



Organic Farm Business Plan


Business Plan


[YEAR]


Eat Clean and Green , Eat Organic


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
 <http://www.example.com>

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1.

Executive Summary

Product Offering

Objectives

Mission Statement

Keys to Success

📁 Eveg Organic

Eveg Organic Farm, LLC is a world-class commercial organic farm that will be based in the outskirts of Tallahassee, Florida – United States. We have done our detailed market research and feasibility studies and we were able to secure a well – situated and

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Start writing here..

Product Offering

📁 Eveg Organic

The Eveg Organic Farm, LLC is a world-class commercial organic farm that is committed to cultivating both organic crops and livestock for both the United States’ market and the global market. We are in business to produce both organic food and raw materials

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Fruit and vegetable growing



Livestock farming



Grain and oilseed production



Honey production



Other crop production

Objectives

Evveg Organic

Evveg Organic Farm has simple objectives: provide healthy and delicious tasting vegetables while simultaneously leaving a minimal carbon footprint. In order to accomplish this, the farm plans to:

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Mission Statement

Evveg Organic


Evveg Organic Farm's mission is to raise the best tasting and finest quality fruits and vegetables for the local community. Evveg Organic Farm uses only natural and sustainable farming methods, free from pesticides or fertilizers. Natural foods and natural

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Start writing here..

Evveg Organic

Evveg Organic Farm's slogan is simple: *"Live life simply and simply live"*. The owners also believe in contributing to their community and the planet by:

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Guiding Principles

Start writing here..

Keys to Success

📁 Evveg Organic

Below are an Evveg Organic Farm's Keys to Success:

Superlative Communication – Evveg Organic Farm keeps its members current on all aspects of

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2.

Business Overview

Management & Ownership

Legal Formation

Start-Up Summary

Location and Facilities

Evveg Organic

John and Jane Burns run, manage, and operate Evveg Organic Farm. The company initially sold the farm to market then quickly began supporting local restaurants with a surplus (waste) sold at the local farmers market. John and Jane are operating the business

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Management & Ownership

Evveg Organic Farm is a C-Corporation formed in the State of Wisconsin and is wholly owned by John and Jane Burns.



John Burns

Owner - john.burns@example.com

John Burns, a former Human Resources Director at Sargento Cheese, was recently downsized. Not desiring to re-enter corporate America, and concerned about the environment, global issues, and the state of the economy, John began expanding his family garden. What began as a way for the family to save some money and reduce the carbon footprint, today has grown from its small ¼ acre plot to over 1+ acre with plans for expansion to 12+ acres. A shrewd businessman and well known in the community, John initially approached colleagues and friends in the local restaurant community. These connections marked the beginning of business for the startup farm and as word of mouth spread, Evveg Organic Farm attracted ten other additional restaurants. All surplus was sold at the local farmer's market.



Jane Burns

Jane.burns@example.com

Jane Burns is an elementary school teacher for the Sheboygan Area School District. A graduate of Marquette University in Milwaukee, Jane has been teaching fifth grade Science for over ten years. Raised on a family dairy farm, Jane's family also had a small fruit and vegetable farm and she loved helping the family grow and harvest the crop. Mrs. Burn's summer schedule is flexible and helps the family maintain the garden during the busy summer growing season.

Legal Formation

Eveg Organic

Eveg Organic Farm is a C-Corporation formed in the State of Wisconsin. The entity is wholly owned by John and Jane Burns.


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Start writing here..

Start-Up Summary

Eveg Organic

The Burns have been managing the family farm successfully for the last fifteen years. Recently the owners installed a greenhouse with warming lights for early starts. They also invested in a pickup truck (2005 Ford F150) for delivering vegetables to the members.

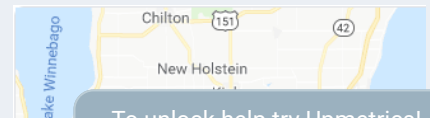
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Location and Facilities

Eveg Organic

Eveg Organic Farm is located in Plymouth, Wisconsin, located in Sheboygan County Wisconsin. Sheboygan County is located in east-central Wisconsin. Sheboygan County is a



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Start writing here..

3.

Products & Services

Product Overview

Competitive Comparison

Product/Service Sourcing

Inventory Management

Warehousing and Fulfillment

Future Products & Services

Product Overview



Eveg Organic Farm's growing season will start in early May and end in October with the goal of 20 weeks. Shares will be comprised of approximately 10-15 different crops every 8 weeks of in-season produce. Here is an example of types of produce throughout the season:

Seasons & Products



Spring

Beets, Broccoli, Cabbage, Carrots, Garlic, Green Onions, Kale, Lettuce (several varieties), Radishes, Peas, Spinach



Summer

Beans, Carrots, Cucumbers, Eggplant, Green Onions, Leeks, Melons, Onions, Sweet Peppers, Summer Squash, Tomatoes, Zucchini



Fall

Beans, Beets, Broccoli, Cauliflower, Cucumbers, Chard, Lettuce (several varieties), Potatoes, Red Onions, Spinach, Winter Squash

📄 Eveg Organic

All share sales are sold in advance.

A Full Share will provide a family of four vegetables for a week. (estimate) Likewise a Half

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Start writing here..

Competitive Comparison

📄 Eveg Organic

Plymouth, Wisconsin, reports six CSA entities, of which three represent direct competition for the subject.

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Product/Service Sourcing

All produce will be grown on Eveg Organic Farm. John and Jane Burns will both actively work and manage the farm.

📄 Eveg Organic

At Eveg Organic Farm, members have the option for home delivery or to travel to the farm on the scheduled pickup day.

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Distribution

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Inventory Management

☐ Evveg Organic

We don't need to store products. The CSA farm concept is all about freshness. The produce is delivered immediately from the farm to the (member's) table.

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Warehousing and Fulfillment

N/A

Future Products & Services

☐ Evveg Organic

The owners of the farm have plans to introduce honey bees the following season and offer honey as another organic product.


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Honey Bees

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☐ Evveg Organic

On occasion, Evveg Organic Farm partners with its neighboring dairy farm and an organic bakery in town. From time to time members will find fresh cheeses and organic bread in their weekly selection boxes. Evveg Organic Farm owners are currently considering

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Dairy Products

Start writing here..

☐ Evveg Organic

Within one year, Evveg Organic Farm plans to utilize an additional acre and add 30 more families to their growing share program. They plan to add 30 more families (shares) by Year Three. Evveg Organic Farm has long term plans to purchase an additional 9 acres.

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Community Sharing

Start writing here..

☐ Evveg Organic

Other future plans include accessing the internet to increase awareness and the importance of local and community farming. Jane Burns is compiling a recipe E-book that will supplement cash flow during non-productive months. In his spare time, John Burns plans to create a community garden.

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Farming Awareness Program

Start writing here..

☐ Evveg Organic

Additionally, Evveg Organic Farm will publish a weekly newsletter to be included in the member's box as well as the website. The newsletter will identify what is in the weekly box, what is happening on the farm, and recipes. The newsletter will educate members on the benefits of local and community farming.


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Customer Updates

Start writing here..

☐ Evveg Organic

Evveg Organic Farm has future plans for constructing a vegetable processing area with electricity and water. The facility will have a walk-in cooler, a washing and grading area, stainless steel tables, and two scales. Additional capital expenditures will be required for the processing area.

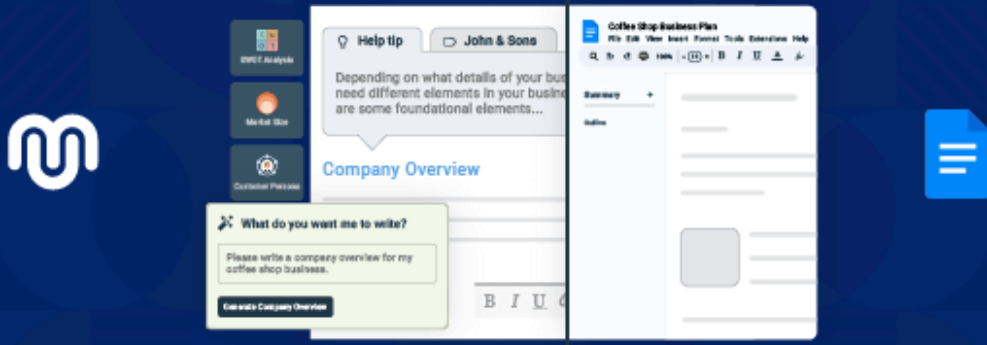
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Vegetable Processing

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4.

Market Analysis

Industry Analysis

Market Tests

Target Market Segment Strategy

☐ Evveg Organic

Sheboygan County's cost of living is lower than the national average and housing costs are much lower than the national average. At the same time, Sheboygan County's personal income is greater than the national average. In other words, this community n

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Start writing here..

Industry Analysis

☐ Evveg Organic

This analysis is based on the North American Industry Classification System ("NAICS") 111998: Agriculture – All Other Miscellaneous Crop Farming. The US crop production industry includes about 1 million farms with combined annual revenue of about \$205 billion.

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Start writing here..

☐ Evveg Organic

The US crop production industry includes about 1 million farms with combined annual revenue of about \$205 billion. (First Research) Although the USDA does not have official statistics on U.S. organic retail sales, information is available from industry sources.


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Market Size

Start writing here..

☐ Evveg Organic

Major participants include Dole Food Company, Chiquita Brands International, and Sunkist Growers. (First Research)

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Industry Participants

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Evveg Organic

2008, Sheboygan County's median household income was \$51,681 and the mean household income was estimated to be \$61,889.

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Market Segments

Start writing here..

Market Tests

Evveg Organic

While selling produce to local restaurants, Mr. Burns realized that the CSA option could potentially come to fruition. Historically the restaurant patrons always asked the source of the beautiful and delicate lettuces and quality tomatoes. Realizing the po

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Start writing here..

Target Market Segment Strategy

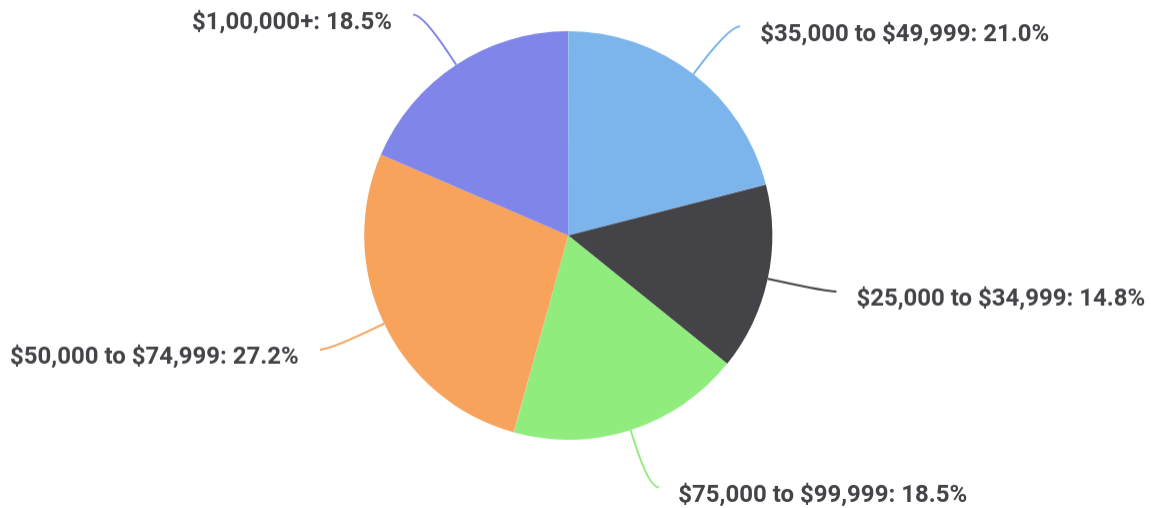
Evveg Organic

Evveg Organic Farm is targeting households with earnings in excess of \$50,000 in the greater Sheboygan County. Approximately 51 percent of the population resides in this category. Other farmers have missed this target by focusing on traditional farming me

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Start writing here..

The following chart depicts the target market



Eveg Organic

According to a USDA survey of market managers (Organic Produce, Price Premiums, and Eco-Labeling in U.S. Farmers' Markets, April 2004) found that demand for organic products was strong or moderate in most of the farmers' markets surveyed around

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Market Needs

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Eveg Organic

While consumers may not understand all the requirements associated with being certified organic, they are comfortable with the label. Which is why Evveg Organic Farm sought the services of the independent certification agency and has earned the d

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Market Trends

Start writing here..

☐ Evveg Organic

U.S. sales of organic products were \$21.1 billion in 2008 - over 3 percent of total food sales- and were expected to reach \$23.0 billion in 2009 (Nutrition Business Journal).

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Market Growth

Start writing here..

☐ Evveg Organic

Eveg Organic Farm is aware that its members are crucial to its survival and growth. The owners will make certain each member feels that Eveg Organic Farm is indeed his/her farm! After all, they do own a portion of the farm! The Burns will encourage

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Positioning

Start writing here..

5.

Competitive Analysis

Direct Competitors

Indirect Competitors

SWOT Analysis

Direct Competitors

Plymouth, Wisconsin reports six CSA entities, of which three represent **direct competition** for the subject.

Evveg Organic

Location: W4873 County Hwy U
Plymouth, WI 53073
<http://ljcomerford.wordpress.com/>

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Backyard Bounty

Start writing here..

Evveg Organic

Location: N5575 County Road ZZ
Plymouth, WI 53073

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Eilert's Acres

Start writing here..

Evveg Organic

Location: W7065 Silver Spring Lane
Plymouth, WI 53073
<http://www.springdalefarmcsa.org/>

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Springdale Farms

Start writing here..

Indirect Competitors

The following are CSA businesses that compete indirectly with the subject:

📁 Evveg Organic

Location: W6028 County Road C
Plymouth, WI 53073

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Old Plank Farm

Start writing here..

📁 Evveg Organic

Location: N4797 County Rd E
Plymouth, WI 53073
www.logcabinorchard.com

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Log Cabin Orchard

Start writing here..

SWOT Analysis

📁 Evveg Organic

SWOT stands for strengths, weaknesses, opportunities, and threats. The following is the SWOT analysis for Evveg Organic Farm.

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Start writing here..

Strength

Eveg Organic Farm receives share proceeds prior to the start of the season which helps to pay for seeds, supplies, and inputs

During the off-season, the owners of Eveg Organic Farm can market and recruit new members and complete their E-Books

Eveg Organic Farm will establish long term relationships with its members lasting at least one season

Members share in the financial risks of the farm

Low capital requirements, relatively inexpensive startup business

Weakness

As many as 30 or more different crops must be grown to provide diversity to members throughout the season

Location-if the farm is not close to its customers, it becomes burdensome for the farmer to make deliveries

Labor intensive – during the season, crops are continually being planted, harvested, cleaned, sorted, and packed – leaving little extra time for the farmer

Member retention is key – if the member is not happy the likelihood of returning next season or providing a good recommendation is not good.

Opportunity

The greater Sheboygan County is a prime location for organic produce with historically high demand.

Because many farmers still utilize traditional farming methods (pesticide and herbicide applications) Eveg Organic Farm stands out from the crowd with its Certified Organic stamp of approval

Threat

New entrants to the market pose a threat. Partially mitigating this risk is the recommended 2-3 year trial farming period – which would give Eveg Organic Farm the necessary 'heads-up' to go against (said) competitors.

Weather, storms, pests – can damage or even destroy crops.

The farm is economically tied, and in inflationary times, consumers could revert back to traditional methods of buying fruits and vegetables at the local grocery store.

6.

Marketing & Sales Plan

Strategy Pyramid

Unique Selling Proposition (USP)

Competitive Edge

Marketing Strategy and Positioning

Sales Strategy

Legal

Milestones

Exit Strategy

Evveg Organic

Evveg Organic Farm is targeting households with earnings in excess of \$50,000 in the greater Sheboygan County. Other farmers have missed this target by focusing on traditional farming methods while Evveg Organic Farm has obtained the Certified Organic

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Start writing here..

Strategy Pyramid

Evveg Organic

Strategy: Create awareness that Evveg Organic Farm delivers a wide variety of quality wholesome and healthy vegetables on a consistent basis.

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Start writing here..

Unique Selling Proposition (USP)

Evveg Organic

Jane and John Burns stand out from the competition: They are experienced operators and have demonstrated the ability to grow large quantities of many different vegetables. They have demonstrated their ability to manage the crops, harvest, pack, and deli

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Start writing here..

Competitive Edge

Evveg Organic

CSA farming differs greatly from traditional farming due to the fact that members have ownership shares in the farm. Bearing this in mind, Evveg Organic Farm will wholeheartedly focus on this vital aspect to retain members. The owners will constan

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Start writing here..

Marketing Strategy and Positioning

Evveg Organic

Evveg Organic Farm will utilize product differentiation to stand apart from the competition. By growing wholesome organic produce, offering farm to door service, and actively engaging with its members, Evveg Organic Farm will go above and beyond to maintain

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Start writing here..

Evveg Organic

Evveg Organic Farm will be the premier organic CSA in the greater Sheboygan County by offering at least 30 of the most delicious and mouthwatering organic vegetables available in the local growing area and by providing exceptional relationships with its mem

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Positioning Statement

Start writing here..

Evveg Organic

Evveg Organic Farm will utilize a fair price for a fair value. Some research suggests that the CSA farm is usually lower in price than organically grown food from local markets and is often less than foods from the supermarket. This could be a selling point for att

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Pricing Strategy

Start writing here..

Evveg Organic

The best strategy is the word of mouth advertising. When people are happy with their shares they tell friends.

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Promotion and Advertising Strategy

Start writing here..

Evveg Organic

Evveg Organic Farm's website will be a vital key in marketing. In addition to providing its history, location, and contact information, the site will also have links to its CSA affiliations, the USDA website, and current organic industry topics. The website will also have

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Website

Start writing here..

Evveg Organic

Evveg Organic Farm will actively work to engage its members and the local community by:

- Creating flyers and brochures and posting in community gathering places such as

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Marketing Programs

Start writing here..

Sales Strategy

Evveg Organic

Evveg Organic Farm has already sold all 30 of its shares for the upcoming season with future plans to sell 60 shares in Year Two and 90 shares in Year Three. In order to meet these goals, the farmers will continue to rely on advertising fliers, its online presence

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Start writing here..

Sales Forecast

The following table represents the annual sales forecast for the initial three years of operations:

Annual Sales Forecast	Year1	Year2	Year3
Full share	\$23,250	\$46,500	\$69,750
E-Books & Cook Books	\$100	\$100	\$550
Honey	\$0	\$0	\$320
Gross Margin	\$23,350	\$46,600	\$70,620

Evveg Organic

Evveg Organic Farm's primary sales program is the sale of shares. Additional sales programs will come from the sale of their forthcoming books. Honey production is expected to come online by Year Three.

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Sales Programs

Start writing here..

Legal

Eveg Organic

Eveg Organic Farm is a C-Corporation doing business in the State of Wisconsin.

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Milestones

The following chart depicts the Milestones Evveg Organic Farm anticipates achieving:

Milestone	Date
Obtain Certified Organic Seal of Approval	[Date]
Pre Sell 80% of Shares	[Date]
Complete E-Book & Sell on website	[Date]
Pre Sell all 60 Shares	[Date]
Pre Sell all 90 Shares	[Date]
Establish an excellent credit record and qualify for a commercial loan to purchase an additional 9 acres	[Date]

Exit Strategy

Eveg Organic

In the event that Evveg Organic Farm will cease operations, all assets (farm equipment, tools, scales) will be sold at auction. Proceeds from the sale will be first be used to pay off the financial obligation to the operating capital loan and the remaining pro

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7.

Organization and Management

Organizational Structure

Management Team

Management Team Gaps

Personnel Plan

Board of Directors

Organizational Structure

Eveg Organic

Eveg Organic Farm will be wholly owned and operated by John and Jane Burns. Mr. Burns will perform all office and accounting functions such as calculating the initial garden costs, seed costs, and planting times. Both owners will harvest the crop. Evveg Or

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Start writing here..

Management Team



John Burns

john.burns@example.com

John Burns will actively manage the farm. Farm management duties will include the creation of a detailed planting guide and building a living soil. Only sustainable and organic farming methods will be used with no reliance on off-farm inputs and chemical pesticides/fertilizers. Growing methods include crop rotation, planting cover crops, applying finished compost and mulches, and encouraging beneficial insects, weed management, irrigation, and harvesting.

Mr. Burns will also be responsible for preparing detailed accounting records for their tax accountant.



Jane Burns

jane.burns@example.com

Jane Burns will also actively participate in managing the crop during the busy summer months. During the slower winter months, both will work to complete their E-books which will be sold online and supplement revenue. They will also actively market Evveg Organic Farm by speaking to local civic groups, providing tours of the farm, and drafting the weekly newsletters.

Management Team Gaps

📁 Eveg Organic

Eveg Organic Farm will rely on its Tax Accountant to assist with tax reporting.

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Personnel Plan

The following is a summary of Eveg Organic Farm's Personnel Plan.

Position	Year1	Year2	Year3
Farmers(Owners)	10,800	10,800	10,800
Apprentice		14,400	31,200
Apprentice			14,400
Total Personnel Costs	10,800	25,200	56,400

Board of Directors

Start writing here..

8.

Financial Plan

Important Assumptions

Start-Up Costs

Source and Use of Funds

Income Statement Projections


Balance Sheet

Cash Flow Statement

Eveg Organic

The financial plan will cover the following:

- Required Cost of Start-Up


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Important Assumptions

Eveg Organic

- Revenues increased 50% Year One and 33% Year Two
- The following variable expenses are tied to volumes and will increase the same amount as revenue: salaries, fuel charges, postage, repairs and maintenance

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Start writing here..

Start-Up Costs

The following chart summarizes start-up expenses:

Startup Expenses	Amount
Operating Capital	[Amount]
Salaries & Wages	
Insurance Premiums	
Beginning Inventory	
Legal and Accounting Fees	
Rent Deposits	
Utility Deposits	
Supplies	
Advertising and promotions	
Licenses	

Startup Expenses	Amount
Other Initial Costs	
Working Capital	
Total Startup Expenses	

Startup Assets	Amount
Real Estate	[Amount]
Buildings	
Leasehold Improvements	
Equipment	
Furniture and Fixtures	
Vehicles	
Other Fixed Assets	
Total Startup Assets	

Source and Use of Funds

To date, the owners have come out of pocket approximately \$40,600 or 74 percent of the project's total costs. The following chart summarizes the source and use of funds:

Source Of Funds	Amount
Owner's Contribution	[Amount]
Commercial Loan	
Commercial Mortgage	
Inventory & Working Capital Loan	
Total Source Of Funds	

Use Of Funds	Amount
Fixed Assets	[Amount]
Operating Capital	
Total Use of Funds	

Income Statement Projections

	2024	2025	2026
Revenue	\$659,340.03	\$956,130.74	\$1,388,927.93
Vegetable Sales	\$67,616.19	\$108,255.54	\$173,320.77
Unit Sales	22,539	36,085	57,774
Unit Price	\$3	\$3	\$3
Fruit Sales	\$24,041.84	\$38,492.20	\$61,627.16
Unit Sales	6,010	9,623	15,407
Unit Price	\$4	\$4	\$4
Farm-to-Table Workshops	\$567,682	\$809,383	\$1,153,980
Unit Sales	5,677	8,094	11,540
Unit Price	\$100	\$100	\$100
Cost Of Sales	\$139,414.23	\$178,104.66	\$230,138.19
General Costs	\$139,414.23	\$178,104.66	\$230,138.19
Cultivation Costs	\$61,568.16	\$85,833.75	\$120,391.71
Seeds and Seedlings	\$4,800	\$4,896	\$4,993.92
Fertilizers and Soil Amendments	\$56,768.16	\$80,937.75	\$115,397.79
Operational Costs	\$77,846.07	\$92,270.91	\$109,746.48
Water and Irrigation	\$45,656.96	\$51,447.28	\$57,972.18
Pest and Disease Control	\$32,189.11	\$40,823.63	\$51,774.30
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$519,925.80	\$778,026.08	\$1,158,789.74

	2024	2025	2026
Gross Margin (%)	78.86%	81.37%	83.43%
Operating Expense	\$664,018.80	\$685,286.79	\$709,727.18
Payroll Expense (Indirect Labor)	\$572,832	\$588,164.16	\$603,948.60
Farming Staff	\$243,600	\$248,976	\$254,474.76
Farm Manager	\$50,400	\$51,912	\$53,469.36
Agricultural Workers	\$193,200	\$197,064	\$201,005.40
Processing and Packaging Staff	\$183,312	\$187,431.36	\$191,646.72
Processing Supervisor	\$45,312	\$46,671.36	\$48,071.52
Packaging Workers	\$138,000	\$140,760	\$143,575.20
Sales and Marketing Team	\$145,920	\$151,756.80	\$157,827.12
Sales Manager	\$57,600	\$59,904	\$62,300.16
Marketing Specialists	\$88,320	\$91,852.80	\$95,526.96
General Expense	\$91,186.80	\$97,122.63	\$105,778.58
Farm Operations	\$38,400	\$38,400	\$38,400
Seeds and Planting Materials	\$24,000	\$24,000	\$24,000
Water and Irrigation	\$14,400	\$14,400	\$14,400
Property and Maintenance	\$37,200	\$37,200	\$37,200
Land Lease/Rent	\$30,000	\$30,000	\$30,000
Equipment Maintenance	\$7,200	\$7,200	\$7,200
Marketing and Sales	\$15,586.80	\$21,522.63	\$30,178.58
Advertising	\$13,186.80	\$19,122.63	\$27,778.58
Farmers Market Fees	\$2,400	\$2,400	\$2,400
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$144,093)	\$92,739.29	\$449,062.56
Additional Expense	\$18,145.20	\$16,052.92	\$13,831.58
Long Term Depreciation	\$10,068	\$10,068	\$10,068
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$154,161)	\$82,671.29	\$438,994.56
Interest Expense	\$8,077.20	\$5,984.92	\$3,763.59
EBT	(\$162,238.20)	\$76,686.37	\$435,230.98
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$821,578.23	\$879,444.37	\$953,696.95
Net Income	(\$162,238.20)	\$76,686.37	\$435,230.98
Net Income (%)	(24.61%)	8.02%	31.34%
Retained Earning Opening	\$0	(\$176,238.20)	(\$103,551.83)
Owner's Distribution	\$14,000	\$4,000	\$4,000
Retained Earning Closing	(\$176,238.20)	(\$103,551.83)	\$327,679.15

Balance Sheet

	2024	2025	2026
Assets	(\$10,161)	\$26,510.29	\$419,504.85
Current Assets	(\$130,093)	(\$83,353.71)	\$319,708.85
Cash	(\$130,093)	(\$83,353.71)	\$319,708.85
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$119,932	\$109,864	\$99,796
Gross Long Term Assets	\$130,000	\$130,000	\$130,000
Accumulated Depreciation	(\$10,068)	(\$20,136)	(\$30,204)
Liabilities & Equity	(\$10,161)	\$26,510.29	\$419,504.86
Liabilities	\$166,077.20	\$130,062.12	\$91,825.71
Current Liabilities	\$36,015.08	\$38,236.41	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$36,015.08	\$38,236.41	\$0
Long Term Liabilities	\$130,062.12	\$91,825.71	\$91,825.71
Long Term Debt	\$130,062.12	\$91,825.71	\$91,825.71
Equity	(\$176,238.20)	(\$103,551.83)	\$327,679.15
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Retained Earnings	(\$176,238.20)	(\$103,551.83)	\$327,679.15
Check	\$0	\$0	\$0

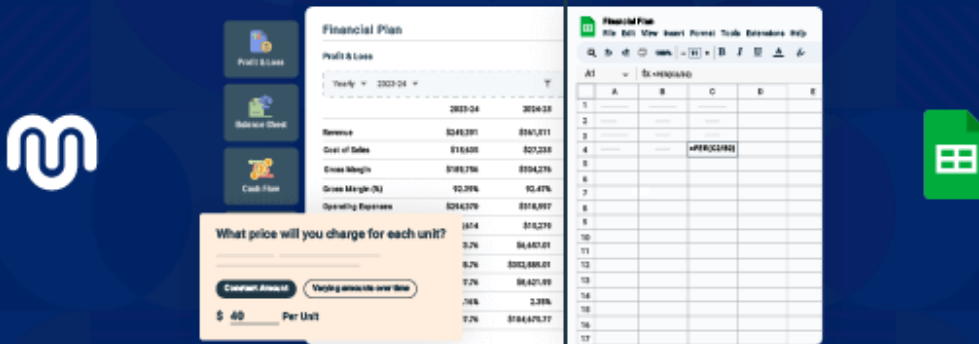
Cash Flow Statement

	2024	2025	2026
Cash Received	\$659,340.03	\$956,130.74	\$1,388,927.93
Cash Paid	\$811,510.23	\$869,376.37	\$943,628.95
COS & General Expenses	\$230,601.03	\$275,227.29	\$335,916.77
Salary & Wages	\$572,832	\$588,164.16	\$603,948.60
Interest	\$8,077.20	\$5,984.92	\$3,763.59
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$152,170.20)	\$86,754.37	\$445,298.98
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$130,000	\$0	\$0
Net Cash From Investments	(\$130,000)	\$0	\$0
Amount Received	\$200,000	\$0	\$0
Loan Received	\$200,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Amount Paid	\$47,922.80	\$40,015.08	\$42,236.42
Loan Capital	\$33,922.80	\$36,015.08	\$38,236.41
Dividends & Distributions	\$14,000	\$4,000	\$4,000
Net Cash From Financing	\$152,077.20	(\$40,015.08)	(\$42,236.42)
Summary			
Starting Cash	\$0	(\$130,093)	(\$83,353.71)
Cash In	\$859,340.03	\$956,130.74	\$1,388,927.93
Cash Out	\$989,433.03	\$909,391.45	\$985,865.37
Change in Cash	(\$130,093)	\$46,739.29	\$403,062.56
Ending Cash	(\$130,093)	(\$83,353.71)	\$319,708.85

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 two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Amount' 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	\$241,391	\$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%	2,356
	0.2%	\$184,675.17

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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