



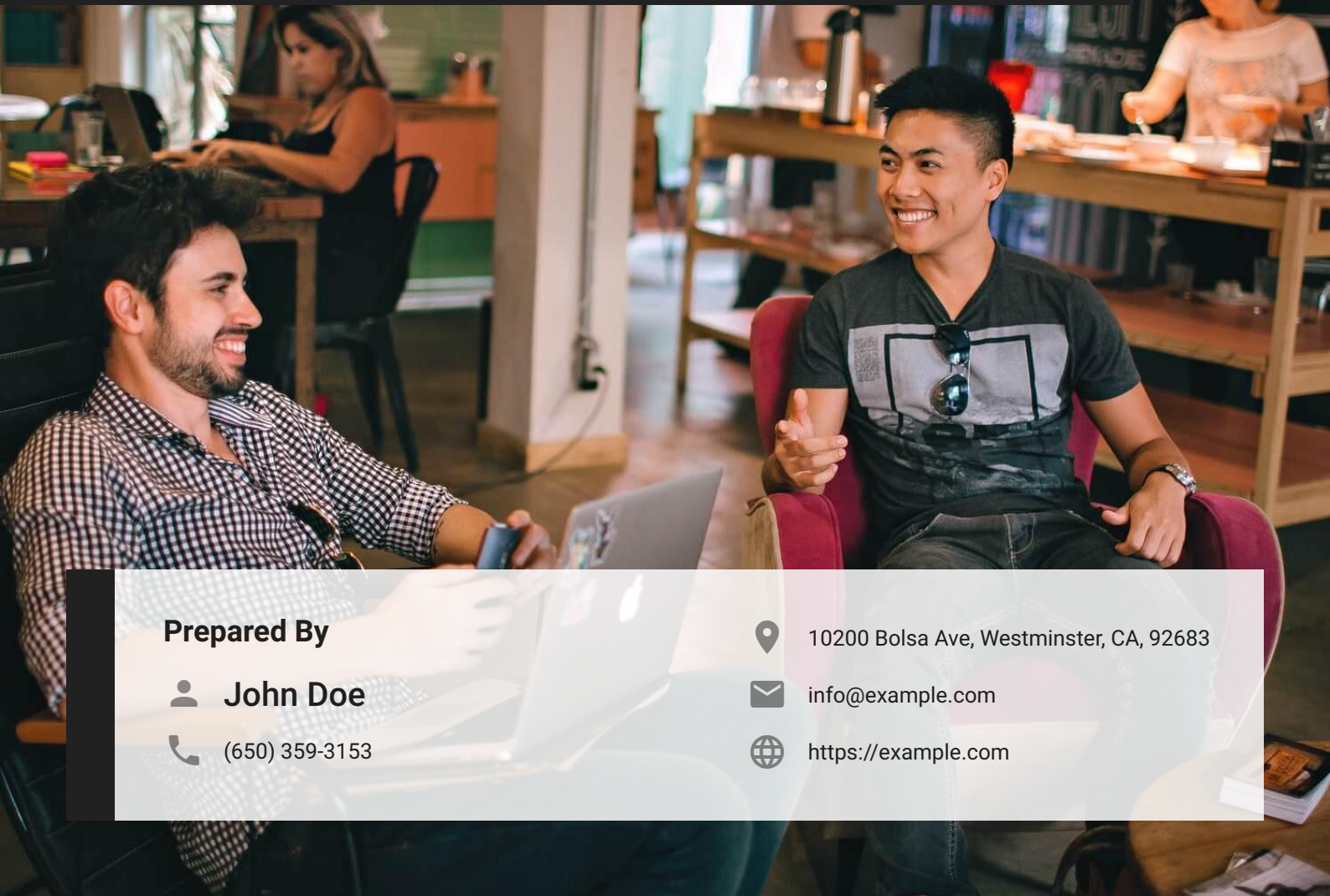
Co-Working Space

Business Plan


[YEAR]


Providing building blocks for success


Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company




Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@example.com


 https://example.com

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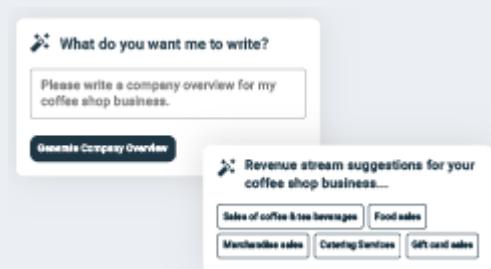
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1.

Executive Summary

Company Overview

Partners/Management Team

Service Strategy

Marketing Plan

Financial Plan

Company Overview

Ex :: YoWorks

YoWorks is a revolutionary business idea that will provide freelancers and entrepreneurs in the Batangas region an affordable, creative, and collaborative co-working space - that is a shared working environment where these individuals can work on individual projects.

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Start writing here..

Partners/Management Team

Ex :: YoWorks

Our management team is composed of individuals with relevant skills ensuring a holistic management structure. Ronald Gonzales, the Chief Executive Officer (CEO), has years of experience as a freelancer (in CAD and other engineering projects, structural analysis, etc.).

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Start writing here..

Service Strategy

Ex :: YoWorks

YoWorks' main service will be composed of co-working spaces fit for knowledge workers/freelancers and entrepreneurs. Offering various packages based on customers' preferred frequency of visit and perks (Earth - Day Pass, Night sky - Night Pass, etc.).

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Start writing here..

Marketing Plan

Ex :: YoWorks

The Company has devised an innovative pricing strategy that allows customers to avail of the co-working spaces based on frequency (Pay Per Go/Day Pass, weeks' worth of usage and month's worth) and additional services/amenities (free-flowing coffee

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Start writing here..

Financial Plan

Ex :: YoWorks

YoWorks will have an active role in providing excellent co-working spaces and other relevant services. In year one, partners will invest \$2.5 million in cash to jump-start the operation. The equity capital will be used to complete the development of the Company

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Start writing here..

2.

Industry Analysis

Industry Drivers

Success Factors and Metrics

Porter's Five Forces Analysis

Ex :: YoWorks

The co-working space industry can generally be defined as an established workspace designed for individuals and small groups to collectively work, do business, and collaborate in a shared community environment. The challenge of establishing a co-working space is to create a

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Industry Drivers

Ex :: YoWorks

Working with others in a collaborative environment encourages professional networking and business development. In the co-working pyramid of needs (see Appendix 2), it emphasizes that office amenities such as Wi-Fi, desks, and meeting rooms are essential for a co-working space.

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Sharing and Collaboration

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Ex :: YoWorks

There is an increasing number of professional individuals working from home offices or telecommuting. These could include individuals working for companies that do not have the physical space or have employees that need to travel long distances to the office.

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Working from Home

Start writing here..

Ex :: YoWorks

New technologies are improving the ability for work to be done remotely and through the Internet. Cloud computing is changing the face of the traditional office and the needs of the individual worker. Email and data no longer need to be hosted on traditional servers.

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Cloud Computing

Start writing here..

Ex :: YoWorks

Among the biggest challenges for a new freelance professional is finding a place to work and meet clients and colleagues. Many end up working at either a coffee shop or at home. Neither is professional or sufficient for the needs of a professional-looking environment.

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Having an affordable, professional place to work and meet

Start writing here..

Ex :: YoWorks

Shared spaces are rented out through a variety of economic business models to individuals looking for a place to work. co-working attracts many individuals from a range of professions looking to take advantage of shared workspace and become a part of a community.

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Collaborate with community at space

Start writing here..

Success Factors and Metrics

Ex :: YoWorks

Having space that is popular and community-driven may still not be enough to make the business a success, and sustainable revenue and positive cash flow are still crucial. According to the Global co-working Survey, the three main factors that help a co-working space succeed are:

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Start writing here..

Ex :: YoWorks

While there are no rules that dictate the size necessary for a co-working space to succeed, more members mean higher levels of revenue that can be used to cover fixed costs such as rent, employee wages, and other on-going expenses. While simply increasing the number of members is not enough, it is a key factor in the success of a co-working space.

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Number of members in a co-working space

Start writing here..

Ex :: YoWorks

Naturally, as space grows, the community of members evolves and matures. This will take some time as the members will help define the space. The longer space is operating, the more time the community can develop naturally. Research has shown that s


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Age of space (maturity of community)

Start writing here..

Ex :: YoWorks

Looking at co-working spaces around the world has shown that the majority of owner-operators have other sources of income. Owners tend to be freelancers themselves and be an expert in a certain area. Many spaces are not established with the goal of lucrati

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Other sources of income


Start writing here..

Porter's Five Forces Analysis



REMEMBER

Michael Porter's five forces analysis is helpful to determine the relationship among competitive forces in a particular marketplace. co-working is a new industry that is developing and evolving. The bound

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Ex :: YoWorks

The co-working industry is not reliant on raw materials or commodities instead its continuous operation relies on utility services such as reliable electricity and high-speed internet. Switching from one supplier to another may not be possible (electricity provider

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Bargaining Power of Suppliers

Start writing here..

Ex :: YoWorks

Although buyers are critical because they help define the community and space, their relative bargaining power in this industry is limited. Because co-working is a new, young industry, there are more potential coworkers in the form of freelancers and small businesses.

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Bargaining Power of Buyers

Start writing here..

Ex :: YoWorks

For new entrants entering a co-working space, the barriers to entry are moderate to high. While it is not difficult to renovate a space and equip it with shared workstations and office equipment, it still requires working capital investment, time to plan the space, and a strong network.

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Threat of New Entrants

Start writing here..

Ex :: YoWorks

Competition from other places to work certainly exists, but the services and features of the business concept make it difficult to make a direct comparison. A co-working space, while costing more than working from home, offers features and benefits that are not available at home.


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Availability of Substitutes

Start writing here..

Ex :: YoWorks

Competition between spaces is difficult to gauge given the newness of the industry. Research from the 2nd Global co-working Survey in 2012 has indicated that multiple co-working spaces in a city have a net positive effect on profitability versus a co-working space.

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Rivalry among Competitors

Start writing here..

3.

Company Description

Our Mission

Our Vision

Management Team

Ex :: YoWorks

YoWorks is a shared workspaces facility, a premium office, and a collaborative environment for freelancers and entrepreneurs. The design and operations of the functions of the space as convener which bonds people together. The design and layout consid

To unlock help try Upmetrics! 

Start writing here..

Our Mission

Ex :: YoWorks

Provide a professional working environment where stakeholders can comfortably explore their creativity, passion, and success anchored to the values of connectivity, collaboration, and productive co-working.

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Start writing here..

Our Vision

Ex :: YoWorks

Become the undisputed leader in the co-working space business in the region by revolutionizing the office experience through developing a growing community of co-working individuals happily working together.

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Start writing here..

Management Team

Ex :: YoWorks

The company shall be formed through a partnership type of business.

The partners/management team consists of Celine Francisco, Mariko Menela, Ronald

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Start writing here..



Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.

SWOT Analysis

Market Size

Customer Profiles

Help tip

John & Sons

Depending on what details of your business you need different elements in your business plan. Here are some foundational elements...

Company Overview

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

Start your planning today

4.

Products & Services

Co-working Space

Classes & Workshops

Consulting Services

Other Services

Co-working Space

Ex :: YoWorks

Providing co-working space serves as the core service of the company. Various packages shall be available for potential members each will suit their specific needs and will be flexible as they adapt to the stages of their growth. Members of our co-working space

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Start writing here..

Classes & Workshops

Ex :: YoWorks

Our talented team will offer a variety of classes and workshops on various technical and management skills development (presentation skills, negotiation skills, problem-solving analysis, project management, data visualization, service plus, product

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Start writing here..

Consulting Services

Ex :: YoWorks

For businesses that want more hands-on assistance, we will provide consulting services and employee training. Services shall include brainstorming facilitation, branding, innovative marketing, workflow analysis, etc.

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Start writing here..

Other Services

Ex :: YoWorks

We shall offer add-on services such as virtual office and business start-up assistance for members

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Start writing here..

5.

Market Analysis

Market Size

Market Segments

Our Competitors

Market Size

Ex :: YoWorks

In the Philippines, as of this writing, over one (1) million are doing freelance work. Meanwhile, 11 million are self-employed (according to the Philippine Commission on Women in 2010). By tallying the estimated number of freelancers, self-employed, and small business owners, the market size is estimated to be around 12 million.

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Start writing here..

Market Segments

Ex :: YoWorks

There are three market segments identified by YoWorks:

1. freelancers/knowledge workers with the age range of 18 to 66 residing in Batangas (60%)

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Start writing here..

Our Competitors

Ex :: YoWorks

YoWorks does not have a direct competitor yet since there are no coworking spaces yet in the Batangas/Lipa area. However, substitutes include cafes, home offices, and offices for commuters living in the Batangas area.

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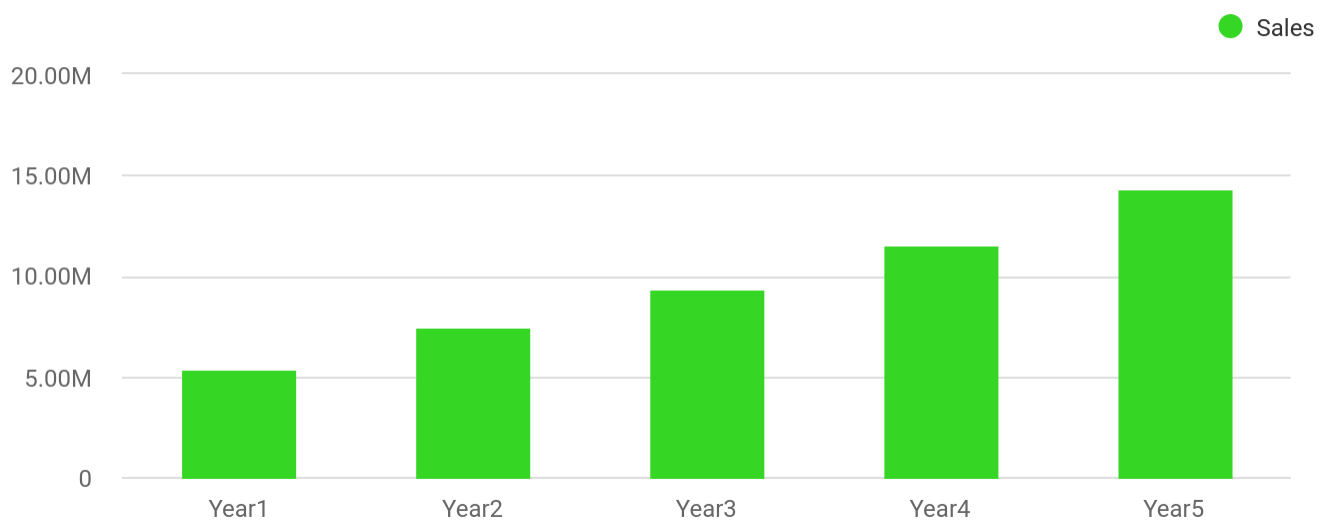
Based on the maximum seating capacity (122) and assumptions that there will be 40% and 50% capacities on Year 1 and 2, and steady growth on Years 3 to 5, the following sales projections have been calculated. First-year occupants will be composed of the following:

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5 Year Sales Goals

Start writing here..

5 Year Sales Goals Projections



Financial Year	Sales
Year1	5,407,058
Year2	7,506,781
Year3	9,316,095
Year4	11,544,080
Year5	14,296,696

6.

Marketing Strategy


Promotional Strategy

Pricing

Promotional Strategy

Ex :: YoWorks

YoWorks will utilize relationship and content marketing strategies and tactics to reach the mentioned target markets to achieve \$ 5.4million gross sales by the end of the first year in business. The first-year budget for marketing including the early prom


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Start writing here..

Pricing

Ex :: YoWorks

We apply cost-based pricing and competitive-based pricing methods to set prices for our services. Our one-off costs and reoccurring costs are both considerable, thus we cannot ignore the costs when setting our prices. Otherwise, for the “co-working space”

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Start writing here..

7.

Operations Description


Operations Plan

Management Compensation and Ownership

Operations Plan

Ex :: YoWorks

YoWorks will be accessible 16 hours a day, 7 days a week to its members. Drop-in will be open from 9 am to 5 pm. Each member will be issued a security pass card. Members can avail of the various amenities inclusive of each package we offer. The technology


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Start writing here..

Management Compensation and Ownership

Ex :: YoWorks

Ownership of the business will be engaged through a profit-sharing basis so no regular salaries will be paid. Partners will have an ownership portion of the venture that is equivalent to the equity investment contributed.

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Start writing here..

8.

Staffing Description

Staffing, Employee Compensation and Work Schedule

Staffing, Employee Compensation and Work Schedule

Ex :: YoWorks

YoWorks shall hire staff that will help the management team manage and run the business in its daily operations. Positions, key functions/responsibilities, and basic qualifications are described in Appendix 7. The management team considers its employees to be full-time employees.

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Start writing here..

9.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own cybersecurity business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your

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Important Assumptions

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$807,802.39	\$1,184,850.96	\$1,797,043.05
Workspace Rentals	\$601,015	\$962,190	\$1,540,430
Unit Sales	1,202	1,924	3,081
Unit Price	\$500	\$500	\$500
Meeting Room Bookings	\$180,000	\$180,000	\$180,000

	2024	2025	2026
Total Hours	6,000	6,000	6,000
Hourly Price	\$30	\$30	\$30
Additional Services	\$26,787.39	\$42,660.96	\$76,613.05
Cost Of Sales	\$89,926.01	\$104,384.61	\$123,463.24
General Costs	\$89,926.01	\$104,384.61	\$123,463.24
Facility Maintenance and Operations	\$45,847.98	\$55,456.09	\$67,300.41
Utilities	\$26,824.26	\$34,019.75	\$43,145.35
Facility Upkeep	\$19,023.72	\$21,436.34	\$24,155.06
Workspace Resources	\$44,078.03	\$48,928.52	\$56,162.83
Office Supplies	\$8,078.03	\$11,848.52	\$17,970.43
Technology and Equipment	\$36,000	\$37,080	\$38,192.40
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$717,876.38	\$1,080,466.35	\$1,673,579.81
Gross Margin (%)	88.87%	91.19%	93.13%
Operating Expense	\$819,444	\$840,784.68	\$862,585.80
Payroll Expense (Indirect Labor)	\$632,844	\$649,627.08	\$666,869.76
Management Team	\$187,500	\$193,125	\$198,918.72
General Manager	\$97,500	\$100,425	\$103,437.72
Finance Manager	\$90,000	\$92,700	\$95,481
Operations Staff	\$220,224	\$224,628.48	\$229,121.04

	2024	2025	2026
Facility Maintenance	\$129,600	\$132,192	\$134,835.84
Receptionists	\$90,624	\$92,436.48	\$94,285.20
Marketing and Sales Team	\$225,120	\$231,873.60	\$238,830
Marketing Specialists	\$117,120	\$120,633.60	\$124,252.56
Sales Representatives	\$108,000	\$111,240	\$114,577.44
General Expense	\$186,600	\$191,157.60	\$195,716.04
Facility Costs	\$144,600	\$147,861.60	\$151,073.40
Rent	\$120,000	\$122,400	\$124,848
Utilities	\$24,600	\$25,461.60	\$26,225.40
Operational Expenses	\$18,000	\$18,240	\$18,483.60
Office Supplies	\$6,000	\$6,120	\$6,242.40
Cleaning Services	\$12,000	\$12,120	\$12,241.20
Marketing and Promotion	\$24,000	\$25,056	\$26,159.04
Digital Marketing	\$9,600	\$10,080	\$10,584
Event Hosting	\$14,400	\$14,976	\$15,575.04
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$101,567.62)	\$239,681.67	\$810,994.01
Additional Expense	\$16,000.86	\$12,758.77	\$9,350.81
Long Term Depreciation	\$7,440	\$7,440	\$7,440
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$109,007.62)	\$232,241.67	\$803,554.01

	2024	2025	2026
Interest Expense	\$8,560.87	\$5,318.78	\$1,910.81
EBT	(\$117,568.48)	\$226,922.90	\$801,643.20
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$925,370.87	\$957,928.06	\$995,399.85
Net Income	(\$117,568.48)	\$226,922.90	\$801,643.20
Net Income (%)	(14.55%)	19.15%	44.61%
Retained Earning Opening	\$0	(\$137,568.48)	\$79,354.42
Owner's Distribution	\$20,000	\$10,000	\$10,000
Retained Earning Closing	(\$137,568.48)	\$79,354.42	\$870,997.62

Projected Cash Flow

	2024	2025	2026
Cash Received	\$807,802.39	\$1,184,850.96	\$1,797,043.05
Cash Paid	\$917,930.87	\$950,488.06	\$987,959.85
COS & General Expenses	\$276,526.01	\$295,542.21	\$319,179.28
Salary & Wages	\$632,844	\$649,627.08	\$666,869.76
Interest	\$8,560.87	\$5,318.78	\$1,910.81
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$110,128.48)	\$234,362.90	\$809,083.20
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$350,000	\$0	\$0
Loan Received	\$200,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$150,000	\$0	\$0
Amount Paid	\$83,369.30	\$76,611.39	\$80,019.33
Loan Capital	\$63,369.29	\$66,611.38	\$70,019.33
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$266,630.70	(\$76,611.39)	(\$80,019.33)
Summary			
Starting Cash	\$0	\$121,502.22	\$279,253.73
Cash In	\$1,157,802.39	\$1,184,850.96	\$1,797,043.05
Cash Out	\$1,036,300.17	\$1,027,099.45	\$1,067,979.18
Change in Cash	\$121,502.22	\$157,751.51	\$729,063.87
Ending Cash	\$121,502.22	\$279,253.73	\$1,008,317.60

Projected Balance Sheet

	2024	2025	2026
Assets	\$149,062.22	\$299,373.73	\$1,020,997.60
Current Assets	\$121,502.22	\$279,253.73	\$1,008,317.60

	2024	2025	2026
Cash	\$121,502.22	\$279,253.73	\$1,008,317.60
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$27,560	\$20,120	\$12,680
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$7,440)	(\$14,880)	(\$22,320)
Liabilities & Equity	\$149,062.23	\$299,373.75	\$1,020,997.62
Liabilities	\$136,630.71	\$70,019.33	\$0
Current Liabilities	\$66,611.38	\$70,019.33	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$66,611.38	\$70,019.33	\$0
Long Term Liabilities	\$70,019.33	\$0	\$0
Long Term Debt	\$70,019.33	\$0	\$0
Equity	\$12,431.52	\$229,354.42	\$1,020,997.62
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$150,000	\$150,000	\$150,000
Retained Earnings	(\$137,568.48)	\$79,354.42	\$870,997.62
Check	\$0	\$0	\$0

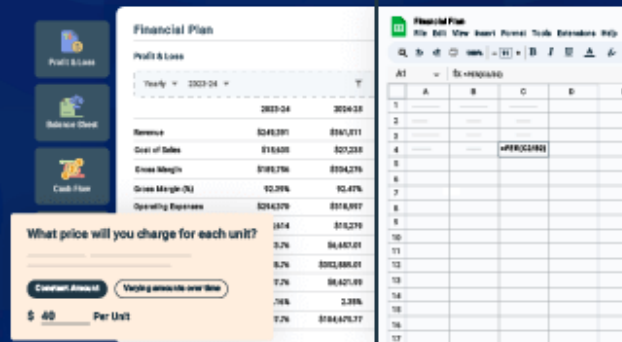
Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' button is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$124,771	\$134,573
Gross Margin (%)	51.7%	82.4%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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