



Maxwell Cleaning Laundromat

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Business Plan

[YEAR]

Prepared By

John Doe



Don't fall back on laundry anymore.

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.

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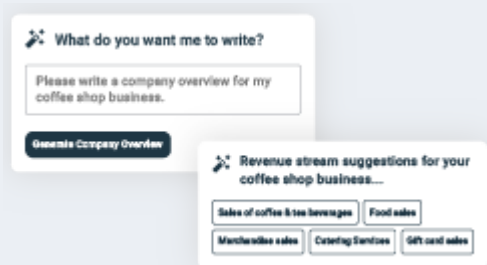
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1.

Executive Summary

Mission Statement

Management Team

Keys to Success

Financial Summary



REMEMBER

Before you think about how to start a laundromat service, you must create a detailed laundromat business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Maxwell Cleaning

Maxwell Cleaning is a startup laundromat that will target a customer base of 80% young adults ranging from 18 to 28 years old. Maxwell Cleaning will differ from the conventional “coin-op” laundry by providing the newest technology available in the laundry industry.

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Mission Statement

Maxwell Cleaning

Maxwell Cleaning will be the leader in the self-laundry business by providing a clean, safe and reliable store at a cost less than or equal to its local competitors, along with satisfying the customer's needs and cost objectives. Maxwell Cleaning will also be committed to providing a high-quality customer experience.

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Management Team

Maxwell Cleaning

John Miller who's the owner of the laundromat is an experienced Laundry Specialist with extensive industry in the laundry business. Prior to starting the laundromat business, Mr. Miller had a successful career that spanned over two decades working for major laundry chains.

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Keys to Success

Maxwell Cleaning

As a start-up company, new to the industry, and introducing new technologies, we must be focused and work hard to create acceptance for ourselves and our services within the marketplace. The keys to our success are:

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Financial Summary

Maxwell Cleaning

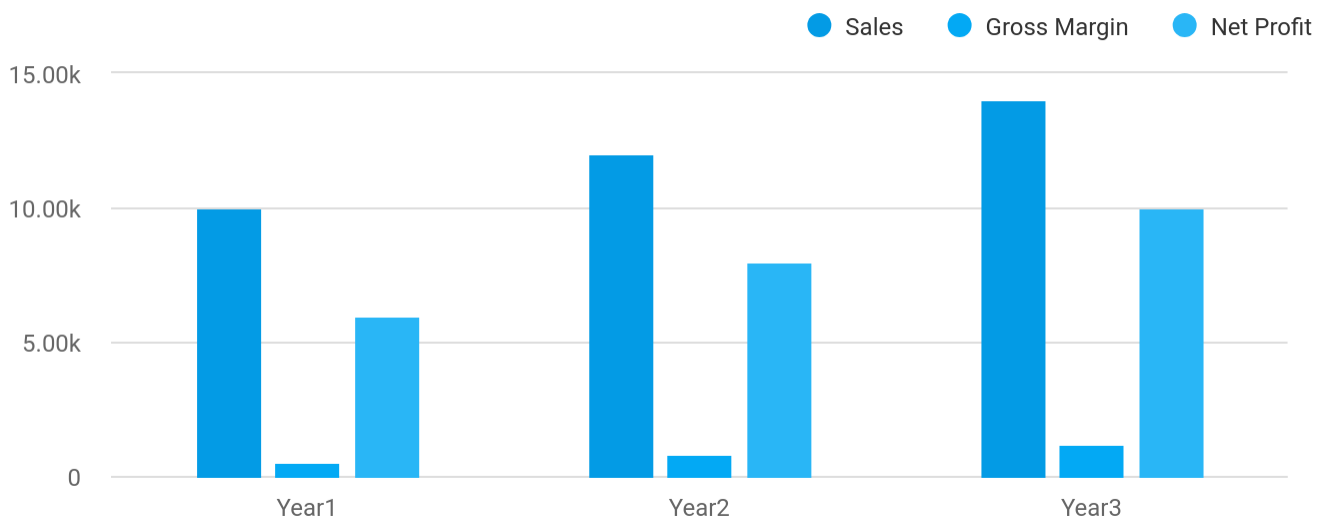
Capital Requirements and Use of Funds

Maxwell Cleaning is seeking total funding of \$260,000 of debt capital to launch its business

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3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

Ownership

Startup Summary

Maxwell Cleaning

Maxwell Cleaning is a family-owned and operated company that provides self-laundry services to young adults by using the latest technologies in the laundry industries, along with Internet viewing accessibility for customers and owners. Maxwell Cleaning ho

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Ownership

Maxwell Cleaning

John Miller & his wife Jane Miller will share the ownership and day-to-day operations of Maxwell Cleaning.


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Startup Summary

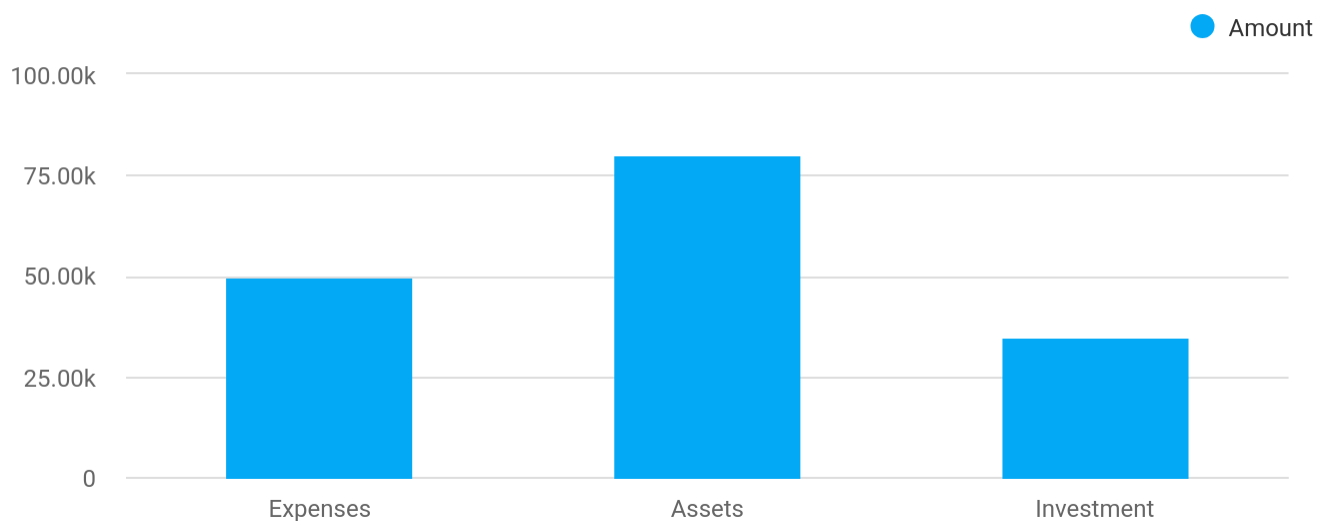
Maxwell Cleaning

Startup cost estimates have been estimated at \$42,000 and budgeted at \$95,000 (See the table below). These startup costs will be covered by approx. 35% of personal funds and credit with the remaining 65% covered via conventional loans. A considerable

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Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	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
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
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
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and Services

Features

Las Vegas City Laundromat is a standard Laundromat with state of an art facility specifically positioned to become the market leader in the industry. Our major purpose in starting this business is to provide a suitable and comfortable facility where people

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Features



Self – service washing



Dry cleaning services



Ironing



Folding and packaging of clothes



Home delivery services



Coffee bar



Cigar lounge



Snack bar



Children playground



Video games



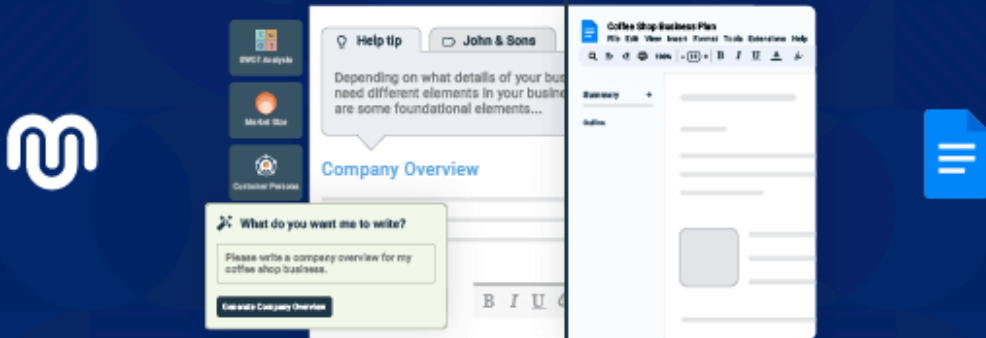
Big screen movies



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4.

Market Analysis

Industry Analysis

Market Trends

Market Segmentation



REMEMBER

The most important component of an effective Laundromat business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from

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Maxwell Cleaning

For the laundry machine for business to effectively penetrate the market and provide good services, a detailed market analysis was carried out. The aim of the analysis is to find out how to best implement this laundromat business plan in order to effectively

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Industry Analysis

Maxwell Cleaning

Within the United States, there are approximately 13,000 businesses that operate one or more coin-operated laundry locations. Each year, these companies aggregately generate more than \$3.5 billion dollars while providing jobs to 50,000 people. Payrolls in e

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Market Trends

Maxwell Cleaning

The ability for business owners to continue to reinvent themselves is key to the success of the business. In the laundry industry especially in the U.S., it is trendy to see laundry companies and Laundromats that add additional complementary services to their

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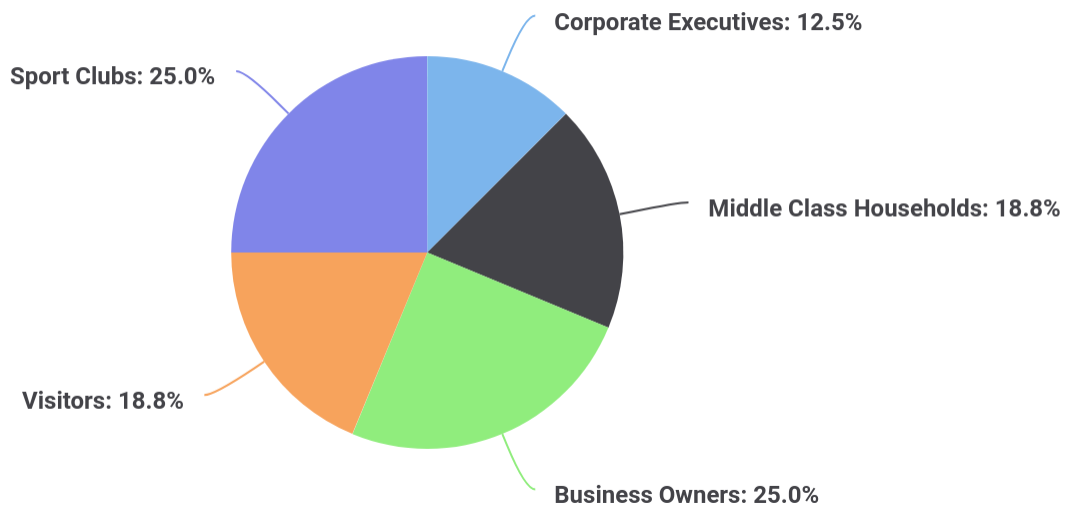
Market Segmentation

Maxwell Cleaning

Everybody is in need of laundry services and for this reason, Maxwell Cleaning intends to serve a wide range of customers. Las Vegas is a vibrant city with a huge population that offers a ready market for the business. Since the business is located in a busy


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Maxwell Cleaning

Because of their busy lifestyles, the working class doesn't have ample time to do their own laundry. Alternatively, they need a well-equipped and modern laundry facility to do their laundry. Given the fact they earn an income, they're a lucrative customer segment

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Corporate Executives

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Maxwell Cleaning

Households belonging to the middle-class category regularly need professional laundry services. In this regard, a good number of customers seeking laundry services from Maxwell Cleaning will come from many middle-income households in the neighborhood

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Middle Class Households

Start writing here..

Maxwell Cleaning

Just like residential customers, businesses to are in need of regular laundry cleaning services. In this laundromat business model, entrepreneurs have been identified as a lucrative customer segment with the potential to generate impressive revenue for the bus

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Business Owners

Start writing here..

Maxwell Cleaning

Las Vegas and Jersey City receive several visitors both on holiday and business trips. Maxwell Cleaning hopes to tap into this market by offering quality self-laundry services to visitors looking for a good facility within the neighborhood.

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Visitors

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Maxwell Cleaning

Due to engaging in sports activities, sports gear gets dirty and therefore, needs to be cleaned. With numerous sports clubs around Las Vegas, the business hopes to leverage this revenue opportunity.

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Sport Clubs

Start writing here..

5.

Strategy & Implementations

Marketing Strategy and Sales Strategy

Pricing Strategy

Advertising Strategy

Sales Forecast



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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Maxwell Cleaning

Maxwell Cleaning plans to focus on rolling out a unique and top-notch service delivery package to ensure clients get the best value for their money. Even though there are other laundromat businesses, Maxwell Cleaning has identified areas to target in order to

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Marketing Strategy and Sales Strategy

Maxwell Cleaning

The marketing strategy for Las Vegas City Laundromat is going to be driven basically by making available standard and safe Laundromat facilities, excellent customer service, and provision of complementary services. We will work hard to build a loyal

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Pricing Strategy

Maxwell Cleaning

At Las Vegas City Laundromat, our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are offering in Las

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Advertising Strategy

Maxwell Cleaning

We are aware of the power of publicity and advertisement for new businesses like ours which is why we created a budget that will help us access various publicity and advertising platforms that will enable us to reach out to our potential market.

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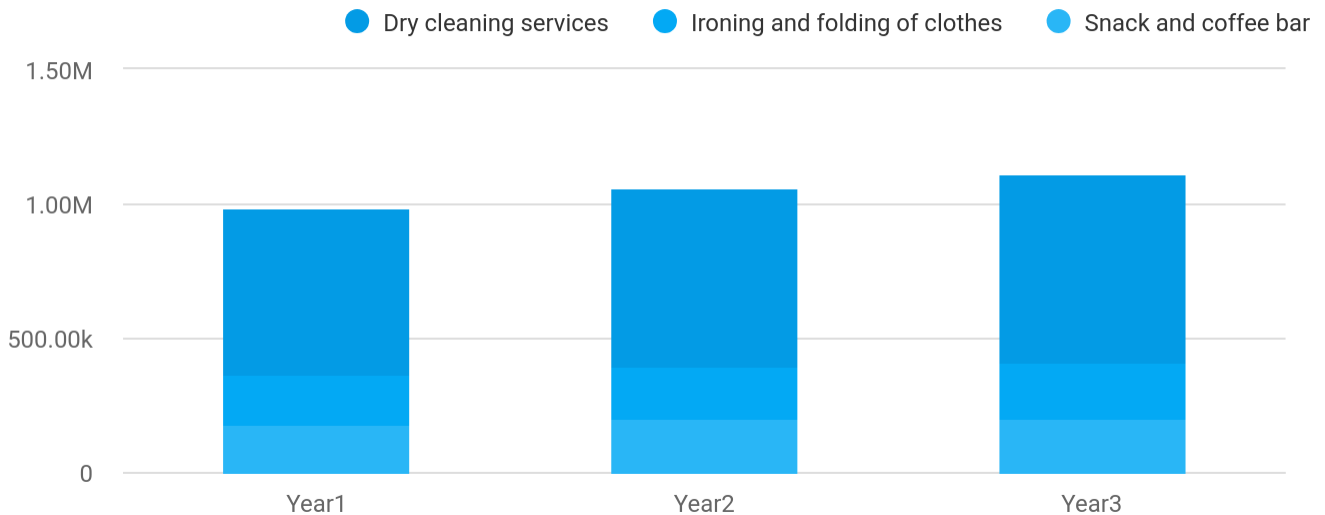
Sales Forecast

Maxwell Cleaning

In order to fully implement this laundromat business plan startup venture, a sales forecast is shown below to provide an insight into how Maxwell Cleaning is expected to perform.

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Financial Year	Dry cleaning services	Ironing and folding of c...	Snack and coffee bar
Year1	623,000	185,000	180,000
Year2	660,000	198,000	200,000
Year3	700,000	210,000	200,000

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 a Laundromat 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 met by

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Maxwell Cleaning

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 Laundromat business start-up, no equity funding or outside loans will be required. With the help of

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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
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	\$189,472.92	\$456,507.09	\$1,122,318.79
Coin-operated Laundry Machines	\$60,422.35	\$169,946.55	\$478,001.40
Unit Sales	12,084	33,989	95,600
Unit Price	\$5	\$5	\$5
Laundry Folding Services	\$53,135.88	\$133,805.35	\$336,944.16
Unit Sales	7,591	19,115	48,135
Unit Price	\$7	\$7	\$7
Dry Cleaning Services	\$75,914.69	\$152,755.19	\$307,373.23
Cost Of Sales	\$15,082.94	\$23,786.29	\$44,524.35
General Costs	\$15,082.94	\$23,786.29	\$44,524.35
Laundry Supplies and Utilities	\$9,884.20	\$18,021.21	\$38,125.40
Laundry Detergents and Softeners	\$4,200	\$4,326	\$4,455.84
Utility Costs	\$5,684.20	\$13,695.21	\$33,669.56
Maintenance and Repairs	\$5,198.74	\$5,765.08	\$6,398.95
Machine Maintenance	\$4,183.63	\$4,708.73	\$5,299.72
Emergency Repairs	\$1,015.11	\$1,056.35	\$1,099.23
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$174,389.98	\$432,720.80	\$1,077,794.44
Gross Margin (%)	92.04%	94.79%	96.03%

	2024	2025	2026
Operating Expense	\$271,290.42	\$346,165.41	\$404,004.31
Payroll Expense (Indirect Labor)	\$209,520	\$251,536.80	\$265,501.92
Laundry Staff	\$121,200	\$123,624	\$126,096.48
Laundry Machine Operators	\$66,000	\$67,320	\$68,666.40
Laundry Assistants	\$55,200	\$56,304	\$57,430.08
Customer Service	\$38,640	\$39,799.20	\$40,993.20
Front Desk Staff	\$38,640	\$39,799.20	\$40,993.20
Maintenance and Cleaning	\$49,680	\$88,113.60	\$98,412.24
Maintenance Technician	\$0	\$37,440	\$46,725.12
Cleaning Staff	\$49,680	\$50,673.60	\$51,687.12
General Expense	\$48,775.62	\$70,628.61	\$114,502.39
Facility Costs	\$30,424.26	\$37,799.75	\$47,114.35
Rent	\$26,824.26	\$34,019.75	\$43,145.35
Insurance	\$3,600	\$3,780	\$3,969
Marketing and Advertising	\$10,130.70	\$16,275.49	\$30,497.89
Local Advertising	\$3,789.46	\$9,130.15	\$22,446.37
Online Marketing	\$6,341.24	\$7,145.34	\$8,051.52
Operational Expenses	\$8,220.66	\$16,553.37	\$36,890.15
Cleaning Supplies	\$2,536.46	\$2,858.16	\$3,220.59
Equipment Maintenance	\$5,684.20	\$13,695.21	\$33,669.56
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$12,994.80	\$24,000	\$24,000

	2024	2025	2026
EBITDA	(\$96,900.44)	\$86,555.39	\$673,790.13
Additional Expense	\$8,296.93	\$6,362.77	\$4,309.31
Long Term Depreciation	\$3,150	\$3,150	\$3,150
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$100,050.44)	\$83,405.39	\$670,640.13
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$105,197.37)	\$80,192.62	\$669,480.82
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$294,670.29	\$376,314.47	\$452,837.97
Net Income	(\$105,197.37)	\$80,192.62	\$669,480.82
Net Income (%)	(55.52%)	17.57%	59.65%
Retained Earning Opening	\$0	(\$119,197.37)	(\$43,004.75)
Owner's Distribution	\$14,000	\$4,000	\$4,000
Retained Earning Closing	(\$119,197.37)	(\$43,004.75)	\$622,476.07

Projected Cash Flow

	2024	2025	2026
Cash Received	\$189,472.92	\$456,507.09	\$1,122,318.79
Cash Paid	\$278,525.49	\$349,164.47	\$425,687.97
COS & General Expenses	\$63,858.56	\$94,414.90	\$159,026.74
Salary & Wages	\$209,520	\$251,536.80	\$265,501.92
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$89,052.57)	\$107,342.62	\$696,630.82
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$59,000	\$24,000	\$24,000
Net Cash From Investments	(\$59,000)	(\$24,000)	(\$24,000)
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$45,359.35	\$37,293.51	\$39,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$14,000	\$4,000	\$4,000
Net Cash From Financing	\$104,640.65	(\$37,293.51)	(\$39,347.12)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$43,411.92)	\$2,637.19
Cash In	\$339,472.92	\$456,507.09	\$1,122,318.79
Cash Out	\$382,884.84	\$410,457.98	\$489,035.09
Change in Cash	(\$43,411.92)	\$46,049.11	\$633,283.70
Ending Cash	(\$43,411.92)	\$2,637.19	\$635,920.89

Projected Balance Sheet

	2024	2025	2026
Assets	(\$556.72)	\$42,342.39	\$672,476.09
Current Assets	(\$32,406.72)	\$13,642.39	\$646,926.09
Cash	(\$43,411.92)	\$2,637.19	\$635,920.89
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$11,005.20	\$11,005.20	\$11,005.20
Long Term Assets	\$31,850	\$28,700	\$25,550
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$3,150)	(\$6,300)	(\$9,450)
Liabilities & Equity	(\$556.71)	\$42,342.39	\$672,476.07
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$69,197.37)	\$6,995.25	\$672,476.07
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$119,197.37)	(\$43,004.75)	\$622,476.07
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%

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

	Year 1	Year 2	Year 3	Industry Profile
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.

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Create a winning business plan that gets you funded

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.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



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.**

Create winning Business Plans with our

AI Business Plan Platform

Get Started Today!

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