


# BUSINESS PLAN [YEAR]



## Dispensary

We're With The Marijuana.

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## Financial Plan

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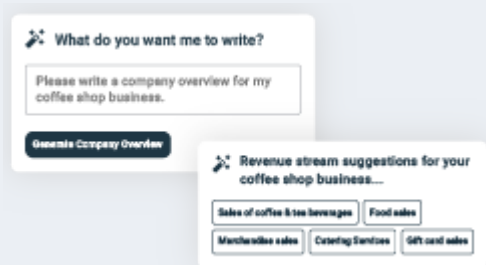
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# 1.

## Executive Summary

Products & Services

Mission Statement

Vision Statement

Competition

Keys to Success

Financial Summary

Financing Needed



## REMEMBER

Before you think about how to start a Marijuana Dispensary services business, you must create a detailed Marijuana Dispensary services business plan. It will not only guide you in the initial phases of

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### Maxwell Medical Marijuana

Maxwell Medical Marijuana Dispensary Store will be located in one of the busiest streets in Detroit - Michigan, the U.S. We have been able to lease a facility for 5 years with the option of acquiring the property once the property is put up for sale.

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## Products & Services

### Maxwell Medical Marijuana

Maxwell Medical Marijuana Dispensary Store will be involved in the retailing of medical marijuana and in the future other prescription drugs and over-the-counter drugs once we are able to secure the required license. We will also be involved in the sale

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## Mission Statement

### Maxwell Medical Marijuana

Our mission is to establish a first-class medical marijuana dispensary store that will not only retail medical marijuana but also make available a wide range of generic and branded prescription drugs from top pharmaceutical manufacturing brands at


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## Vision Statement

### Maxwell Medical Marijuana

Our vision is to become the largest medical marijuana dispensary store in the whole of Michigan and also amongst the top 5 leading medical marijuana dispensary stores in the United States of America.


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## Competition

### Maxwell Medical Marijuana

We have a lot of competition. In Eugene OR there are 28 recreational marijuana shops, five medical marijuana dispensaries, and two shops selling recreational and medical marijuana. They are all situated downtown where the city has said that it is legal.

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## Keys to Success

### Maxwell Medical Marijuana

Our keys to success are:

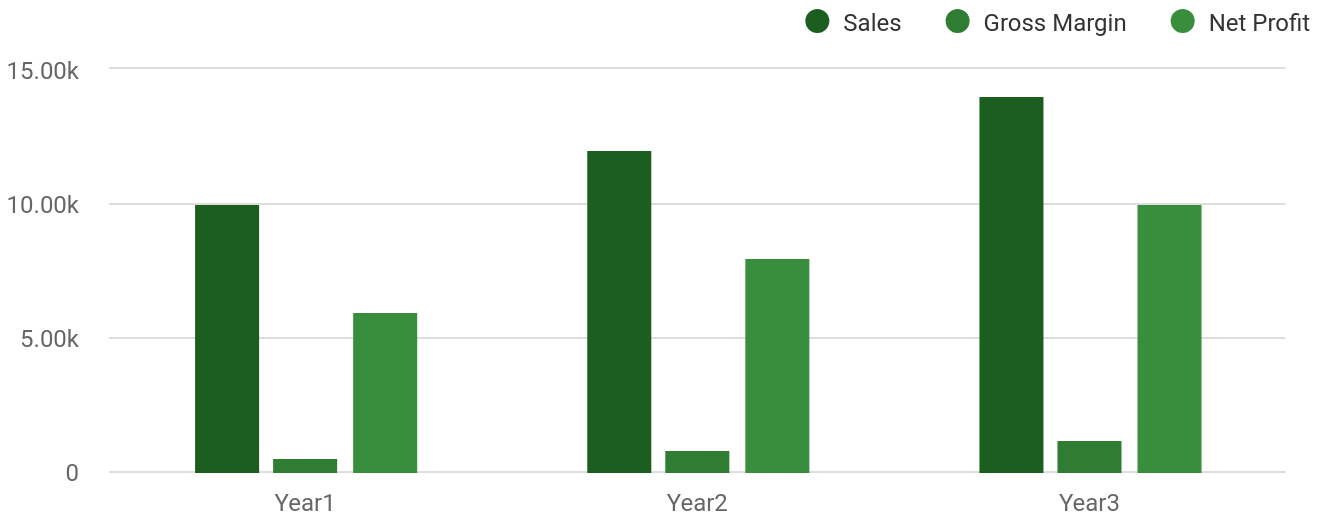
- name and brand recognition

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# Financial Summary

## 3 Year profit forecast



Maxwell Medical Marijuana

Financial Summary	Year 1	Year 2	Year 3

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# Financing Needed

Maxwell Medical Marijuana

We're projecting an estimated \$120,000 owner investment needed to finance this business through its early stages. That's not counting some lower-than-normal salaries as well, during the first year.

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# 2.

## Company Summary

Business Structure

Team

Startup summary

Maxwell Medical Marijuana

Maxwell Medical Marijuana Dispensary Store is a family business that is owned and managed by John Moore and their Family. Mrs. John Moore is going to be the Chief Executive Officer of the business; she has a first Degree in Pharmacy and an MBA from H

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## Business Structure

Maxwell Medical Marijuana

Maxwell Medical Marijuana Dispensary Store is a business that will be built on a solid foundation. From the outset, we have decided to recruit only qualified people to man various job positions in our organization. We are quite aware of the rules and regu

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## Team

Maxwell Medical Marijuana

For this initial time frame at least, this is an owner-operated business with additional salaried help from a security guard and a second expert. We may need part-time help as we grow. The plan includes some additional spending on salary later on.

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## Management Team

Start writing here..

Maxwell Medical Marijuana

	Year1	Year2	Year3
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## Personnel Table

Start writing here..

## Startup summary

### Startup cost



#### Cost distribution

**Amount**

<b>Expenses</b>	50,000
<b>Assets</b>	80,000
<b>Investment</b>	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0

<b>Start-up Expenses</b>	<b>Amount</b>
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
<b>TOTAL ASSETS</b>	<b>\$121,875</b>
Total Requirements	\$245,000
<b>START-UP FUNDING</b>	<b>\$0</b>
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
<b>TOTAL FUNDING REQUIRED</b>	<b>\$0</b>
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
<b>TOTAL ASSETS</b>	<b>\$0</b>
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0

Start-up Expenses	Amount
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services

## Maxwell Medical Marijuana

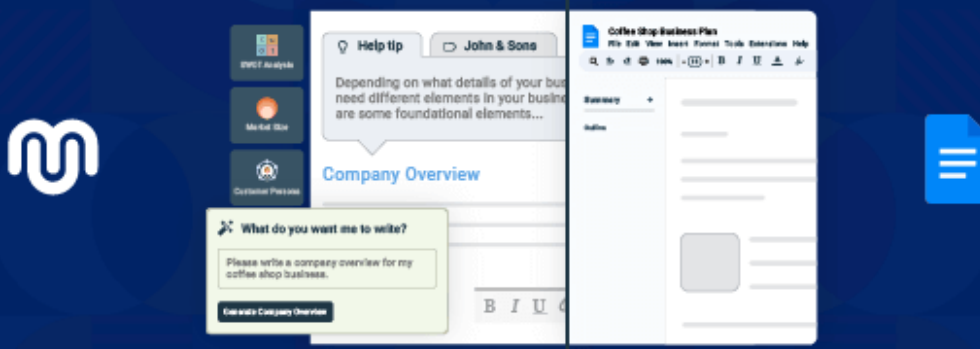
Aside from the dispensary of medical marijuana which is our core product, Maxwell Medical Marijuana Dispensary Store will in future also retail a wide range of prescription drugs from different manufacturing brands to customers who are based in Detroit.

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# Upmetrics vs Business Plan Templates

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# 4.

## Market Analysis

Market Trends

Target Market





## REMEMBER

The most important component of an effective Marijuana Dispensary services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis y

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## Market Trends

### Maxwell Medical Marijuana

The market trend in the retail pharmacy industry under which medical marijuana dispensary business falls under is directly influenced by a country's healthcare reform policies. The fact that the pharmaceutical industry is highly regulated means that any e

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## Target Market

### Maxwell Medical Marijuana

Maxwell Medical Marijuana Dispensary Store is in business to service a wide range of customers in Baltimore, Maryland. We will ensure that we target self-pay customers (who do not have drug plans), mail order customers, and walk-in customers, and

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# 5.

## Strategy & Implementations

Sales Plan

Marketing Plan

Pricing Strategy

Milestones & Metrics



## REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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## Sales Plan

### Maxwell Medical Marijuana

Our Sales plan is:

- We will have a website and a blog to promote customer knowledge

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## Marketing Plan

### Maxwell Medical Marijuana

Pot's image problem has since begun to fade, especially in states like Michigan and Colorado. Two more states, Oregon and Alaska, have legalized the recreational use of marijuana, and several others may soon have the opportunity to join them. But the pe

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### Maxwell Medical Marijuana

We will join the conversation and point customers towards knowledgeable people and blogs as well as our own. We will keep up with the most popular products for those who like to get high.

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## Twitter

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## Maxwell Medical Marijuana

Write about our experiences and recommendations. We will also sign ourselves up and contribute to leafly.com. This is a database that will help those who are looking for cannabis find us.

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## Blog

*Start writing here..*

## Maxwell Medical Marijuana

Show our most popular buds as well as the best edible recipes


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## Facebook

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## Maxwell Medical Marijuana

We will give influencers discounts so they can try our product and see it is in fact what they are looking for. This will allow them to say with certainty we have the best products on the market.


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## Promotions

*Start writing here..*

## Maxwell Medical Marijuana

Never underestimate the simplicity of remembering people and making them feel at home in your store.

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## We make the customer feel comfortable

*Start writing here..*

## Pricing Strategy

Maxwell Medical Marijuana

It would be really wrong to go ahead and fix pricing without first determining other factors that surround costing.

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## Milestones & Metrics

Maxwell Medical Marijuana

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# 6.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of the Marijuana Dispensary services business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be covered.

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### Maxwell Medical Marijuana

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Marijuana Dispensary services business start-up, no equity funding or outside loans will be required.

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	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
<b>Assumptions:</b>	
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
<b>Revenue</b>	<b>\$800,037.50</b>	<b>\$1,292,852.50</b>	<b>\$2,333,600.20</b>
Product Sales	\$404,037.50	\$871,532.50	\$1,885,249
Unit Sales	8,081	17,431	37,705
Unit Price	\$50	\$50	\$50
Consultation Services	\$60,000	\$61,800	\$63,660
Unit Sales	600	618	637
Unit Price	\$100	\$100	\$100
Online Sales	\$336,000	\$359,520	\$384,691.20
Unit Sales	4,200	4,494	4,809
Unit Price	\$80	\$80	\$80
<b>Cost Of Sales</b>	<b>\$414,904.11</b>	<b>\$593,165.89</b>	<b>\$871,539.89</b>
General Costs	\$414,904.11	\$593,165.89	\$871,539.89
Product Acquisition	\$323,842.49	\$469,331.35	\$693,669.42
Marijuana Purchase	\$283,840.59	\$404,688.70	\$576,989.38
Medical Accessories Purchase	\$40,001.90	\$64,642.65	\$116,680.04
Operational Supplies	\$91,061.62	\$123,834.54	\$177,870.47
Packaging Materials	\$67,060.47	\$85,048.94	\$107,862.48
Utility Costs for Storage	\$24,001.15	\$38,785.60	\$70,007.99
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$385,133.39</b>	<b>\$699,686.61</b>	<b>\$1,462,060.31</b>



	2024	2025	2026
<b>Gross Margin (%)</b>	<b>48.14%</b>	<b>54.12%</b>	<b>62.65%</b>
<b>Operating Expense</b>	<b>\$586,001.90</b>	<b>\$627,922.65</b>	<b>\$697,809.01</b>
Payroll Expense (Indirect Labor)	\$450,000	\$463,500	\$477,405.24
Dispensary Staff	\$202,500	\$208,575	\$214,832.40
Dispensary Manager	\$67,500	\$69,525	\$71,610.72
Sales Associates	\$135,000	\$139,050	\$143,221.68
Administrative Staff	\$97,500	\$100,425	\$103,437.72
Accountant	\$60,000	\$61,800	\$63,654
Administrative Assistant	\$37,500	\$38,625	\$39,783.72
Security and Maintenance	\$150,000	\$154,500	\$159,135.12
Security Guard	\$105,000	\$108,150	\$111,394.56
Maintenance Staff	\$45,000	\$46,350	\$47,740.56
General Expense	\$136,001.90	\$164,422.65	\$220,403.77
Facility Expenses	\$66,000	\$68,760	\$71,647.20
Rent	\$48,000	\$50,400	\$52,920
Utilities	\$18,000	\$18,360	\$18,727.20
Marketing and Advertising	\$48,001.15	\$63,505.60	\$95,469.59
Digital Marketing	\$24,001.15	\$38,785.60	\$70,007.99
Print Advertising	\$24,000	\$24,720	\$25,461.60
Operational Costs	\$22,000.75	\$32,157.05	\$53,286.98
CRM Software License	\$6,000	\$6,300	\$6,615
Shipping Costs	\$16,000.75	\$25,857.05	\$46,671.98
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$200,868.52)</b>	<b>\$71,763.96</b>	<b>\$764,251.30</b>
<b>Additional Expense</b>	<b>\$22,634.92</b>	<b>\$21,249.29</b>	<b>\$19,792.76</b>
Long Term Depreciation	\$15,750	\$15,750	\$15,750
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	<b>(\$216,618.52)</b>	\$56,013.96	\$748,501.30
Interest Expense	\$6,884.93	\$5,499.30	\$4,042.77
EBT	<b>(\$223,503.44)</b>	\$50,514.67	\$744,458.54
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,023,540.94</b>	<b>\$1,242,337.83</b>	<b>\$1,589,141.66</b>
<b>Net Income</b>	<b>(\$223,503.44)</b>	<b>\$50,514.67</b>	<b>\$744,458.54</b>
<b>Net Income (%)</b>	<b>(27.94%)</b>	<b>3.91%</b>	<b>31.90%</b>
Retained Earning Opening	\$0	<b>(\$233,003.44)</b>	<b>(\$188,488.77)</b>
Owner's Distribution	\$9,500	\$6,000	\$6,000
<b>Retained Earning Closing</b>	<b>(\$233,003.44)</b>	<b>(\$188,488.77)</b>	<b>\$549,969.77</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$800,037.50</b>	<b>\$1,292,852.50</b>	<b>\$2,333,600.20</b>
<b>Cash Paid</b>	<b>\$1,007,790.95</b>	<b>\$1,226,587.82</b>	<b>\$1,573,391.66</b>
COS & General Expenses	\$550,906.03	\$757,588.53	\$1,091,943.66
Salary & Wages	\$450,000	\$463,500	\$477,405.24
Interest	\$6,884.93	\$5,499.30	\$4,042.77
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$207,753.45)</b>	<b>\$66,264.68</b>	<b>\$760,208.54</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$125,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$125,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$350,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$150,000	\$0	\$0
Common Stock	\$200,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
<b>Amount Paid</b>	<b>\$36,583.36</b>	<b>\$34,468.99</b>	<b>\$35,925.52</b>
Loan Capital	\$27,083.35	\$28,468.98	\$29,925.51
Dividends & Distributions	\$9,500	\$6,000	\$6,000
<b>Net Cash From Financing</b>	<b>\$313,416.64</b>	<b>(\$34,468.99)</b>	<b>(\$35,925.52)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	(\$19,336.81)	\$12,458.88
Cash In	\$1,150,037.50	\$1,292,852.50	\$2,333,600.20
Cash Out	\$1,169,374.31	\$1,261,056.81	\$1,609,317.18
Change in Cash	(\$19,336.81)	\$31,795.69	\$724,283.02
<b>Ending Cash</b>	<b>(\$19,336.81)</b>	<b>\$12,458.88</b>	<b>\$736,741.90</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$89,913.19</b>	<b>\$105,958.88</b>	<b>\$814,491.90</b>
<b>Current Assets</b>	<b>(\$19,336.81)</b>	<b>\$12,458.88</b>	<b>\$736,741.90</b>
Cash	(\$19,336.81)	\$12,458.88	\$736,741.90
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$109,250</b>	<b>\$93,500</b>	<b>\$77,750</b>
Gross Long Term Assets	\$125,000	\$125,000	\$125,000
Accumulated Depreciation	(\$15,750)	(\$31,500)	(\$47,250)
<b>Liabilities &amp; Equity</b>	<b>\$89,913.21</b>	<b>\$105,958.90</b>	<b>\$814,491.93</b>
<b>Liabilities</b>	<b>\$122,916.65</b>	<b>\$94,447.67</b>	<b>\$64,522.16</b>
<b>Current Liabilities</b>	<b>\$28,468.98</b>	<b>\$29,925.51</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$28,468.98	\$29,925.51	\$0
<b>Long Term Liabilities</b>	<b>\$94,447.67</b>	<b>\$64,522.16</b>	<b>\$64,522.16</b>
Long Term Debt	\$94,447.67	\$64,522.16	\$64,522.16
<b>Equity</b>	<b>(\$33,003.44)</b>	<b>\$11,511.23</b>	<b>\$749,969.77</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$200,000	\$200,000	\$200,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$233,003.44)	(\$188,488.77)	\$549,969.77
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
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%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
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.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
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 compares two financial planning tools. On the left, the Upmetrics interface is shown, featuring a clean, user-friendly design with a 'Financial Plan' section. It includes a 'Profit & Loss' summary table with columns for 2023-04 and 2024-03, and a calculator for unit pricing. On the right, a traditional spreadsheet is shown, characterized by a dense grid of cells and complex formulas, illustrating the complexity and time-consuming nature of manual spreadsheet work.

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.

[Start your planning today](#)

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Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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