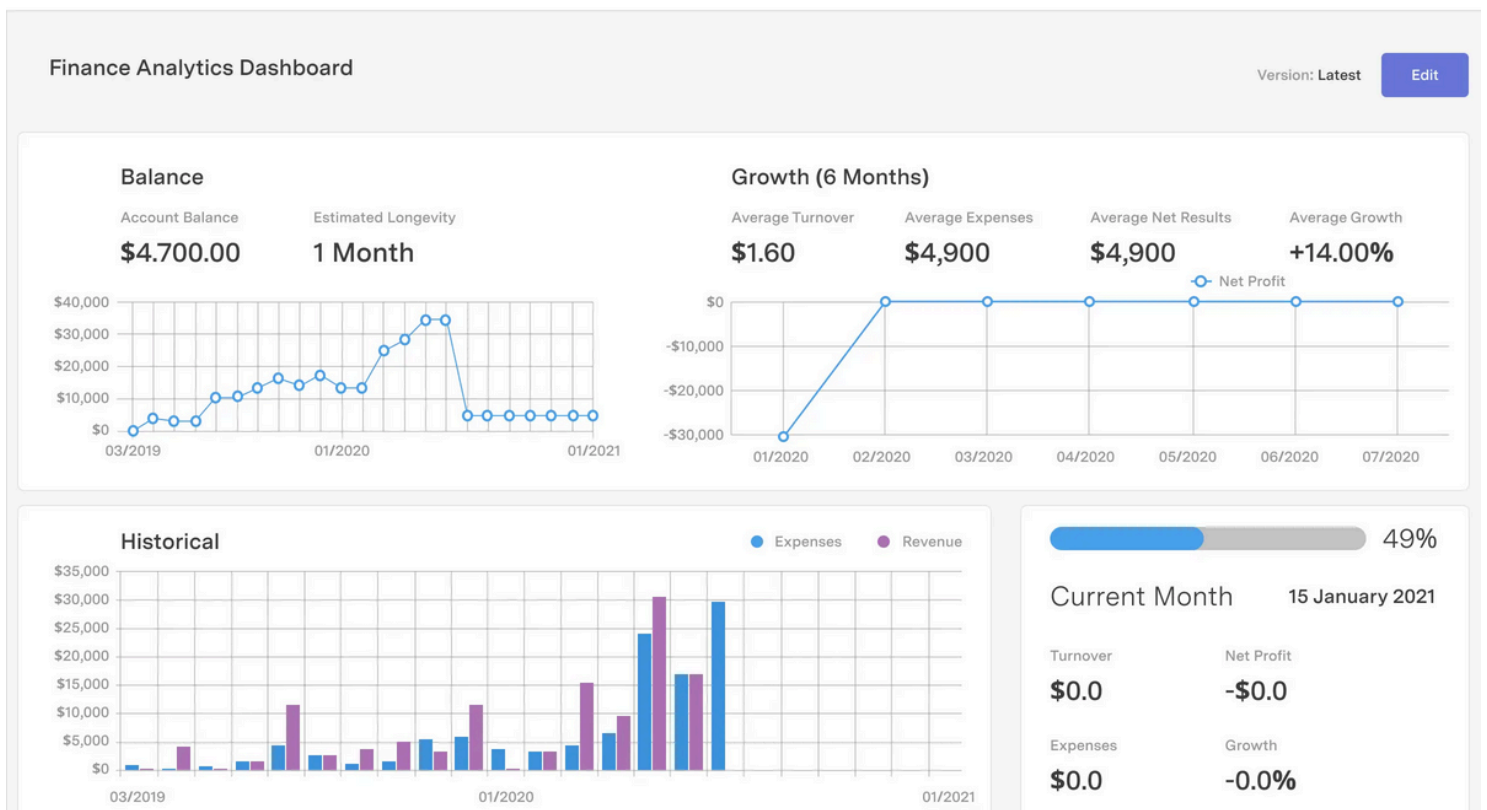
- Use software like Zoho, QuickBooks, etc.
- Sync receipts, invoices, bank feeds

2. Categorize Expenses Regularly

- Marketing, salaries, ops, tech, etc.
- Helps in cost-benefit analysis

3. Set Monthly Expense Reviews

- Identify overspending areas
- Compare forecast vs actual



Hire Smart, Scale Fast



1. Focus on Flexible Talent

- Work with freelancers, interns, or contractors to stay lean.
- Platforms: Upwork, Fiverr, Internshala, AngelList.

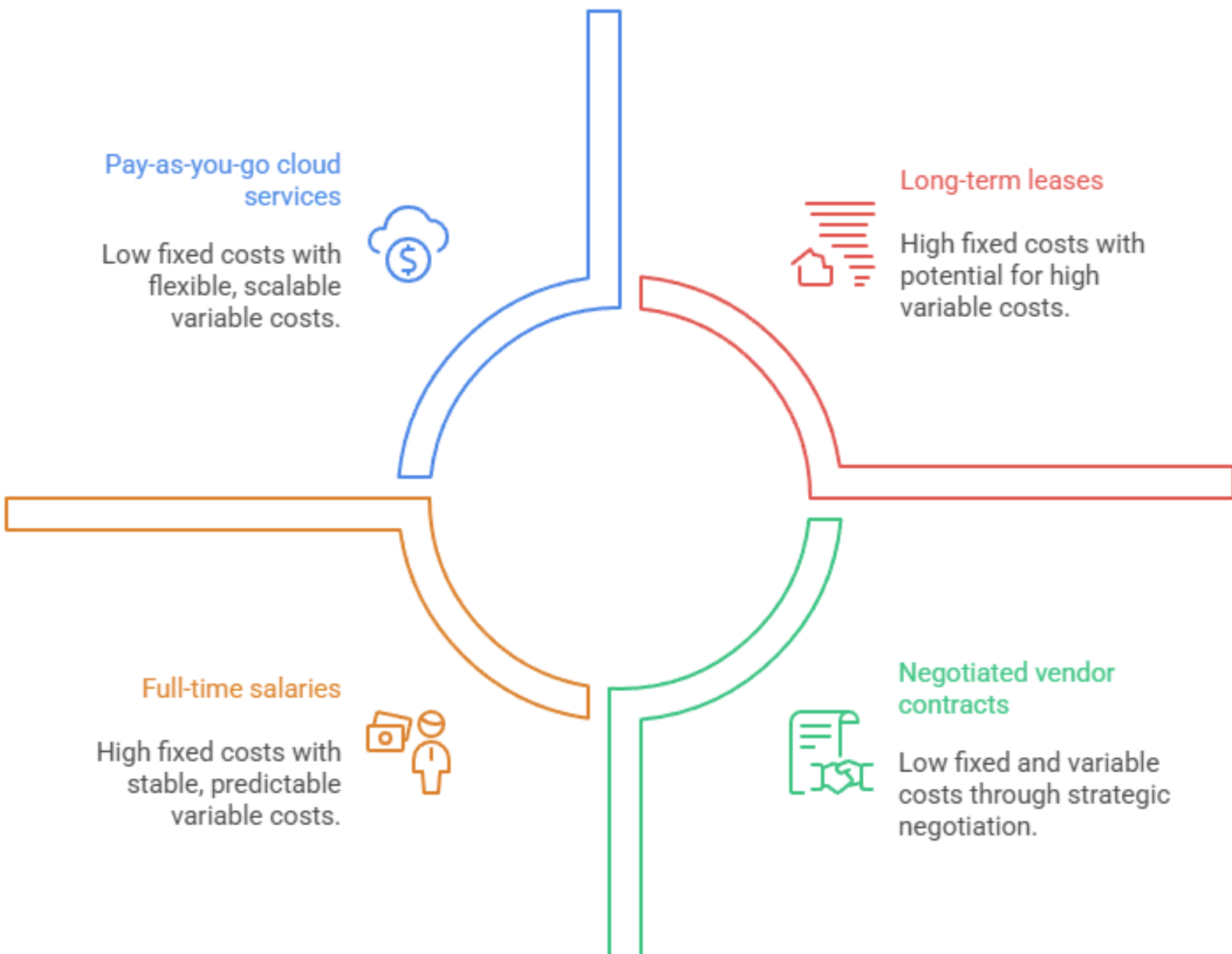
2. Avoid Premature Hiring

- Don't hire full-time unless there's consistent work.
- Automate repetitive tasks with AI tools before hiring.

3. Build a Core "A-Team"

- Hire multi-skilled team members who can wear multiple hats.
- Focus on strategic roles like product, growth, or tech.

Balance Fixed & Variable Costs Wisely



Minimize fixed costs like rent, software, and salaries to stay flexible.

Use variable cost models – pay-as-you-go tools, freelance talent, and scalable cloud services.

Review your cost structure monthly to shift spending based on traction and ROI.