BLACKBIRD FOR TRAINING

Advanced Financial Modelling, Valuation & Feasibility Studies for Project Decision-Making

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Casablanca (Morocco)

UK Trainig
PARTNER



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Introduction

In today's competitive and data-driven business environment, professionals are expected to make investment, project, and strategic decisions based on accurate financial analysis, reliable feasibility assessments, and clear valuation models. Whether organizations are evaluating a new project, expanding operations, attracting investors, assessing business value, or comparing investment alternatives, the ability to build financial models and conduct feasibility studies has become essential.

This intensive 2-week masterclass combines Financial Modelling, Valuation, and Feasibility Studies into one comprehensive program. It provides participants with the technical knowledge, analytical tools, and practical skills needed to build professional financial models, conduct detailed valuations, evaluate project feasibility, assess risks, and prepare clear decision-making reports for stakeholders.

Participants will learn how to develop integrated financial statements, forecast cash flows, apply valuation methods, conduct scenario and sensitivity analysis, assess project viability, evaluate technical and financial feasibility, manage risks, and prepare feasibility reports. The course also includes practical Excel-based exercises, real-world case studies, and a final project that allows participants to build, analyze, and present a complete financial and feasibility assessment.

By the end of this program, participants will be able to transform financial and project data into meaningful insights that support better business decisions, reduce investment risk, and improve project success.

Course Objectives

By the end of the Advanced Financial Modelling, Valuation & Feasibility Studies for Project Decision-Making course, participants will be able to:



- Understand the purpose, structure, and practical applications of financial modelling.
- Build reliable and transparent financial models aligned with business realities.
- Develop integrated financial statements, including income statement, balance sheet, and cash flow statement.
- Prepare financial forecasts covering revenues, costs, cash flows, and performance assumptions.
- Apply valuation techniques such as Discounted Cash Flow, comparable analysis, financial ratios, and return-based evaluation.
- Conduct scenario analysis and sensitivity testing to assess the impact of uncertainty.
- Integrate financial risk modelling into business planning and investment decisions.
- Understand the role and importance of feasibility studies in project planning and decision-making.
- Analyze project options and assess technical, operational, financial, and commercial feasibility.
- Identify project risks, opportunities, stakeholder requirements, and cost implications.
- Apply financial analysis tools such as Net Present Value and Internal Rate of Return in feasibility evaluation.
- Prepare professional feasibility study reports with clear conclusions and recommendations.
- Present financial models, valuation results, and feasibility findings to boards, investors, and decision-makers.

Course Outlines

Day 1: Introduction to Financial Modelling

- What is financial modelling and why is it important?
- The role of financial models in business and investment decision-making.
- Types of financial models used in real-world applications.
- Financial modelling basics and key principles.
- Understanding model structure, logic, assumptions, and outputs.
- Best practices for building reliable and transparent financial models.
- Overview of Excel tools used in financial analysis.
- Practical workshop: Building a simple financial model step by step.

Day 2: Integrated Financial Statements and Forecasting

- Setting up integrated financial statements.
- Building the income statement.
- Building the balance sheet.
- Building the cash flow statement.
- Linking financial statements accurately.
- Understanding revenue, cost, working capital, and capital expenditure assumptions.
- Developing financial forecast models.
- Forecasting future cash flows and performance scenarios.
- Practical workshop: Creating an integrated financial forecast model.



Day 3: Advanced Financial Modelling Techniques

- Developing robust business financial models.
- Building model assumptions and drivers.
- Structuring formulas and logic for clarity and flexibility.
- Error checking and model auditing techniques.
- Scenario analysis and sensitivity testing.
- Understanding base case, optimistic case, and downside case assumptions.
- Using financial models to support strategic planning.
- Workshop: Developing a full business model for a commercial project.

Day 4: Financial Valuation Methods

- Introduction to financial valuation.
- Understanding the purpose of valuation in business and investment decisions.
- Market-based valuation approaches.
- Accounting-based valuation approaches.
- Discounted Cash Flow valuation.
- Applying ROI, ROA, and financial ratios in valuation.
- Comparative analysis and benchmarking.
- Understanding company value, project value, and investment value.
- Case study: Valuing a service-sector company using practical data.

Day 5: Risk Analysis, Reporting, and Model Presentation

- Integrating financial risk modelling into forecasts.
- Identifying key financial and business risks.
- Stress testing financial models.
- Simulating crises and assessing impact on valuation outcomes.
- Scenario-based decision-making using financial data.
- Creating financial reports for boards and investors.
- Visualizing data using charts, dashboards, and summary outputs.
- Communicating financial insights professionally.
- Practical project: Presenting and defending a financial model and valuation report.

Day 6: Introduction to Feasibility Studies

- What is a feasibility study and why is it important?
- The role of feasibility studies in the project lifecycle.
- Difference between a feasibility study, business case, and business plan.
- Key principles and concepts of feasibility studies.
- Understanding where feasibility studies fit within project planning.
- Creating and protecting business value through feasibility assessment.
- Understanding the business need behind a project.
- Defining project objectives, scope, and expected outcomes.
- Practical exercise: Identifying the purpose and scope of a feasibility stud



Day 7: Options Analysis and Project Planning

- Identifying project alternatives and possible solutions.
- Distinguishing between needs and wants.
- Performing options analysis.
- Evaluating project alternatives based on value, cost, risk, and feasibility.
- Creative thinking and problem-solving in project evaluation.
- Identifying opportunities and constraints.
- Planning feasibility studies for individuals and teams.
- Organizing feasibility study activities and responsibilities.
- Practical exercise: Comparing project options and selecting preferred alternatives.

Day 8: Risk Assessment, Stakeholder Management, and Cost Estimation

- Understanding the risk management process in feasibility studies.
- Identifying risks related to the preferred project option.
- Assessing the probability and impact of project risks.
- Developing risk mitigation responses.
- Identifying and managing key stakeholders.
- Understanding stakeholder expectations and influence.
- Establishing project cost estimates.
- Determining contingencies for uncertainty and unforeseen issues.
- Practical workshop: Preparing a risk and stakeholder assessment for a feasibility study.

Day 9: Feasibility Assessment and Financial Evaluation

- Determining the most feasible project option.
- Technical feasibility, operational feasibility, commercial feasibility, and financial feasibility.
- Applying financial analysis techniques in feasibility studies.
- Non-discounting evaluation methods.
- Discounting methods and time value of money.
- Applying Net Present Value in project feasibility evaluation.
- Applying Internal Rate of Return in feasibility analysis.
- Linking feasibility assumptions with financial models.
- Case study: Evaluating project feasibility using financial and non-financial criteria.



Day 10: Feasibility Report and Final Decision Presentation

- Developing a professional feasibility study report.
- Structuring findings, conclusions, and recommendations.
- Presenting financial analysis, valuation results, risks, and feasibility outcomes.
- Characteristics of clear and effective communication.
- Using dashboards, charts, and executive summaries in feasibility reporting.
- Managing interpersonal relationships during feasibility study presentation.
- Real case feasibility study review and analysis.
- Final capstone project: Preparing and presenting a complete financial model, valuation, and feasibility recommendation.
- Instructor feedback and key learning summary.

Why Attend This Course: Wins & Losses!

- Gain practical financial modelling skills used by finance professionals, analysts, consultants, and corporate decision-makers.
- Learn how to build accurate financial forecasting models that support strategic planning.
- Master valuation methods used to assess business value, project value, and investment opportunities.
- Develop confidence in using Excel-based financial models for real business decisions.
- Learn how to conduct feasibility studies that assess whether projects should proceed or be reconsidered.
- Improve your ability to evaluate technical, operational, financial, and commercial project feasibility.
- Strengthen your skills in risk assessment, scenario analysis, and sensitivity testing.
- Learn how to prepare professional feasibility reports with clear conclusions and actionable recommendations.
- Enhance your ability to communicate financial analysis and feasibility findings to boards, investors, and stakeholders.
- Reduce the risk of costly project mistakes by applying structured analysis before major investment decisions.
- Position yourself for roles in financial analysis, project evaluation, investment advisory, corporate finance, business planning, and feasibility consulting.

Conclusion

The Advanced Financial Modelling, Valuation & Feasibility Studies for Project Decision-Making course provides a complete practical framework for professionals who need to evaluate projects, build financial models, conduct valuations, and prepare feasibility assessments.

Over 10 intensive days, participants will move from the fundamentals of financial modelling to advanced valuation, risk analysis, project feasibility evaluation, and professional reporting. The program combines technical financial skills with practical project assessment methods, helping participants make better investment and business decisions.



By the end of the course, participants will be able to build reliable financial models, evaluate business and project value, assess feasibility from multiple perspectives, identify key risks, and present clear recommendations to decision-makers. This course is ideal for professionals in finance, investment, project planning, corporate strategy, business development, consulting, and project management who want to improve their ability to turn financial and project data into confident, well-supported decisions.

