

Home

Managing money

Loans and credit

Property

Your home

Insurance

Super and planning

Shares

News and analysis

Opinion

Australian market

Overseas markets

Currency

Bonds

Business news

Energy

Materials

Industrials

Consumer discretionary

Consumer staples

Health care

Financial services

Information technology

Utilities

Reuters business news

AAP business news

AAP pr newswire

News and analysis

You are here: [ninemsn](#) > [Money](#) > [News and analysis](#)

Media Release: 10X Limited

Thursday, August 27, 2009

AAP

World-First iPhone App Puts Cash Flow Growth in the Palm of Your Hand

FOR IMMEDIATE RELEASE

10X CashFlow Pro - a new iPhone application created by business development services franchisor, 10X Limited, is being released today, giving business owners in the SME sector the power to obtain an instant snapshot of how their business is really performing and over 170 ways to boost cash flow - all in the palm of their hand! For a sneak peek at the application visit: <http://tinyurl.com/mjsyne>

Tapping into the worldwide iPhone phenomenon, CashFlow Pro is an easy-to-use application that both calculates a business' Net Variable Cash Flow and suggests practical ways to strategically manage cash for long term growth. It's currently the only iPhone application of its kind on the iTunes Store and one which 10X CEO, Nic Clark expects to be hugely popular with time-poor business owners in the SME sector.

"Many business owners are so tied up working in their business, they're unable to step back and see how they're really performing - which means assessing their cash flow," says Nic. "A lot of SME owners think that if they're busy, have orders coming in and large amounts of money outstanding in unpaid invoices they're doing o.k.

The reality is, cash is the lifeblood of any company. If you don't have a strong, steady cash flow, you'll be unable to operate. I've seen too many profitable companies go under because they run out of cash and were never aware they were operating with a negative cash flow. We've designed this iPhone app to be a convenient evaluation and monitoring tool which also incorporates strategies to help business owners manage their cash more effectively".

According to Nic, a lack of positive cash flow growth is one of the biggest killers of Australian small businesses (The Australian Bureau of Statistics estimates a staggering 41.6% of all new businesses fail to make it past the five year mark). Contributing to the plight of small, cash-poor companies is their inability to grow as quickly or effectively as their cashed up contemporaries, "Staying small, with a small turnover guarantees an ongoing battle with cash flow", adds Nic.