




Burger Boon


BUSINESS PLAN


Think Outside the Bun




Prepared By

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1.

Executive Summary

Overview

Mission Statement

Products

Management Plan

Operations Plan

Marketing Plan

Keys to Success

Objectives

Financial Statement

Overview

Burger Boon

Burger Boon (BB) is an American fast-food mobile restaurant that offers Southern California taste burgers. Burger Boon will be a member-managed Limited Liability Company, organized in Tricity agglomeration and operating out of a custom-built food truck.

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Start writing here..

Mission Statement

Burger Boon

To provide 3citinenos, young & old, with an out of this world gourmet burger inspired with Southern California experience. Burger Boon maintains a simple philosophy - serve only the highest quality product, prepare it in a clean and sparkling environment.

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Products

Burger Boon

The Burger Boon's menu features just four basic items – hamburgers, cheeseburgers, the Double-Double (two patties and two slices of cheese), and French fries – but patrons are free to customize how their hamburger is prepared (“secret menu” options).

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Management Plan

Burger Boon

Burger Boon will be a member-managed Limited Liability Company, organized in Tricity agglomeration and operating out of a custom-built food truck. Head Chef Ewa Kameczura and Anna Janicka are the owner-operators and will share the responsibility of the business.

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Operations Plan

Burger Boon

Burger Boon will operate 6 days a week serving lunch, dinner, and late evening “to-go” meals each day. We will also offer special event catering services. Burgers will be served in less than 10 minutes; however, during peak hours, customers may be forced to wait.

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Marketing Plan

Burger Boon

To establish ourselves as a great place to eat where our mouthwatering menu options meet the busy customers’ expectations, without spending their entire lunch hour waiting for food. Secondly, we want to establish our kitchen as a trusted contaminant-free environment.

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Keys to Success

Burger Boon

- Location, Location, Location.
- Obtaining bank financing at reasonable interest rates, and securing individual investors.
- Seeking the most experienced and distinguished organic farmers.

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Objectives

Burger Boon

- Obtain a strong following of 28,000 plus
- Reach positive net profit in the first quarter
- Become a market leader in New York City


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Financial Statement

Burger Boon

Burger Boon requires \$80,000 in startup funding. The owners have contributed cash and equipment comprising a 62,5% investment (\$50,000). Burger Boon will need 30,000 PLN in starting capital which will be obtained through a 3-year loan from a local bank.

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2.

Company Overview

Legal Form of Business

Management Team

Advisory Board

Burger Boon will be a food truck operating in the New York City area serving up various burgers, french fries, sodas, etc. Burger Boon will use locally sourced ingredients to make a variety of tantalizing burgers, serving customers with speed and a smile. It will be operating by head Chef Ewa Kameczura and Anna Janicka are the owner-operators and will share the responsibilities of day-to-day operations.




The menu will be rotated seasonally and will include options for the growing number of customers who require a gluten-free, contaminant-free option.

Legal Form of Business

Burger Boon

The business will be formed as a member-managed Limited Liability Company within the Tricity area. Member-ownership and operational responsibilities will rest with Ewa Kameczura (50%) and Anna Janicka (50%).

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Management Team



Anna Janicka

Co-founder - Anna.janicka@example.com

Anna Janicka is a graduate of the University of Southern California, Marshall School of Business, holding a Bachelor's degree in Business Administration and Management. Currently, Anna is in her last year of the Master's program in Corporate Finance Management at Gdansk School of Banking, Poland. Anna has 4-year experience in the fast-food restaurant industry where she started as a Food Associate and rose to the position of a Manager for a major privately hold burger-chain restaurant in Southern California. She managed a staff of eight. In addition, Anna has significantly contributed to the launching of a mobile food-truck business for a small restaurant "Polka" (see Appendix A). "Polka" is located in Los Angeles, California; specializes in Polish food, and is owned by Anna's friends. Anna will serve as head chef for Burger Boon and will be responsible for marketing and branding, inventory management, vendor-relations and ensuring safety and health code compliance.



Ewa Kameczura

Co-founder - Ewa.kameczura@example.com

Ewa Kameczura is in her third semester in the business program at the School of Banking in Gdansk where she will earn her master's degree in the spring of 2016. Apart from business interests, Ewa is also a big fan of American cuisine. Since 2013 she has gained experience in one of the most famous American restaurants in Tricity – American Taste. Her career started as a waitress and currently, she works in a Sous Chef position. Ewa also performs bookkeeping for small businesses. Considering her whole experience she will split her duties between accountancy of the food truck, scheduling, and serving as one of the chefs for Burger Boon. Additionally, she will be managing corporate-customer relations.

Advisory Board

Burger Boon

An advisory board will be established to help the entity succeed; this board will be comprised of experts in the field of culinary, marketing, and food trucks whose main objective will be to help the management team of Burger Boon achieve business goals. Mem

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3.

The Menu

Menu

Secret Menu

Burger Boon

Burger Boon will be a food truck operation in the downtown areas of Tricity, serving customers with speed and a smile traditional American burgers, and



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Start writing here..

Menu

The Burger Boon's menu features just four basic items – hamburgers, cheeseburgers, the Double-Double (two patties and two slices of cheese), and French fries – but patrons are free to customize how their hamburger is prepared ("secret menu" options). We will also sell different kinds of beverages. Burger Boon does not use microwaves, heat lamps, or freezers.



Hamburger



Cheeseburger



Double-Double



French-fries



Sodas

Secret Menu

☐ Burger Boon

Your favorite burger wrapped in hand-leafed lettuce instead of a bun

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Protein Style

Start writing here..

☐ Burger Boon

Three 100% pure beef patties, hand-leafed lettuce, tomato, spread, three slices of American cheese, with or without onions, stacked high on a freshly baked bun

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3X3

Start writing here..

☐ Burger Boon

Two slices of melted American cheese, hand-leafed lettuce, tomato, spread with or without onions on a freshly baked bun

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Grilled Cheese

Start writing here..

Burger Boon

Burger of your choice with hand-leafed lettuce, tomato, a mustard cooked beef patty; add pickle, extra spread with grilled onions

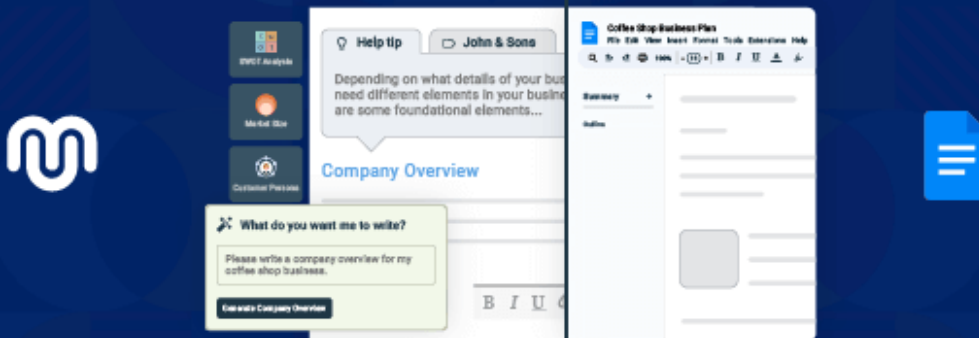
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Animal Style

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4.

Industry Analysis

Industry Profile

Industry Structure

Key External Drivers

Products and services segmentation (U.S. data, 2015)

Critical Success Factors

Critical Risks

Industry Profile

Burger Boon

The mobile food services industry includes vendors who primarily prepare and serve food from a motorized or nonmotorized vehicle. Motorized and nonmotorized vehicles include food trucks, food carts/stands, and trailers. As of 2011, Albuquerque had 1

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Start writing here..

Industry Structure

Burger Boon

Life Cycle Stage	Growth	Regulation Level	Medium
Revenue Volatility	Medium	Technology Change	Medium
Capital Intensity	Low	Barriers to Entry	

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Key External Drivers

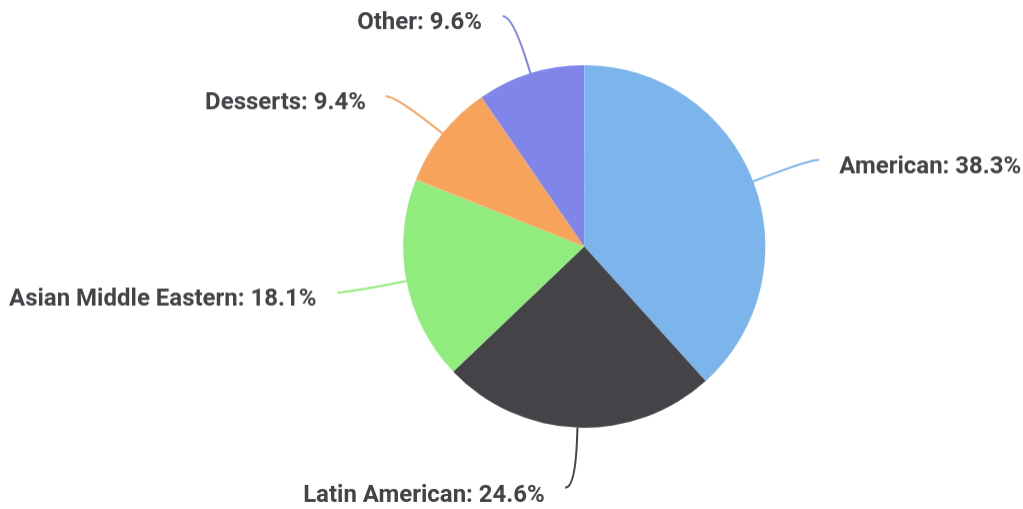
Burger Boon

1. Consumer spending
2. Consumer Confidence Index
3. Healthy eating index

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Start writing here..

Products and services segmentation (U.S. data, 2015)



Burger Boon

Food trucks have lower overhead than a restaurant and it can be moved from one location to another. This makes it possible for the food truck to go where it can take advantage of the most business. For customers, food trucks offer variety and convenience.

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Critical Success Factors

Burger Boon

To compete in the food truck industry, it is important to be accessible to our customer base with real-time location and menu information. High traffic locations with professional customers who have little to no food options during short lunch break

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Critical Risks

☐ Burger Boon

Threats to the success of Burger Boon include:

1. Truck performance issues

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Start writing here..

5.

Operations Plan

Weekly Operations Plan

Mobile Locations

Company Milestones

Weekly Operations Plan

Burger Boon

Operational efficiency will be crucial for the success of Burger Boon.

Customers will love our classic American burgers composed of fresh ingredients but what

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Start writing here..

Customer Queuing

Two lines – one for ordering and one for pickup on side walk.

Burger Boon

Two workers are providing services like taking orders, collect a payment, and prepare the order. Burgers will be served in less than 10 minutes; however, during peak hours, customers may be forced to wait 15 to 20 minutes for their order.

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Taking Orders & Services

Start writing here..

Burger Boon

Cleaning during a week and on Saturdays will be done at the end of the evening shift. Two trash Barrels with lids and bags on site. Trash will be removed at end of shift and disposed of at the commissary.

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Cleaning & Trash Plan

Start writing here..

Burger Boon

Our office and supply stores are located at our facility on Morska Street in Gdynia city. The food truck will be stored each night at our office's garage in Gdynia, where Ryszard Kowalski, Berger Boon's Advisory Board member, will provide truck maintenance.

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Supply & Storage

Start writing here..

Working Hours

The truck will be open for the following regular business hours:

	Monday - Thursday	Friday	Saturday	Sunday
Lunch	11 AM - 2 PM	11 AM - 2 PM	11 AM - 2 PM	Closed
Dinner	5 PM - 8 PM	5 PM - 8 PM	5 PM - 8 PM	Closed
Night		11 PM - 2 AM	11 PM - 2 AM	Closed

Mobile Locations

Burger Boon

Strategic truck selling locations include:

- Alchemia

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Strategic Truck Selling Locations

Start writing here..

Burger Boon

Special events throughout the year include:

- Music festivals, such as Opener

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Special Events

Start writing here..

Company Milestones

Burger Boon

Complete establishment of LLC, secure financing, and obtain all required licenses. Establish a social media presence, acquire a food truck, and open for business.


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Present (November)—January

Start writing here..

Burger Boon

Hire a part-time employee (student) part-time employee and increase hours until a part-time position becomes a full-time one, decreasing the hours of the owners on the truck in favor of marketing, bookkeeping, and scheduling.

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Years 1-2

Start writing here..

☐ **Burger Boon**

Hire a second part-time employee (student), removing both owners from the truck operation and shift the focus to catering events.

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Years 2-3

Start writing here..

☐ **Burger Boon**

Evaluate the options for opening a brick-and-mortar location. Franchising the brand with multiple trucks in multiple cities.

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Long-Term

Start writing here..

6.

Competitive Analysis

Basis of Competition

SWOT Analysis

Competition

Strategy

Quality you can taste

Competitive Advantage

Basis of Competition

Burger Boon

Level & Trend Competition in this industry is **High** and the trend is **Increasing** Food trucks have become widely popular in recent years due to their affordability and the unique menu items they offer. Moreover, due to the fragmented nature of this industry and a va

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Start writing here..

Burger Boon

Industry operators compete primarily on price and the quality and uniqueness of their food. While the price of menu items can either attract or deter new customers, operators primarily compete to provide the best quality and taste. As such, many food trucks

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Internal competition

Start writing here..

Burger Boon

Food trucks also face intense competition from a variety of foodservice businesses, including quick-service food providers, cafes, food carts, and full-service restaurants. While food trucks are uniquely positioned in the marketplace as a convenient and afford

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External competition

Start writing here..

SWOT Analysis

Strength

Aside from the training that has been acquired, as well as the hands-on experience attained over the years prior to starting On The Track ® Mobile Food Company, our strength lies in our financial capacity and determination to succeed in the business at all cost. We have been able to acquire a brand new mobile food preparation vehicle (MFPV).

It has the capacity to meet the needs of well over 500 customers per day. Our strength also lies in the fact that we have a relationship with brand experts who are working almost for free for us. With that, will be able to build our brand to a level where we can start selling franchises and offer training and consultancy services on the mobile food truck business.

Weakness

The fact that we are planning to roll out our mobile truck business alongside other similar business offerings like training, consultancy services, and sale of the franchise could distract us from concentrating and channeling our energy in one direction. We are quite aware of that and we are working towards blocking any area that will sap our energy and make us underperformed in our core business area – the sale of foods and drinks from a mobile truck.

Opportunity

The opportunities that we stand to leverage are much. The fact that we are not tied down to a location is indeed a good opportunity for us to grow our business to the level we want to grow it too. For example; we can afford to trade foods, snacks, and drinks in more than two locations within a day. It is all about knowing when to arrive and leave for another location.

Threat

There is hardly any business venture that doesn't face its own threat. Regarding the mobile food truck business, one of the threats that we may likely face is; vehicular traffic in key cities. Traffic can delay one and as a result of that one may get to the location where one intends selling the foods and drinks late- this could be when the lunch break is over (basically for organized events). Yet another threat is; the government policies, which could also pose a great threat to the mobile food truck industry.

Competition

📁 Burger Boon

Burger Boon's goal is to serve the people of Tricity an out of this world gourmet burger inspired by the Southern California experience.


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Start writing here..

Strategy

Burger Boon

Even with increased competition from other burger-centric food trucks, Burger Boon has changed little about its operations, from its hand-cut fries to unfreeze burgers. The menu may seem basic to some, but patrons in the know can order a number of "s

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Start writing here..

Quality you can taste

Burger Boon

From the first bite of your burger to your last French fry, quality is the most important ingredient of all at Burger Boon. We don't freeze. We don't pre-packaged. We don't over-process. We just make things the old-fashioned way.

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Start writing here..

Competitive Advantage



Pricing and preparation time

Our biggest competitive advantages lie in our pricing and our preparation time. Since all spreads and breads will be prepared prior to service hours, the average customer wait time will be under five minutes. The average wait time at other food trucks can be in excess of 15 minutes. Most of our menu items are priced \$5.00 or less, while competitive options on other trucks tend to sell above \$7.00.



Appeal to children

Children are notoriously picky eaters, and while other food trucks have high quality food, it may not appeal to them. PB&J sandwiches are a go-to option for children lunches. Burger Boon couples a low price point, with a healthy option for parental appeal, and a food children love.



Safety

Those with gluten allergies often struggle to find a safe place to eat out. Many choose to dine in because there are not many contaminant-free options available to them. By incorporating gluten-free upon startup, we can ensure a contaminant-free kitchen space so customers can feel safe eating out. As far as we know, there are no gluten-free options available on Albuquerque food trucks.

7.

Customer Analysis

Target Market

Key Success Factors

Target Market

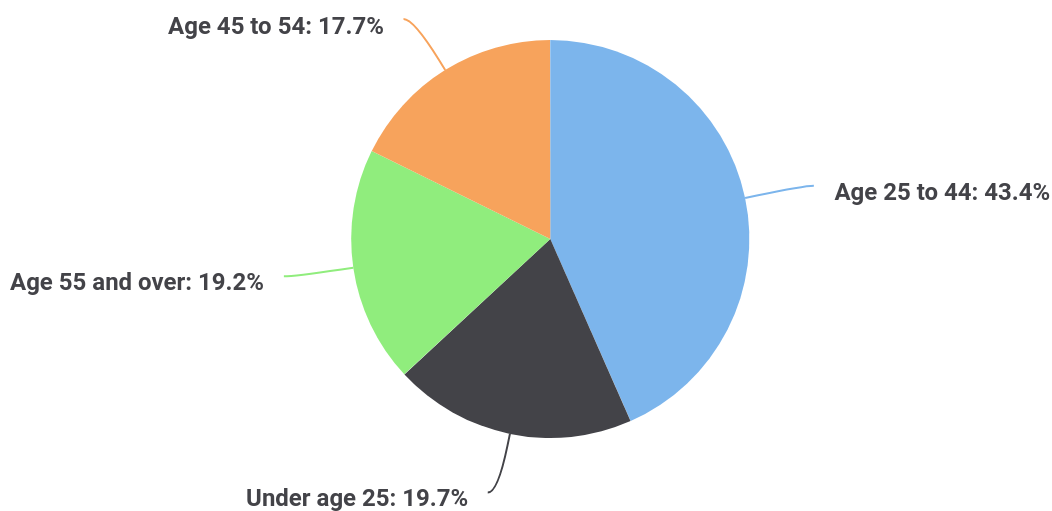
Burger Boon

Burger Boon focuses on the low- to upper- income markets, increasingly targeting the middle-class by appealing to their desire for affordable, restaurant-quality food. This group, to a large extent, includes working adults and students who are interested in the

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Start writing here..

Major market segmentation



Key Success Factors

Burger Boon

Operators must be located in busy areas with significant foot traffic to maximize potential sales.

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Proximity to key markets

Start writing here..

☐ Burger Boon

In order to continue operations, food truck owners must meet all licensing requirements and renew licenses on an annual basis.

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Must have license

Start writing here..

☐ Burger Boon

Food trucks must maintain quality standards to avoid fines from regulators and to offer high-quality food for customers.

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Effective quality control

Start writing here..

☐ Burger Boon

Due to the competitive nature of this industry, operators must have a clear market position and offer unique menu items.


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Offering a unique, differentiated menu

Start writing here..

☐ Burger Boon

Food truck operators must avoid wastage and spoilage of ingredients to reduce purchase costs and maximize revenue.

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Ability to control stock on hand

Start writing here..

8.

Marketing Plan

Marketing Objective

Marketing Mix

Marketing Objective

Burger Boon

To establish ourselves as an affordable and tasty alternative to the usual burger food truck fare. Secondly, we want to establish our brand as a trusted space where busy customers can satisfy their warm meal cravings in a timely manner while being served.


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Start writing here..

Marketing Mix

Burger Boon

Burger Boon will specialize in classic American burgers: Hamburger, Cheeseburger, and Double-Double, and French fries; creative twists can be added to all items by customizing the offer with a "secret menu". Burger Boon will also sell a variety of soda and beverages.

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Product

Start writing here..

Burger Boon

Get in contact with local news outlets to try to get some coverage about your new truck. Many local news organizations will be happy to do a piece on an up-and-coming new food truck, especially if you have a unique hook or spin to your business.

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Local News Outlets

Start writing here..

Burger Boon

Our meals will only be available for purchase via the truck.

By our fifth year in business, we hope to establish a brick and mortar location by which time we

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Place

Start writing here..

Burger Boon

After conducting a review of other food trucks in Tricity, we have found that our prices are slightly lower than our competitors for lunch and dinner entrees of similar quality. Compared to brick and mortar restaurants serving American fast-food, our prices are

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Price

Start writing here..

Burger Boon

We plan to promote our business through the following methods:

Our truck will be decorated with appealing graphics wrap that displays our name, Facebook


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Promotion

Start writing here..

Burger Boon

Social media will allow us to connect with our followers and provide menus (regular and secret), coupons, and location information. The major Social media platform will be Facebook.

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Social media

Start writing here..

☞ Burger Boon

Consider ways in which you can get involved with local events, such as catering community events or donating food to charity fundraisers. You could also sponsor a local little league team or even provide a talk about your food truck startup experience at a local event.

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Getting Involved With Local Events

Start writing here..

9.

Financial Analysis

Assumptions

Capital Requirements and Use of Funds

Income Statement (5 Year projections)


Balance Sheet (5 Year projections)

Cash Flow Statement (5 Year projections)

Burger Boon

This plan makes the following assumptions:

Burger Boon requires \$80,000 in startup funding. The owners have contributed cash and


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Start writing here..

Assumptions

Burger Boon

- Start-up costs \$80,000
- The owners will provide \$50 000 equity investment (\$25 000 per owner) in the business in cash

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Start writing here..

Capital Requirements and Use of Funds

Item	Cost of Item	Owner Contributed	Outside funding required?	Totals-check
Food Truck	\$74,800.00	\$74,800.00	\$0.00	\$74,800.00
Kitchen Supplies	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00
Beginning Inventory	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00
Labor	\$120,000.00	\$20,000.00	\$100,000.00	\$120,000.00
Food Handler Certification for 2 people	\$866.58	\$856.58	\$0.00	\$856.58
Truck and Equipment Maintenance	\$1,000.00	\$1,000.00		\$1,000.00
Food Truck Insurance	\$7,000.00	\$7,000.00	\$0.00	\$7,000.00
General Liability Business Insurance	\$3,500.00	\$3,500.00	\$0.00	\$3,500.00

Item	Cost of Item	Owner Contributed	Outside funding required?	Totals-check
Motorized Refreshment Vehicle Owner	\$1,030.25	\$0.00	\$1,030.25	\$1,030.25
Refreshment Vehicle Driver	\$342.52	\$0.00	\$342.52	\$342.52
Refreshment Vehicle Assistant (x2)	\$685.06	\$0.00	\$685.06	\$685.06
Ontaro Business Name Registration	\$109.20	\$109.20	\$0.00	\$109.20
Retail iPad Cash Register (12 months)	\$1,200.00	\$1,200.00	\$0.00	\$1,200.00
12 months x \$120				
At home office fees (telephone, internet, fax)	\$2,000.00	\$2,000.00	\$0.00	\$2,000.00
12 months x \$150				
Accounting System	\$500.00	\$500.00	\$0.00	\$500.00
Accounting Consultation to set up books	\$500.00	\$500.00	\$0.00	\$500.00
Legal fees to review contracts	\$500.00	\$500.00	\$0.00	\$500.00
Business Cards, Brochure, Website	\$1,500.00	\$1,500.00	\$0.00	\$1,500.00
Gas (based on 12 months @ \$1.30 / L) ~ \$300/month	\$3,600.00	\$3,600.00	\$0.00	\$3,600.00
SUBTOTAL	\$222,633.61	\$120,565.78	\$102,057.83	\$222,623.61

Item	Cost of Item	Owner Contributed	Outside funding required?	Totals-check
Percentage Contribution	100.00%	54.15%	45.84%	100.00%

Income Statement (5 Year projections)

	2024	2025	2026
Revenue	\$487,157.22	\$774,562.10	\$1,422,571.15
Main Dishes	\$321,404.08	\$536,820.80	\$1,051,412.48
Unit Sales	40,176	67,103	131,427
Unit Price	\$8	\$8	\$8
Beverages	\$141,188.34	\$209,275.14	\$335,056.62
Unit Sales	47,063	69,758	111,686
Unit Price	\$3	\$3	\$3
Special Weekend Menu	\$24,564.80	\$28,466.16	\$36,102.05
Cost Of Sales	\$48,280.57	\$68,529.54	\$108,317.76
General Costs	\$48,280.57	\$68,529.54	\$108,317.76
Food Ingredients	\$20,118	\$25,514.31	\$32,358.46
Meat and Poultry	\$13,412.03	\$17,009.57	\$21,572.33
Vegetables and Dairy	\$6,705.97	\$8,504.74	\$10,786.13
Cooking Supplies	\$28,162.57	\$43,015.23	\$75,959.30
Cooking Oil and Spices	\$24,357.87	\$38,728.10	\$71,128.57
Packaging	\$3,804.70	\$4,287.13	\$4,830.73
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$438,876.65	\$706,032.56	\$1,314,253.39
Gross Margin (%)	90.09%	91.15%	92.39%
Operating Expense	\$423,733.84	\$437,057.91	\$476,677.78
Payroll Expense (Indirect Labor)	\$353,856	\$364,429.92	\$375,343.80
Food Truck Staff	\$141,120	\$145,353.60	\$149,714.16
Chef	\$54,720	\$56,361.60	\$58,052.40
Assistant Cook	\$86,400	\$88,992	\$91,661.76
Service and Sales	\$128,112	\$131,127.36	\$134,216.64
Service Attendant	\$82,800	\$84,456	\$86,145.12
Sales Coordinator	\$45,312	\$46,671.36	\$48,071.52
Maintenance and Logistics	\$84,624	\$87,948.96	\$91,413
Maintenance Technician	\$39,312	\$41,277.60	\$43,341.48
Logistics Manager	\$45,312	\$46,671.36	\$48,071.52
General Expense	\$69,877.84	\$72,627.99	\$101,333.98
Operational Expenses	\$10,884.96	\$12,346.44	\$16,291.01
Fuel and Maintenance	\$7,284.96	\$8,710.44	\$12,618.65
Parking Fees	\$3,600	\$3,636	\$3,672.36
Marketing and Advertising	\$50,169.31	\$50,330.69	\$73,674.73
Social Media Advertising	\$47,769.31	\$47,858.69	\$71,128.57
Promotional Materials	\$2,400	\$2,472	\$2,546.16
Utilities and Services	\$8,823.57	\$9,950.86	\$11,368.24
Utilities	\$4,023.57	\$5,102.86	\$6,471.76
Cleaning Services	\$4,800	\$4,848	\$4,896.48

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$15,142.81	\$268,974.65	\$837,575.61
Additional Expense	\$15,053.48	\$14,086.38	\$13,059.63
Long Term Depreciation	\$12,480	\$12,480	\$12,480
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$2,662.81	\$256,494.65	\$825,095.61
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	\$89.33	\$254,888.27	\$824,515.98
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$487,067.89	\$519,673.83	\$598,055.17
Net Income	\$89.33	\$254,888.27	\$824,515.98
Net Income (%)	0.02%	32.91%	57.96%
Retained Earning Opening	\$0	(\$14,910.67)	\$234,977.60
Owner's Distribution	\$15,000	\$5,000	\$5,000
Retained Earning Closing	(\$14,910.67)	\$234,977.60	\$1,054,493.58

Balance Sheet (5 Year projections)

	2024	2025	2026
Assets	\$49,409.61	\$282,651.06	\$1,084,493.59
Current Assets	(\$3,110.39)	\$242,611.06	\$1,056,933.59
Cash	(\$3,110.39)	\$242,611.06	\$1,056,933.59
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$52,520	\$40,040	\$27,560
Gross Long Term Assets	\$65,000	\$65,000	\$65,000
Accumulated Depreciation	(\$12,480)	(\$24,960)	(\$37,440)
Liabilities & Equity	\$49,409.59	\$282,651.04	\$1,084,493.58
Liabilities	\$34,320.26	\$17,673.44	\$0
Current Liabilities	\$16,646.82	\$17,673.44	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
Long Term Liabilities	\$17,673.44	\$0	\$0
Long Term Debt	\$17,673.44	\$0	\$0
Equity	\$15,089.33	\$264,977.60	\$1,084,493.58
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$30,000	\$30,000	\$30,000
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Retained Earnings	(\$14,910.67)	\$234,977.60	\$1,054,493.58
Check	\$0	\$0	\$0

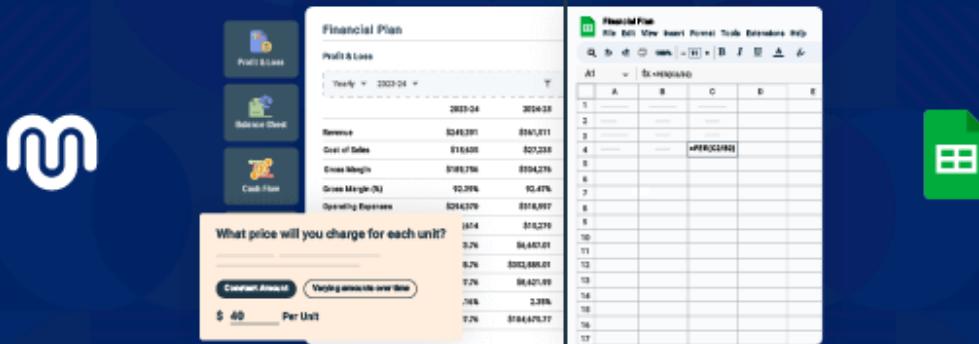
Cash Flow Statement (5 Year projections)

	2024	2025	2026
Cash Received	\$487,157.22	\$774,562.10	\$1,422,571.15
Cash Paid	\$474,587.89	\$507,193.83	\$585,575.17
COS & General Expenses	\$118,158.41	\$141,157.53	\$209,651.74
Salary & Wages	\$353,856	\$364,429.92	\$375,343.80
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$12,569.33	\$267,368.27	\$836,995.98
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$65,000	\$0	\$0
Net Cash From Investments	(\$65,000)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$30,000	\$0	\$0
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Amount Paid	\$30,679.72	\$21,646.82	\$22,673.45
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$15,000	\$5,000	\$5,000
Net Cash From Financing	\$49,320.28	(\$21,646.82)	(\$22,673.45)
Summary			
Starting Cash	\$0	(\$3,110.39)	\$242,611.06
Cash In	\$567,157.22	\$774,562.10	\$1,422,571.15
Cash Out	\$570,267.61	\$528,840.65	\$608,248.62
Change in Cash	(\$3,110.39)	\$245,721.45	\$814,322.53
Ending Cash	(\$3,110.39)	\$242,611.06	\$1,056,933.59

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 a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.0%
Operating Expenses	\$214,379	\$114,987
	104	\$1,279
	0.2%	\$6,657.01
	0.2%	\$102,888.01
	0.2%	\$6,621.89
	0.6%	2,386
	0.2%	\$184,670.77

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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