



Kegan Real Estate

We build better world with luxurious life

Business Plan [YEAR]



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

CONFIDENTIAL

Table of Contents

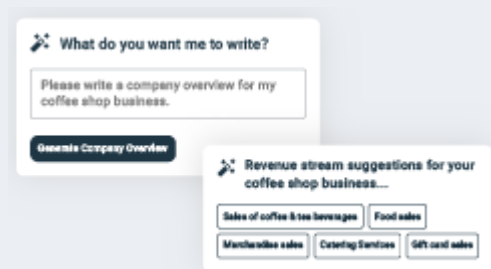
Executive Summary	6
Market Opportunity	7
Demand for Housing	7
Management	8
Financing & Investment Forecast	8
Company Overview	9
Introducing Kegan	10
Business Model	10
Short Term Goals	10
Long Term Strategies	11
Keys to Success	11
Kegan Villas	12
Location	13
Contemporary Living for the 21 st Century	13
The Complete Package	13
Pricing Strategy	14
Implementation Strategy - Action Plan	14
Market Opportunity	16
Target Market Overview	17
Demand for Housing	17
Housing Shortage Overview in Saudi Arabia	17
Housing Shortage Overview in Riyadh	17
Housing Prices	18
Kegan Home Prices	18
Marketing & Sales	19
Market Positioning & Brand	20

Marketing Strategies	20
Sales Strategies	21
Sales Process	21
Competition & Competitive Advantages	22
Competitive Landscape	23
Direct Competitors	23
Features	23
Competitive Advantages	24
Company & Management	25
Company	26
Development Team	26
Developer	26
Rashid Bin Said	27
Director of Construction	27
Future Senior Team Members	27
Director of Construction	27
Member name	28
Chief Accountant	28
Member name	28
Director of Marketing & Sales	28
Member name	28
Other Staff	29
Independent Directors	29
Financial Plan	30
Financing & Investment Forecast	31
Solid Balance Sheet	31
Impressive Cash flow	31
Financial Summary	31
Financial Assumptions	32
Projected Profit and Loss	32
Balance Sheet Projections	35

Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Market Opportunity

Demand for Housing

Management

Financing & Investment Forecast

📁 Kegan

Mr. Rashid Bin Said, a banking executive based in Riyadh, Saudi Arabia has developed a unique concept for residential housing communities to be located in the King Abdullah Financial District area of Riyadh located north of the city. The initial community

To unlock help try Upmetrics! 🔒

Start writing here..

Market Opportunity

📁 Kegan

According to a Jones, Lang, Lasalle report published in 2008, "the Saudi real estate market is in an early stage of development. It is, however, poised for liftoff with demographic fundamentals and massive infrastructure investment providing the basis for growth

To unlock help try Upmetrics! 🔒

Start writing here..

Demand for Housing

📁 Kegan

A strong demand for housing stems sustainable for the near future, creating good opportunities for the real estate development business. Based on the most conservative estimates, housing units are expected to increase from 439 million ho

To unlock help try Upmetrics! 🔒

Start writing here..

Management

Kegan

Mr. Rashid Bin Said, a US. educated career banker will build an outstanding team of individuals that will form the Kegan development team.

To unlock help try Upmetrics!

Start writing here..

Financing & Investment Forecast

Kegan

In order to launch the Company, Kegan is seeking an investment of permanent capital in the amount of SR 50 million. In return for its cash investment, the new shareholders will receive an equity interest in the Company. The following financial summary is ba

To unlock help try Upmetrics!

Start writing here..

2.

Company Overview

Introducing Kegan

Business Model

Short Term Goals

Long Term Strategies

Keys to Success

Introducing Kegan

📁 Kegan

Welcome to Kegan Real Estate Company, Saudi Arabia's newest home builder and developer of residential communities.



To unlock help try Upmetrics! 🔒

Start writing here..

Business Model

📁 Kegan

Kegan is a real estate developer in the truest sense of the word. It owns no construction equipment. Nor does it employ construction workers. There are no engineers, architects, or designers on its staff. Kegan buys land and utilizing the resources of

To unlock help try Upmetrics! 🔒

Start writing here..

Short Term Goals

📁 Kegan

During the first two years of the planning period, Kegan will achieve the following goals and objectives:

To unlock help try Upmetrics! 🔒

Start writing here..

Long Term Strategies

📁 Kegan

Kegan has set the following longer-term strategies for the Company:

- The profits from the completion of the first community will be retained in the Company.

To unlock help try Upmetrics! 🔒

Start writing here..

Keys to Success

📁 Kegan

Kegan believes it has the right combination of experience, skill, and vision to quickly put the Company on a rapid track for growth and profits. The following factors will contribute to its success:

To unlock help try Upmetrics! 🔒

Start writing here..

3.

Kegan Villas

Location

Contemporary Living for the 21st Century

The Complete Package

Pricing Strategy

Implementation Strategy - Action Plan

Location

☐ Kegan

The Company's first residential development will be located in the King Abdullah Financial District area of Riyadh located north of the city. Riyadh is the capital city of the Kingdom of Saudi Arabia and now rivals any modern city in the world in the splend

To unlock help try Upmetrics! 

Start writing here..

Contemporary Living for the 21" Century

☐ Kegan

In its first community, Kegan will build comfortable, affordable villas that are Saudi specific, yet unique and right for the way people want to live today. A typical Kegan three-story villa offers a versatile floor plan. The upper level is spacious with three bedrooms, t

To unlock help try Upmetrics! 

Start writing here..

The Complete Package

☐ Kegan

Buying a Kegan villa is not only unique but is also the Company's principal competitive advantage. In Saudi Arabia new homes are typically sold as shells with only the fixtures, flooring, garage and landscaping included. The buyer buys the shell and

To unlock help try Upmetrics! 

Start writing here..

Pricing Strategy

Kegan

Kegan has determined that its target customer can afford to pay SR 13-1.4 million for a completely furnished, nicely sized villa. Furthermore, Kegan has determined that to achieve its anticipated investment returns, the villas must be priced at a multiple

To unlock help try Upmetrics!

Start writing here..

Implementation Strategy - Action Plan

Kegan

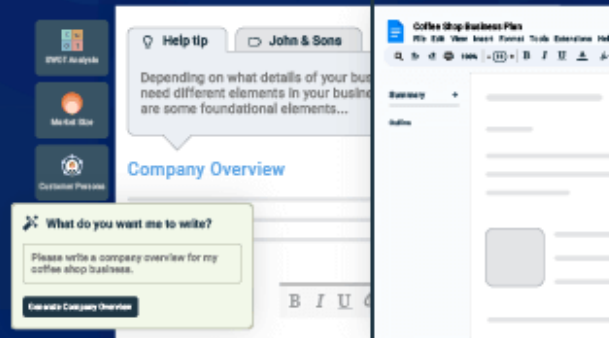
The following is a step by step approach to the successful development of Kegan's first residential community project. Please note that while a numerical order is provided, some activities will happen simultaneously.

To unlock help try Upmetrics!

Start writing here..

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.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Market Opportunity

Target Market Overview

Demand for Housing

Housing Prices

Kegan Home Prices

Target Market Overview

📁 Kegan

Riyadh, or Arriyadh, is the capital of Saudi Arabia and the nation's legislative, financial administrative, diplomatic, and commercial center. It is also the location for foreign embassies, universities, banks, and corporate headquarters.

To unlock help try Upmetrics! 🔒

Start writing here..

Demand for Housing

📁 Kegan

According to Jones Lang LaSalle, an international financial and professional services firm specializing in real estate services and investment management, Saudi Arabia's residential market is defined by two trends:

To unlock help try Upmetrics! 🔒

Housing Shortage Overview in Saudi Arabia

Start writing here..

📁 Kegan

Colliers International released a report in 24" Quarter of 2009 that provided ample data on the housing shortage in Riyadh. The report summarized its findings as follows:

To unlock help try Upmetrics! 🔒

Housing Shortage Overview in Riyadh

Start writing here..

Housing Prices

📄 Kegan

The following was prepared by the Banque Saudi Francis in their first BSF Real Estate Survey conducted at the end of Q1 2010:

To unlock help try Upmetrics! 🔒

Start writing here..

Kegan Home Prices

📄 Kegan

Kegan homes will be affordable at 350-500 sqm. This is the right size for the Company's target customer. Kegan believes that this largely un-penetrated demographic represents people who cannot afford a shell house worth more than SR 2 million but want a h

To unlock help try Upmetrics! 🔒

Start writing here..

5.

Marketing & Sales

Market Positioning & Brand

Marketing Strategies

Sales Strategies

Sales Process

Market Positioning & Brand

Kegan

In marketing Kegan, the developer has two challenges. The first is creating awareness for the community in a cost-efficient way that will drive a sufficient number of qualified prospects into its sales channels. The second challenge is to distinguish the Property

To unlock help try Upmetrics!

Start writing here..

Marketing Strategies

Kegan

Kegan will achieve its marketing objectives through a carefully conceived and aggressively implemented marketing program highlighted by the following tactics:

To unlock help try Upmetrics!

Start writing here..

Sales Strategies

☐ Kegan

Kegan's marketing strategies are designed to drive prospective buyers into the Company's sales channels so that prospects can be converted into villa buyers. Kegan will implement a multi-faceted sales approach to attract, contact and retain

To unlock help try Upmetrics! 🔒

Start writing here..

Sales Process

☐ Kegan

When prospective buyers visit the Kegan community sales center, they will be greeted by a sales agent and are asked how they might be assisted. Most visitors will be encouraged to first tour the sales center where they will be able to see graphically enhanced

To unlock help try Upmetrics! 🔒

Start writing here..

6.


Competition & Competitive Advantages

Competitive Landscape


Direct Competitors

Competitive Advantages

Competitive Landscape

 Kegan




As was documented in Section 4 of this document, there is a significant demand for new housing in Saudi Arabia and specifically in the Riyadh metropolitan area. The response to this demand has been the growth of the residential building sector of the

To unlock help try Upmetrics! 

Start writing here..

Direct Competitors

Features

	<p>Dar Al-Arkan</p> <p>Dar Al-Arkan is now operating on a larger scale than before and believes it is now leading the way in the Kingdom in the design, project management and construction of master-planned lifestyle residential communities. Such communities are developed over large parcels of land and include social as well as public service utilities, leisure space, sporting facilities and other amenities. http://www.slarkan.com/</p>		<p>Al-Saedan</p> <p>Al-Saedan Real Estate Co is one of the leading real estate companies in Saudi Arabia and within Arab countries. The company has a strong profile of development achievements in the field of plans development, building commercial and residential centers, selling and buying local and international real estates, providing consultation in real estates and providing valuation and estimation services. http://www.saedan.com/?p2</p>
	<p>Almosa Real Estate</p> <p>There does not appear to be a website on this company. However, Kegan believes that this company is similar to Dar Al-Arkan and Saedan in that Almosa is a large company that has more interest in buying land than in building communities with the people who live there in mind.</p>		

Competitive Advantages

📄 Kegan

Kegan Real Estate Company believes that once it begins operations it will have a small number of important competitive advantages over the other builders including:

To unlock help try Upmetrics! 🔒

Start writing here..

7.

Company & Management

Company

Development Team

Future Senior Team Members

Other Staff

Independent Directors

Company

📁 Kegan

Kegan Real Estate Company will register as a corporate entity under the laws of the Kingdom of Saudi Arabia prior to raising the capital for the first development. Kegan's offices will be located in Riyadh. The Company, when fully staffed will have 6 full-time employees.

To unlock help try Upmetrics! 🔒

Start writing here..

Development Team

📁 Kegan

Kegan has allocated '1 year from the time the initial capital is raised for the project until the first community is ready to sell its first villa. Kegan's founder understands that the development of the project is a team effort. The Kegan development team will consist of:

To unlock help try Upmetrics! 🔒

Start writing here..

📁 Kegan

The founder will act as the Developer. The developer will be responsible for.

- Completing concept, feasibility, and budget;

To unlock help try Upmetrics! 🔒

Developer

Start writing here..



Rashid Bin Said

Founder, Developer & CEO - rashid@example.com

Mr. Bin Said graduated from Marymount University in the United States with a combined major in Marketing and Mass Communications. Post-graduation he worked for the Walt Disney Company (NYSE DIS) and Bank of America (NYSE: BAC) in the US.

Mr. Bin Said returned to Saudi Arabia in late 2003 where he joined the Samba Financial Group as a Relationship Manager in the Corporate and Investment / Smiting Group, handling top tier corporate clients and their banking needs. He later moved to the Arab National Bank where he served in a similar position for 2 years. Mr. Bin Said is currently a Senior Relationship Manager at Alinma Bank. Subsequent to the funding anticipated by this document, Bin Said will resign his position with the Bank and commit his full time to Kegan Real Estate Company.

📁 Kegan

The Director of Construction will be responsible for all aspects of the construction of the project. This means that the Director of Construction will be responsible for turning over a completed villa to the Developer for sale to each customer. Specific re

To unlock help try Upmetrics! 🔒

Director of Construction

Start writing here..

Future Senior Team Members

📁 Kegan

The Director of Construction will oversee all aspects of an entire building and construction project, so organizational skills are pertinent. He will typically have a university degree in architecture, construction science, or a related field with an emphasis

To unlock help try Upmetrics! 🔒

Director of Construction

Start writing here..



Member name

Director of Construction

📁 Kegan

The Chief Accountant, under the direction of the CEO, is responsible for supervision and control of the general accounting area, and for financial statement and report preparation. This individual will possess a university degree in accounting and have at least 5 years of experience in the field.

To unlock help try Upmetrics! 🔒

Chief Accountant

Start writing here..



Member name

Chief Accountant

📁 Kegan

The Director of Marketing & Sales will provide leadership and coordination of all sales and marketing functions and strategies reporting to the CEO. This individual must have previous experience in the marketing and sales of single-family homes in the Kalamazoo area.

To unlock help try Upmetrics! 🔒

Director of Marketing & Sales

Start writing here..



Member name

Director of Marketing & Sales

Other Staff

Kegan

In addition to the four senior management team members highlighted above, Kegan will employ the following additional full-time staff members:

To unlock help try Upmetrics!

Start writing here..

Independent Directors

Kegan

Independent directors collectively possess an extensive business, legal, regulatory, financial, and entrepreneurial experience. Kegan believes that the most effective independent directors will come from the Company's investor group or individuals suggested

To unlock help try Upmetrics!

Start writing here..

8.

Financial Plan

Financing & Investment Forecast

Financial Assumptions

Projected Profit and Loss

Balance Sheet Projections

Cash Flow Statement

Financing & Investment Forecast

📄 Kegan

In order to launch the Company and complete lare residential developments, Kegan S seeking an investment of permanent capital in the amount of SR 50 million. In return for its cash investment, the new shareholders will receive an equity interest in the

To unlock help try Upmetrics! 🔒

Start writing here..

📄 Kegan

The business model that has been detailed in this document provides for the development of 5 -25 single family home developments to be built during the 6 year planning period. In years 2 - 6, the company will return in excess of 30% on sales and a return on in

To unlock help try Upmetrics! 🔒

Solid Balance Sheet

Start writing here..

📄 Kegan

Perhaps the most compelling aspect of the financial model is its cash flow. Kegan generates a positive cash flow of approximately SR 9 million in years 2 - 3 and an impressive SR 23 million in year 6. This leaves ample cash available for distributions in the eve

To unlock help try Upmetrics! 🔒

Impressive Cash flow

Start writing here..

📄 Kegan

The following financial summary is based upon the successful completion of the five residential communities (25 homes each) and is presented for illustration purposes only. No distributions or return of capital are contemplated within these figures

To unlock help try Upmetrics! 🔒

Financial Summary

Start writing here..

Financial Assumptions

Kegan

It is assumed that:

• Kegan will start one residential community each year for five years

To unlock help try Upmetrics!

Start writing here..

Projected Profit and Loss

	2024	2025	2026
Revenue	\$28,500,000	\$30,905,000	\$33,581,400
Home Sales	\$17,500,000	\$18,375,000	\$19,295,500
Unit Sales	50	53	55
Unit Price	\$350,000	\$350,000	\$350,000
Land Development	\$1,000,000	\$1,030,000	\$1,060,900
Custom Building Projects	\$10,000,000	\$11,500,000	\$13,225,000
Unit Sales	20	23	26
Unit Price	\$500,000	\$500,000	\$500,000
Cost Of Sales	\$18,150,000	\$15,997,500	\$16,928,880
General Costs	\$18,150,000	\$15,997,500	\$16,928,880
Construction Costs	\$14,550,000	\$15,391,500	\$16,316,820
Building Materials	\$8,550,000	\$9,271,500	\$10,074,420
Labor Costs	\$6,000,000	\$6,120,000	\$6,242,400
Development Costs	\$3,600,000	\$606,000	\$612,060
Land Acquisition	\$3,000,000	\$0	\$0
Permits and Fees	\$600,000	\$606,000	\$612,060

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$10,350,000	\$14,907,500	\$16,652,520
Gross Margin (%)	36.32%	48.24%	49.59%
Operating Expense	\$4,910,190.01	\$5,112,727.50	\$5,330,746.82
Payroll Expense (Indirect Labor)	\$3,402,000	\$3,484,116	\$3,568,293.36
Management Team	\$172,800	\$177,984	\$183,323.52
Project Manager	\$100,800	\$103,824	\$106,938.72
Financial Analyst	\$72,000	\$74,160	\$76,384.80
On-site Workers	\$2,505,600	\$2,559,960	\$2,615,514
Construction Workers	\$1,656,000	\$1,689,120	\$1,722,902.40
Site Supervisors	\$849,600	\$870,840	\$892,611.60
Sales and Marketing Team	\$723,600	\$746,172	\$769,455.84
Sales Agents	\$637,200	\$656,316	\$676,005.60
Marketing Coordinator	\$86,400	\$89,856	\$93,450.24
General Expense	\$1,508,190.01	\$1,628,611.50	\$1,762,453.46
Construction and Development	\$405,000	\$431,450	\$460,662
Equipment Rental	\$120,000	\$122,400	\$124,848
Property Taxes	\$285,000	\$309,050	\$335,814
Marketing and Sales	\$915,000	\$988,950	\$1,071,096
Advertising	\$60,000	\$61,800	\$63,654
Sales Commissions	\$855,000	\$927,150	\$1,007,442

	2024	2025	2026
Administrative and Legal	\$188,190.01	\$208,211.50	\$230,695.46
Office Supplies	\$152,190.01	\$171,491.50	\$193,241.06
Legal Fees	\$36,000	\$36,720	\$37,454.40
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$5,439,809.99	\$9,794,772.50	\$11,321,773.18
Additional Expense	\$69,294.67	\$59,623.80	\$49,356.41
Long Term Depreciation	\$43,560	\$43,560	\$43,560
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$5,396,249.99	\$9,751,212.50	\$11,278,213.18
Interest Expense	\$25,734.68	\$16,063.78	\$5,796.41
EBT	\$5,370,515.32	\$9,735,148.70	\$11,272,416.77
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$23,129,484.68	\$21,169,851.30	\$22,308,983.23
Net Income	\$5,370,515.32	\$9,735,148.70	\$11,272,416.77
Net Income (%)	18.84%	31.50%	33.57%
Retained Earning Opening	\$0	\$5,280,515.32	\$14,925,664.02
Owner's Distribution	\$90,000	\$90,000	\$90,000
Retained Earning Closing	\$5,280,515.32	\$14,925,664.02	\$26,108,080.79

Balance Sheet Projections

	2024	2025	2026
Assets	\$6,873,718.35	\$16,352,399.21	\$27,358,080.80
Current Assets	\$6,667,278.35	\$16,189,519.21	\$27,238,760.80
Cash	\$6,667,278.35	\$16,189,519.21	\$27,238,760.80
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$206,440	\$162,880	\$119,320
Gross Long Term Assets	\$250,000	\$250,000	\$250,000
Accumulated Depreciation	(\$43,560)	(\$87,120)	(\$130,680)
Liabilities & Equity	\$6,873,718.36	\$16,352,399.20	\$27,358,080.79
Liabilities	\$343,203.04	\$176,735.18	\$0
Current Liabilities	\$166,467.86	\$176,735.18	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$166,467.86	\$176,735.18	\$0
Long Term Liabilities	\$176,735.18	\$0	\$0
Long Term Debt	\$176,735.18	\$0	\$0
Equity	\$6,530,515.32	\$16,175,664.02	\$27,358,080.79
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$1,000,000	\$1,000,000	\$1,000,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$250,000	\$250,000	\$250,000

	2024	2025	2026
Retained Earnings	\$5,280,515.32	\$14,925,664.02	\$26,108,080.79
Check	\$0	\$0	\$0

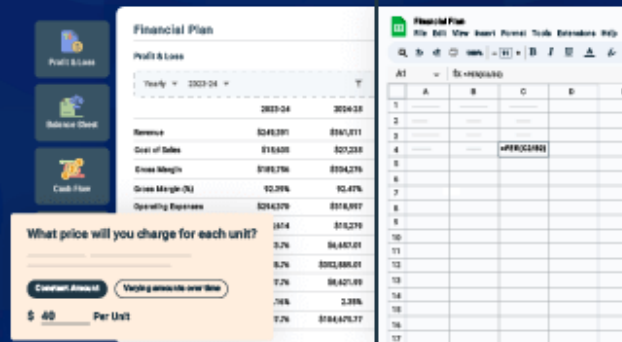
Cash Flow Statement

	2024	2025	2026
Cash Received	\$28,500,000	\$30,905,000	\$33,581,400
Cash Paid	\$23,085,924.68	\$21,126,291.30	\$22,265,423.23
COS & General Expenses	\$19,658,190.01	\$17,626,111.50	\$18,691,333.46
Salary & Wages	\$3,402,000	\$3,484,116	\$3,568,293.36
Interest	\$25,734.68	\$16,063.78	\$5,796.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$5,414,075.32	\$9,778,708.70	\$11,315,976.77
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$250,000	\$0	\$0
Net Cash From Investments	(\$250,000)	\$0	\$0
Amount Received	\$1,750,000	\$0	\$0
Loan Received	\$500,000	\$0	\$0
Common Stock	\$1,000,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$250,000	\$0	\$0

	2024	2025	2026
Amount Paid	\$246,796.97	\$256,467.84	\$266,735.18
Loan Capital	\$156,796.96	\$166,467.86	\$176,735.18
Dividends & Distributions	\$90,000	\$90,000	\$90,000
Net Cash From Financing	\$1,503,203.03	(\$256,467.84)	(\$266,735.18)
Summary			
Starting Cash	\$0	\$6,667,278.35	\$16,189,519.21
Cash In	\$30,250,000	\$30,905,000	\$33,581,400
Cash Out	\$23,582,721.65	\$21,382,759.14	\$22,532,158.41
Change in Cash	\$6,667,278.35	\$9,522,240.86	\$11,049,241.59
Ending Cash	\$6,667,278.35	\$16,189,519.21	\$27,238,760.80

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 the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' column is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.4%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 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

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

