



Lawn Care

BUSINESS PLAN

Our grass is always greener

Prepared By



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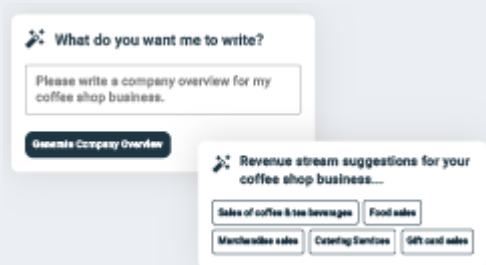
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1.

Executive Summary

Objectives

Mission statement

Vision Statement

Keys to Success

Financial Summary



REMEMBER

Before you think about how to start a lawn care service, you must create a detailed lawn care 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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Moore Lawn Care

Moore Lawn Care and Landscape Company is a licensed company that will be based in Detroit, Michigan but will operate in other cities in Michigan, United States of America. We are in the business of helping our clients take proper care of their lawns, as well as

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Objectives

Moore Lawn Care

Our objectives for the first three years of operation are to:

- Create a service-based company whose primary goal is to exceed customers'

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Mission statement

Moore Lawn Care

The mission of Moore Lawn Care and Landscape is to provide top-quality residential and commercial yard care service. We will strive to attract and maintain customers by providing services in the most timely manner to provide 100% customer satisfaction.

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Vision Statement

Moore Lawn Care

Our Vision at Lawn Care and Landscape Company is to become the preferred choice of homeowners, property managers, and the government when it comes to lawn care and landscaping services in Detroit and other cities in Michigan.


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Keys to Success

Moore Lawn Care

1. An experienced landscaper with excellent customer service skills.
2. Commitment to high quality and professionalism in every task.

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Financial Summary

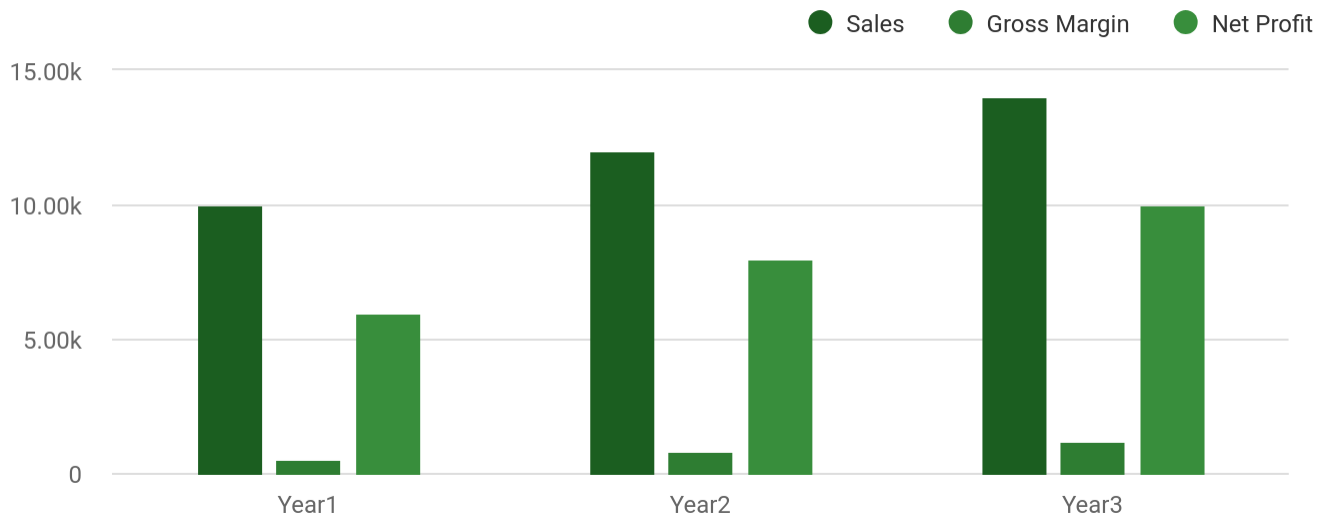
Moore Lawn Care

Moore Lawn Care and Landscape is seeking total funding of \$295,000 of debt capital to launch. The capital will be used for funding capital expenditures and location build-out, purchasing equipment, and materials needed, hiring initial employees, marketing

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3 Year profit forecast



Moore Lawn Care

Financial Summary	Year 1	Year 2	Year 3

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2.

Company Summary

History

Business Structure

Startup Summary

Moore Lawn Care

Moore Lawn Care and Landscape Company is a private registered company that is owned by John Moore and their family. The company will be fully and single-handedly financed by the owner – Mr. John Moore. Before starting Moore Lawn Care and Land


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History

Moore Lawn Care

John Moore, the founder of Moore Lawn Care and Landscape started very young in the landscaping and lawn care business. Ever since John was still in his college years, he was working part-time in a small landscaping company and earning a few

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Business Structure

Moore Lawn Care

Moore Lawn Care and Landscape Company is a privately owned and managed company. It is a small-scale business which is why we have decided to only retain a handful of employees and if we secure more contracts than our present workforce can handle, we

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Startup Summary

Moore Lawn Care

Moore Lawn Care and Landscape's start-up costs include:

- Home office equipment: file cabinet, the computer system (including printer, scanner, and

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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

Start-up Expenses	Amount
Long-term Assets	\$125,000
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

Start-up Expenses	Amount
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

Moore Lawn Care

Moore Lawn Care and Landscape Company is committed to excellent and timely service delivery and to give its customers value for their money. We know that our customers are the reason why we are in business and we will ensure that we make them

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Lawn mowing/maintenance



Sod installation/hydro – seeding



Weeding or fertilizer and/or pest control application



Landscape care/maintenance services



Landscape design/contracting services



Landscape architecture services



Weekly lawn cut



Weeding Beds



Spring Cleanup



Trimming Landscaping



Fall Cleanup



Chemical Treatment



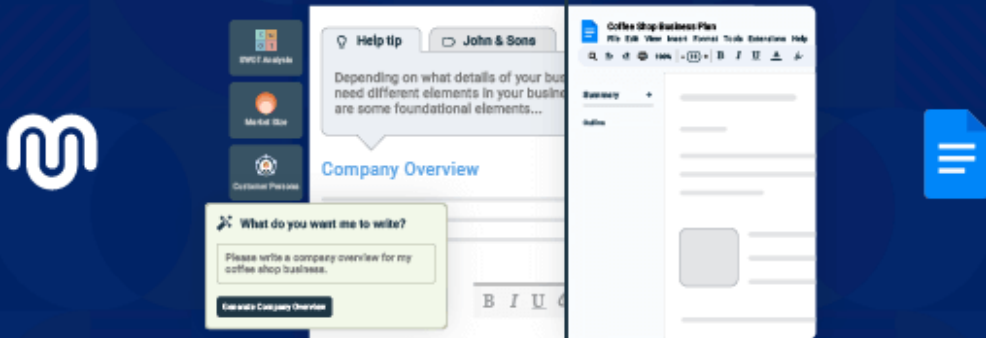
Snow Plowing



Consultancy and Advisory Services

Upmetrics vs Business Plan Templates

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



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4.

Market Analysis

Industry Analysis

Market Trends

Market Segmentation



REMEMBER

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

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Industry Analysis

Moore Lawn Care

The Lawn Care industry is dependent on the health of the housing and property markets, both of which have grown steadily over the past five years. Additionally, because landscaping services are often discretionary, industry demand is dependent on lev

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Market Trends

Moore Lawn Care

One of the common trends in the lawn care and landscaping industry is that it takes consistent effort to convince homeowners to hire the services of lawn care and landscaping companies. The truth is that homeowners who have enough time can actually take

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Market Segmentation

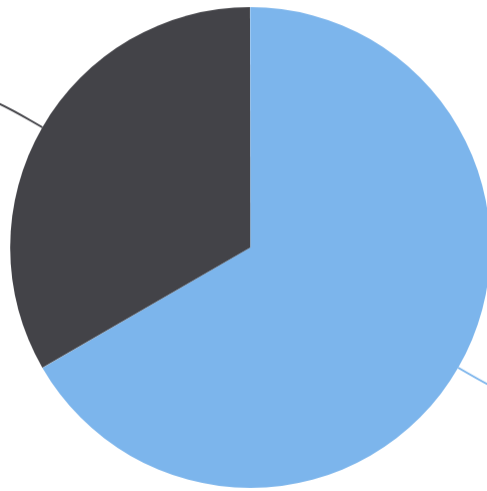
Moore Lawn Care

Moore Lawn Care and Landscape will be targeting families with annual income over \$50,000. The median income of \$50,000 and above are targeted because they tend to have more disposable income for the care of their lawn, whereas lower-income families

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City Family Income above \$50,000: 33.3%



Rural Family Income Above \$50,000: 66.7%

Moore Lawn Care



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5.

SWOT Analysis

Moore Lawn Care

Moore Lawn Care and Landscape Company do not intend to launch out on a trial and error basis, hence the need to conduct a proper SWOT analysis and prepare a lawn care marketing plan. We know that if we get it right from the outset, we would have success.

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Strength

Our strength as a lawn care and landscape company is the fact that we have healthy relationships with loads of homeowners (residents) within the area where our business is located. We have some of the latest equipment that will help us deliver neat and excellent jobs.

Aside from our relationship (network) and equipment, we can confidently boast that we have some of the qualities that are in high demand in the lawn care and landscaping line of business which are trust, honesty, and relationship management.

Weakness

Our weakness could be that we are a new lawn care and landscaping company in Detroit, Michigan and it will require consistency for us to gain the confidence of our prospective clients (homeowners, property managers, and even the government).

Opportunity

The opportunities that are available to us cannot be quantified; we know that there are loads of homeowners, property managers, and government establishments that will require our services in Detroit and other cities in Michigan.

Threat

Some of the threats that we are likely going to face as a lawn care and landscaping company are global economic downturn that can impact negatively on household spending and the arrival of a competitor (a company that offers the same service as we do) within the same location. There is hardly anything we could do as regards these threats other than to be optimistic that things will continue to work for our good.

6.

Strategy & Implementations

Sales Strategy

Advertising 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

Moore Lawn Care

Moore Lawn Care and Landscape's sales strategy will be based on one-on-one communications with potential customers. By going door to door in his own neighborhood, Red can become more familiar to these folks and take advantage of his outgoing personality.

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Advertising Strategy

Moore Lawn Care

With the majority of the people now online, the company will invest resources in online ads for different social media platforms to reach potential clients. We will create ads that will successfully create positive conversions. A company website will also

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Social Media/ Online Marketing

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Moore Lawn Care

Moore Lawn Care and Landscape will place print advertisements in key local publications, including newspapers, area magazines, and local sports programs. Additionally, the Company will print brochures and place them in specific locations frequented by

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Publications

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Moore Lawn Care

We will make careful use of advertising in selected larger publications. ABC News has a circulation of XYZ and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major publications will be used se


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Major Publications

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Moore Lawn Care

We will drive attention toward Moore Lawn Care and Landscape by hiring workers to hold signs alongside highways. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of working individuals with disposable income of our c

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Commute Advertising

Start writing here..

Moore Lawn Care

Moore Lawn Care and Landscape will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Moore Lawn Care and Landscape, offer discounts, and/or provide other inducements for peo


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Direct Mail

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Moore Lawn Care

Moore Lawn Care and Landscape will maintain a website, social media accounts, and publish a monthly email newsletter to tell customers about new events, products, and more.

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Ongoing Customer Communications

Start writing here..

Milestones

Moore Lawn Care

We have established some basic milestones to keep the business plan priorities in place. Red is in charge of all goals directly related to yard care and employee practices, while Kikuyu will oversee our marketing materials – brochures, business cards, ads, etc.

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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 lawn care service 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

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Moore Lawn Care

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 lawn care service business start-up, no equity funding or outside loans will be required. With the h

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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	\$313,725.60	\$524,584.80	\$885,431.30
Lawn Mowing Services	\$37,565	\$60,151	\$96,305
Unit Sales	376	602	963
Unit Price	\$100	\$100	\$100
Landscaping Services	\$191,006.80	\$343,022.60	\$616,021.20
Unit Sales	9,550	17,151	30,801
Unit Price	\$20	\$20	\$20
Garden Care Services	\$85,153.80	\$121,411.20	\$173,105.10
Unit Sales	2,838	4,047	5,770
Unit Price	\$30	\$30	\$30
Cost Of Sales	\$12,682.62	\$14,290.90	\$16,102.99
General Costs	\$12,682.62	\$14,290.90	\$16,102.99
Lawn Mowing and Maintenance	\$3,804.92	\$4,287.40	\$4,830.88
Fuel for Lawns Mowers	\$1,902.46	\$2,143.70	\$2,415.44
Maintenance of Equipment	\$1,902.46	\$2,143.70	\$2,415.44
Landscaping Services	\$8,877.70	\$10,003.50	\$11,272.11
Plants and Materials	\$6,341.24	\$7,145.34	\$8,051.52
Equipment Rental for Projects	\$2,536.46	\$2,858.16	\$3,220.59
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$301,042.98	\$510,293.90	\$869,328.31
Gross Margin (%)	95.96%	97.28%	98.18%
Operating Expense	\$351,744.89	\$365,429.29	\$379,736.76
Payroll Expense (Indirect Labor)	\$339,540	\$351,929.40	\$364,789.92
Lawn Maintenance Crew	\$186,000	\$191,940	\$198,072.48
Lawn Maintenance Worker	\$150,000	\$154,500	\$159,134.88
Team Supervisor	\$36,000	\$37,440	\$38,937.60
Administrative Staff	\$68,040	\$70,421.40	\$72,886.32
Office Administrator	\$43,200	\$44,712	\$46,277.04
Customer Services Representative	\$24,840	\$25,709.40	\$26,609.28
Specialized Services	\$85,500	\$89,568	\$93,831.12
Landscape Designer	\$64,800	\$68,040	\$71,442
Equipment Operator	\$20,700	\$21,528	\$22,389.12
General Expense	\$12,204.89	\$13,499.89	\$14,946.84
Operational Expenses	\$3,145.53	\$3,491.99	\$3,880.15
utility Bills	\$2,536.46	\$2,858.16	\$3,220.59
Office Supplies	\$609.07	\$633.83	\$659.56
Marketing and Advertising	\$7,341.24	\$8,215.34	\$9,196.42
Online Advertising	\$6,341.24	\$7,145.34	\$8,051.52
Print Material	\$1,000	\$1,070	\$1,144.90
Vehicle and Equipment Expenses	\$1,718.12	\$1,792.56	\$1,870.27
vehicle Maintenance	\$1,218.12	\$1,267.56	\$1,319.02
Equipment Insurance	\$500	\$525	\$551.25

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$50,701.91)	\$144,864.61	\$489,591.55
Additional Expense	\$9,057.49	\$8,682.11	\$8,279.54
Long Term Depreciation	\$7,122	\$7,122	\$7,122
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$57,823.91)	\$137,742.61	\$482,469.55
Interest Expense	\$1,935.49	\$1,560.09	\$1,157.55
EBT	(\$59,759.40)	\$136,182.50	\$481,312.01
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$373,485	\$388,402.30	\$404,119.29
Net Income	(\$59,759.40)	\$136,182.50	\$481,312.01
Net Income (%)	(19.05%)	25.96%	54.36%
Retained Earning Opening	\$0	(\$68,759.40)	\$66,423.10
Owner's Distribution	\$9,000	\$1,000	\$1,000
Retained Earning Closing	(\$68,759.40)	\$66,423.10	\$546,735.11

Projected Cash Flow

	2024	2025	2026
Cash Received	\$313,725.60	\$524,584.80	\$885,431.30
Cash Paid	\$366,363	\$381,280.30	\$396,997.29
COS & General Expenses	\$24,887.51	\$27,790.79	\$31,049.83
Salary & Wages	\$339,540	\$351,929.40	\$364,789.92
Interest	\$1,935.49	\$1,560.09	\$1,157.55
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$52,637.40)	\$143,304.50	\$488,434.01
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$45,000	\$0	\$0
Net Cash From Investments	(\$45,000)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$30,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$14,192.99	\$6,568.37	\$6,970.94
Loan Capital	\$5,192.99	\$5,568.39	\$5,970.93
Dividends & Distributions	\$9,000	\$1,000	\$1,000
Net Cash From Financing	\$65,807.01	(\$6,568.37)	(\$6,970.94)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$31,830.39)	\$104,905.74
Cash In	\$393,725.60	\$524,584.80	\$885,431.30
Cash Out	\$425,555.99	\$387,848.67	\$403,968.23
Change in Cash	(\$31,830.39)	\$136,736.13	\$481,463.07
Ending Cash	(\$31,830.39)	\$104,905.74	\$586,368.81

Projected Balance Sheet

	2024	2025	2026
Assets	\$6,047.61	\$135,661.74	\$610,002.81
Current Assets	(\$31,830.39)	\$104,905.74	\$586,368.81
Cash	(\$31,830.39)	\$104,905.74	\$586,368.81
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$37,878	\$30,756	\$23,634
Gross Long Term Assets	\$45,000	\$45,000	\$45,000
Accumulated Depreciation	(\$7,122)	(\$14,244)	(\$21,366)
Liabilities & Equity	\$6,047.61	\$135,661.72	\$610,002.80
Liabilities	\$24,807.01	\$19,238.62	\$13,267.69
Current Liabilities	\$5,568.39	\$5,970.93	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$5,568.39	\$5,970.93	\$0
Long Term Liabilities	\$19,238.62	\$13,267.69	\$13,267.69
Long Term Debt	\$19,238.62	\$13,267.69	\$13,267.69
Equity	(\$18,759.40)	\$116,423.10	\$596,735.11
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	(\$68,759.40)	\$66,423.10	\$546,735.11
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.



The image shows a side-by-side comparison. On the left is the Upmetrics interface, which is clean and user-friendly. It features a 'Financial Plan' section with a 'Profit & Loss' table for the year 2023-04. The table includes rows for Revenue, Cost of Sales, Gross Margin, and Operating Expenses, with values for 2023-04 and 2024-03. Below the table is a form asking 'What price will you charge for each unit?' with a 'Comment Allowed' checkbox and a 'Viewing amounts over time' button. On the right is a standard spreadsheet interface with a grid of cells and a formula bar, representing a more complex and cluttered way to manage the same data.

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

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!

15-day money-back guarantee

