


# BUSINESS PLAN [YEAR]




## Law Firm

Solving your Legal Puzzle.

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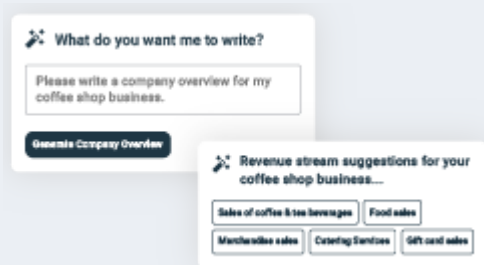
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# 1.

## Executive Summary

Objectives

Mission Statement

Vision Statement

Financial Summary



## REMEMBER

Before you think about how to start a law firm service, you must create a detailed law firm 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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### JP & Moore Law Firm

JP & Moore Law Firm LLP is a law firm that will be located in Detroit, Michigan. The company will operate as a litigation law firm and also handle other related aspects of law as requested by our clients. Our services will cover areas such as; breaches of contract

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## Objectives

### JP & Moore Law Firm

The objectives for JP & Moore for the first three years of operation include:

- To create a law firm whose primary goal is to exceed customer's expectations

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## Mission Statement

### JP & Moore Law Firm

The mission of JP & Moore Law Firm is to provide the Detroit community with technological and public interest legal guidance. We exist to attract and maintain customers and to support the public interest community. When we adhere to this maxim, everything we do is for the benefit of the community.

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# Vision Statement

JP & Moore Law Firm

• Our vision is to provide our clients with skilled legal advice in a timely and efficient manner. We strive to handle each matter with accountability and responsiveness as if we

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# Financial Summary

JP & Moore Law Firm

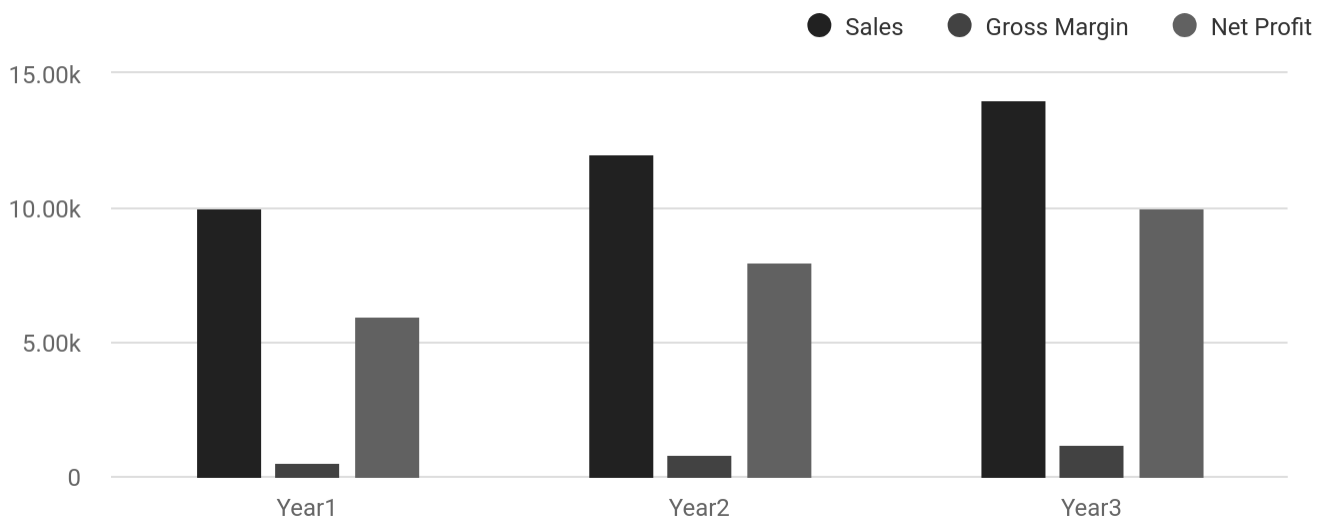
Capital Requirements and Use of Funds

JP & Moore Law Firm is seeking total funding of \$260,000 of debt capital to launch its

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# 3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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# 2.

## Company Summary

Business Structure

Startup Summary

### JP & Moore Law Firm

JP & Moore Law Firm, LLP is founded by John Moore and his son James Moore. The organization will be managed by James Moore; he graduated from Cumberland School of Law and Brock School of Business at Stamford University.

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## Business Structure

### JP & Moore Law Firm

JP & Moore Law Firm, LLP will build a solid business structure that can support the growth of our business. We will ensure that we hire competent hands to help us build the business of our dream. Below is the business structure that we will build JP & Moore

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## Startup Summary

### JP & Moore Law Firm

JMLF's start-up costs will include all equipment needed for the home office, website creation, and advertising.

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## 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
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

<b>Start-up Expenses</b>	<b>Amount</b>
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

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

# 3.

## Products and Services

Features

## JP & Moore Law Firm

JP & Moore Law Firm, LLP proposes to offer a variety of services within the scope of the law industry in the United States of America. Our intention of starting our law firm is to make profits from the industry and we will do all that is permitted by the law in the

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## Features



### Technology law services

JP & Moore Law Firm will provide legal services to high technology clients, to both start-up companies and established firms. While the firm excels in mergers, acquisitions, and qualified stock option plans, we also have experience in almost any legal field that a tech firm encounters. These clients, billed at market rate, will subsidize the public interest clients.



### Public interest law

JP & Moore Law Firm will serve regional public interest organizations, with a concentration on environmental and civil rights organizations. For most public interest organizations, good legal help is expensive. By using technology clients to subsidize the cost of legal fees for public interest firms, JP & Moore Law Firm is able to make significant contributions back to the community.



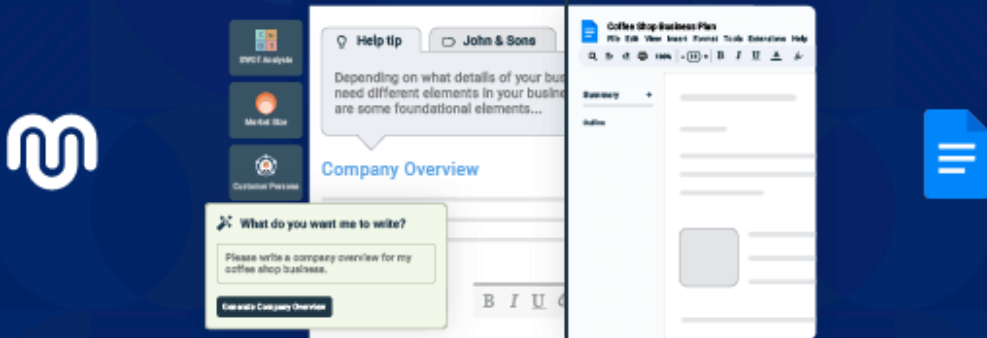
### Business Formation



### Corporate Governance and Compliance

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# 4.

## Market Analysis

Market Trends

Target Market

Market Segmentation



## REMEMBER

The most important component of an effective law firm 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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## Market Trends

### JP & Moore Law Firm

There is hardly anyone who doesn't have a need for gas, this is why it is really vital that one key into this industry. One of the trends in the gas station industry is that, in the bid to stay afloat in the highly competitive gas station industry, owners of gas stations no

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## Target Market

### JP & Moore Law Firm

Although JP & Moore Law Firm, LLP will initially serve small to medium-sized businesses, from new ventures to well-established businesses, that does not in any way stop us from growing to be able to compete with the leading law firms in the United States. We

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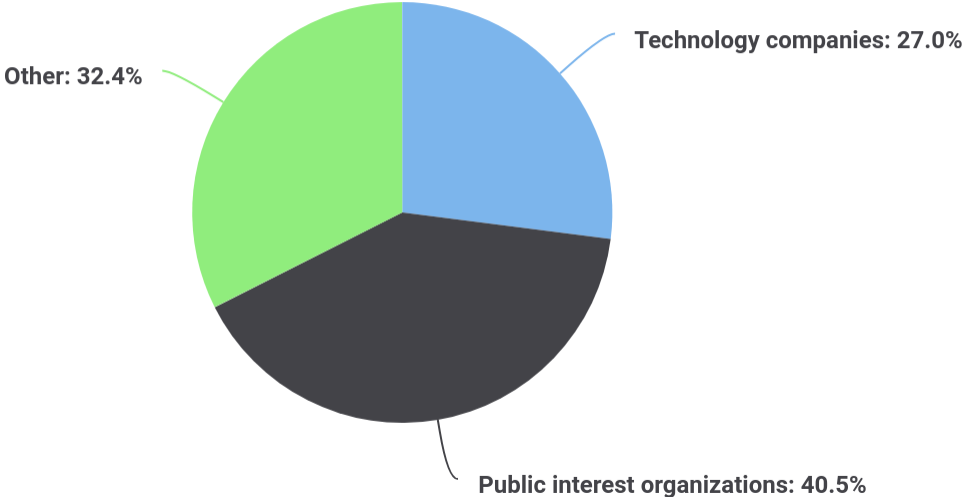
## Market Segmentation

### JP & Moore Law Firm

JMLF's customers can be divided into two groups, technology firms, and public interest organizations.

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# 5.

## Strategy & Implementations

Sales Strategy

Marketing Strategy

Pricing Strategy

Milestones



## 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 Strategy

### JP & Moore Law Firm

JMLF's sales strategy will begin within months two through five with the goal of serving the existing customer base of clients. The absence of bringing in new clients during this time is purposeful, it allows JMLF and the existing clients to form a new relationship

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## Marketing Strategy

### JP & Moore Law Firm

We have been able to work with our consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the law industry by storm which is why we have made provisions for effective

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## Pricing Strategy

### JP & Moore Law Firm

Hourly billing for legal services is a long-time tradition in the industry. However, for some types of work, flat fees make more sense because they allow clients to better predict legal costs. As a result of this, JP & Moore Law Firm, LLP will charge our clients a flat

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# Milestones

JP & Moore Law Firm

JMLF will have several milestones early on:

1. Business plan completion.

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# 6.

## Management Summary

Personnel Plan

## JP & Moore Law Firm

JP & Moore Law Firm is an Oregon Corporation founded and run by Richard Bloom. Richard has a degree in Political Science from the University of Colorado, Boulder, and a J.D. from Lewis and Clark University. While at Lewis and Clark, Richard was the President of the Law Society.


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## Personnel Plan

### JP & Moore Law Firm

The staff will consist of Richard working full time. In addition to Richard, a part-time secretary and part-time paralegal will join JMLF by month two. Month four will bring JMLF a law clerk, and a second law clerk by month eight.

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# 7.

## 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 law firm 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 the

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### JP & Moore Law Firm

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

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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>\$1,700,151.50</b>	<b>\$2,905,153.20</b>	<b>\$3,826,534.80</b>
Legal Consultation Services	\$29,551.50	\$33,103.20	\$38,024.80
Unit Sales	364	382	393
Unit Price	\$81.25	\$86.67	\$96.67
Corporate Legal Retainers	\$770,600	\$1,945,050	\$2,833,700
Users	23	41	51
Recurring Charges	\$5,000	\$5,000	\$5,000
Real Estate Transaction Services	\$900,000	\$927,000	\$954,810
<b>Cost Of Sales</b>	<b>\$146,524.12</b>	<b>\$129,537.13</b>	<b>\$84,654.62</b>
General Costs	\$146,524.12	\$129,537.13	\$84,654.62
Legal Research and Documentation	\$78,006.06	\$82,460.59	\$41,289.28
Legal Research Costs	\$10,000	\$10,150	\$10,302.25
Documentation Expenses	\$68,006.06	\$72,310.59	\$30,987.03
Office and Administrative Expenses	\$68,518.06	\$47,076.54	\$43,365.34
Office Supplies	\$5,000	\$5,100	\$5,100
Administrative Services	\$63,518.06	\$41,976.54	\$38,265.34
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$1,553,627.38</b>	<b>\$2,775,616.07</b>	<b>\$3,741,880.18</b>

	2024	2025	2026
<b>Gross Margin (%)</b>	<b>91.38%</b>	<b>95.54%</b>	<b>97.79%</b>
<b>Operating Expense</b>	<b>\$835,033.25</b>	<b>\$952,599.98</b>	<b>\$1,068,006.38</b>
Payroll Expense (Indirect Labor)	\$594,480	\$603,397.32	\$612,447.96
Promotional Materials	\$373,320	\$378,919.80	\$384,603.48
Senior Lawyers	\$373,320	\$378,919.80	\$384,603.48
Administrative Staff	\$92,160	\$93,542.40	\$94,945.44
Administrative Assistants	\$92,160	\$93,542.40	\$94,945.44
Paralegal Team	\$129,000	\$130,935.12	\$132,899.04
Paralegals	\$129,000	\$130,935.12	\$132,899.04
General Expense	\$240,553.24	\$349,202.66	\$455,558.42
Office Operations	\$112,982.25	\$165,554.36	\$219,026.75
Utilities	\$19,097.60	\$26,655.61	\$38,410.12
Office Rent	\$93,884.65	\$138,898.75	\$180,616.63
Professional Services	\$9,505.97	\$11,444.74	\$13,873.13
Accounting Services	\$6,705.97	\$8,504.74	\$10,786.13
Legal Software Subscription	\$2,800	\$2,940	\$3,087
Marketing and Advertising	\$118,065.02	\$172,203.56	\$222,658.54
Online Advertising	\$51,004.55	\$87,154.62	\$114,796.06
Promotional Materials	\$67,060.47	\$85,048.94	\$107,862.48
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>\$718,594.13</b>	<b>\$1,823,016.09</b>	<b>\$2,673,873.80</b>

	2024	2025	2026
<b>Additional Expense</b>	<b>\$11,680.93</b>	<b>\$9,746.77</b>	<b>\$7,693.31</b>
Long Term Depreciation	\$6,534	\$6,534	\$6,534
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$712,060.13	\$1,816,482.09	\$2,667,339.80
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	\$706,913.20	\$1,813,269.32	\$2,666,180.49
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$993,238.30</b>	<b>\$1,091,883.88</b>	<b>\$1,160,354.31</b>
<b>Net Income</b>	<b>\$706,913.20</b>	<b>\$1,813,269.32</b>	<b>\$2,666,180.49</b>
<b>Net Income (%)</b>	<b>41.58%</b>	<b>62.42%</b>	<b>69.68%</b>
Retained Earning Opening	\$0	\$666,913.20	\$2,440,182.52
Owner's Distribution	\$40,000	\$40,000	\$40,000
<b>Retained Earning Closing</b>	<b>\$666,913.20</b>	<b>\$2,440,182.52</b>	<b>\$5,066,363.01</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$1,700,151.50</b>	<b>\$2,905,153.20</b>	<b>\$3,826,534.80</b>
<b>Cash Paid</b>	<b>\$986,704.30</b>	<b>\$1,085,349.88</b>	<b>\$1,153,820.31</b>
COS & General Expenses	\$387,077.37	\$478,739.79	\$540,213.04
Salary & Wages	\$594,480	\$603,397.32	\$612,447.96

	2024	2025	2026
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>\$713,447.20</b>	<b>\$1,819,803.32</b>	<b>\$2,672,714.49</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$40,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$40,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$71,359.35</b>	<b>\$73,293.51</b>	<b>\$75,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$40,000	\$40,000	\$40,000
<b>Net Cash From Financing</b>	<b>\$78,640.65</b>	<b>(\$73,293.51)</b>	<b>(\$75,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	\$752,087.85	\$2,498,597.66
Cash In	\$1,850,151.50	\$2,905,153.20	\$3,826,534.80
Cash Out	\$1,098,063.65	\$1,158,643.39	\$1,229,167.43
Change in Cash	\$752,087.85	\$1,746,509.81	\$2,597,367.37

	2024	2025	2026
<b>Ending Cash</b>	<b>\$752,087.85</b>	<b>\$2,498,597.66</b>	<b>\$5,095,965.03</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$785,553.85</b>	<b>\$2,525,529.66</b>	<b>\$5,116,363.03</b>
<b>Current Assets</b>	<b>\$752,087.85</b>	<b>\$2,498,597.66</b>	<b>\$5,095,965.03</b>
Cash	\$752,087.85	\$2,498,597.66	\$5,095,965.03
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$33,466</b>	<b>\$26,932</b>	<b>\$20,398</b>
Gross Long Term Assets	\$40,000	\$40,000	\$40,000
Accumulated Depreciation	(\$6,534)	(\$13,068)	(\$19,602)
<b>Liabilities &amp; Equity</b>	<b>\$785,553.86</b>	<b>\$2,525,529.66</b>	<b>\$5,116,363.01</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>\$716,913.20</b>	<b>\$2,490,182.52</b>	<b>\$5,116,363.01</b>
Paid-in Capital	\$0	\$0	\$0

	2024	2025	2026
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	\$666,913.20	\$2,440,182.52	\$5,066,363.01
<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%
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%



	Year 1	Year 2	Year 3	Industry Profile
<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.
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 screenshot displays the Upmetrics 'Financial Plan' interface. On the left, there are navigation buttons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area shows a 'Profit & Loss' statement for the year 2023-24, comparing 2023-24 and 2024-25 data. Below the table is a 'What price will you charge for each unit?' calculator with a 'Calculate Results' button and a 'View your results over time' link. The calculator shows a unit price of \$ 60 and a result of 2.38%.

	2023-24	2024-25
Revenue	\$245,391	\$161,211
Cost of Sales	\$166,000	\$27,238
Gross Margin	\$189,391	\$134,276
Gross Margin (%)	77.2%	83.3%
Operating Expenses	\$214,379	\$118,897
Operating Profit	\$75,012	\$15,379
Operating Profit (%)	30.6%	9.5%

What price will you charge for each unit?

Calculate Results View your results over time

\$ 60 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.

[Start your planning today](#)

# 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

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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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