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Solar Farm

BUSINESS PLAN

Clean energy for a pure world.

Prepared By



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Financial Plan

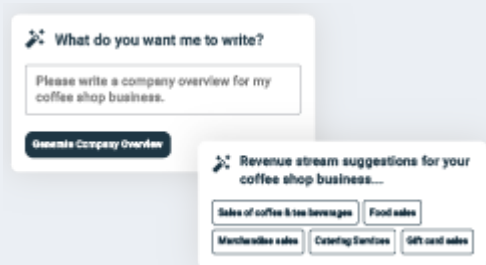
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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



REMEMBER

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

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Maxwell Technologies

Maxwell Technologies, LLC is a U.S based and standard solar farm company. We have been able to secure standard and well-positioned vast acres of land in the outskirts of Detroit - Michigan.

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Mission Statement

Maxwell Technologies

Our mission is to provide solar energy and professional solar panel installation, maintenance and repair services, and other related services that will assist businesses, individuals, households, and non-profit organizations in ensuring that their solar panels are

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Vision Statement

Maxwell Technologies

Our vision is to establish a standard and world-class solar farm and solar panel installation, maintenance, and repair company whose services and brand will not only be accepted in Detroit - Michigan but also in other cities in the United States of America.

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Customer Focus

Maxwell Technologies

Maxwell Technologies will primarily serve the residents and businesses within a 10-mile radius of our location. The demographics of these customers are as follows:

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Success Factors

Maxwell Technologies

Maxwell Technologies is uniquely qualified to succeed due to the following reasons:

- Maxwell Technologies provides customized residential and business energy solutions. In


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Financial Summary

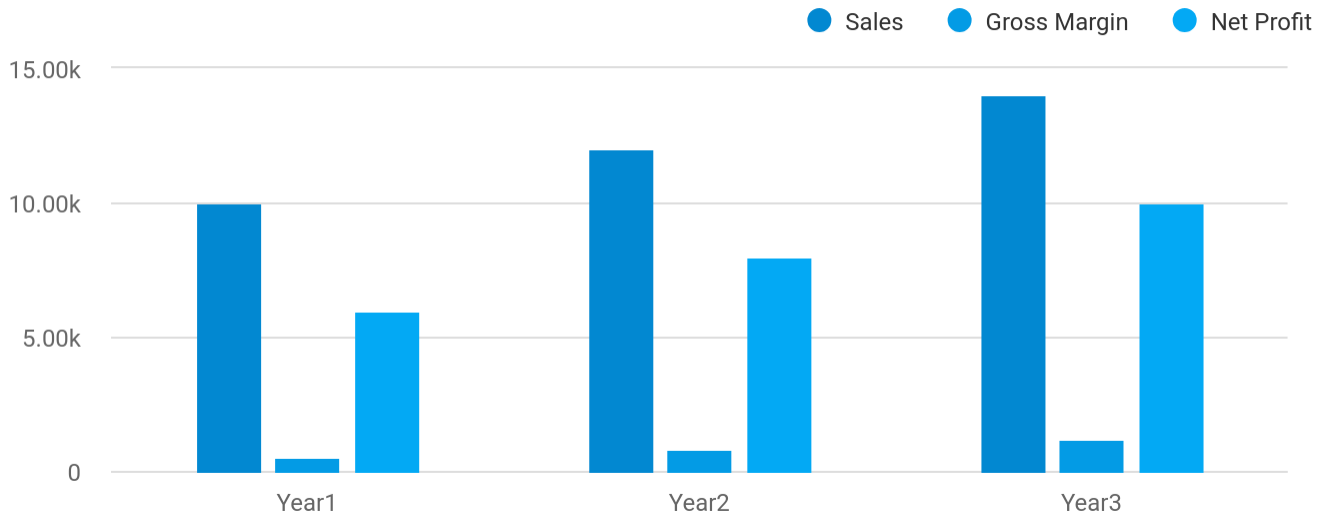
Maxwell Technologies

Maxwell Technologies is seeking total funding of \$470,000 of debt capital to open its solar farm business. The capital will be used for funding capital expenditures, location build-out, hiring initial employees, marketing expenses, and working capital.

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3 Year profit forecast



Maxwell Technologies

Financial Summary	Year 1	Year 2	Year 3
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2.

Company Summary

History

Business Structure

Startup summary

Maxwell Technologies

Maxwell Technologies, LLC is founded by Engr. John Moore a solar energy engineer per excellence who graduated from Illinois Institute of Technology (B.Engr.) and his friend and business partner for many years James Moore (B.Sc. Business Mana

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History

Maxwell Technologies

Established in 2015, Maxwell Technologies is making a name for itself in the photovoltaic industry. The company was founded by John Moore, who at the young age of 20, earned a Master's degree in Materials Science and Engineering at the University


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Business Structure

Maxwell Technologies

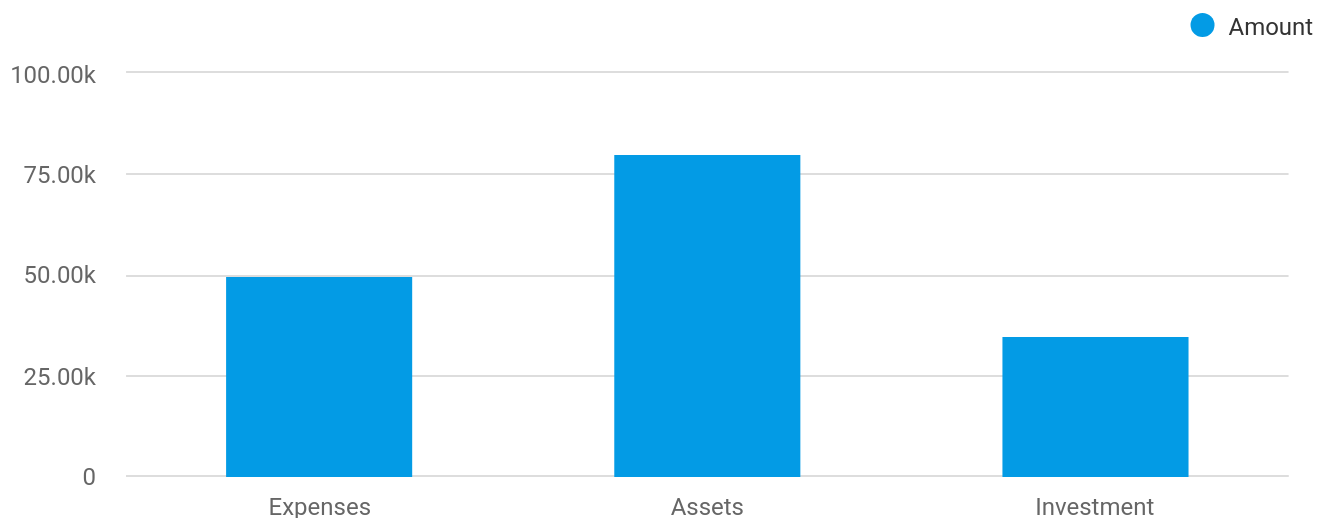
Maxwell Technologies, LLC, is a solar farm and solar panel installation, maintenance, and repair company that intends to start small in Detroit - Michigan, but hope to grow big in order to compete favorably with leading solar energy companies and solar panel

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Startup summary

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

Maxwell Technologies

Maxwell Dance Studio is going to offer varieties of dance-related services within the scope of the dance studio industry in the United States of America. Our intention of starting our dance studio business is to help individuals and organizations learn various

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Energy Supply

Supply solar energy to domestic, commercial and industrial enterprises in need of clean, efficient and reliable solar energy



Panel Installations

Installation of solar panels, repair and maintenance services thanks to a qualified and reputable installation and quality assurance team



Plant Constructions

Construction of CSP power plants, CSP tower power plants and CSP trough power plants using the latest environmentally friendly technologies

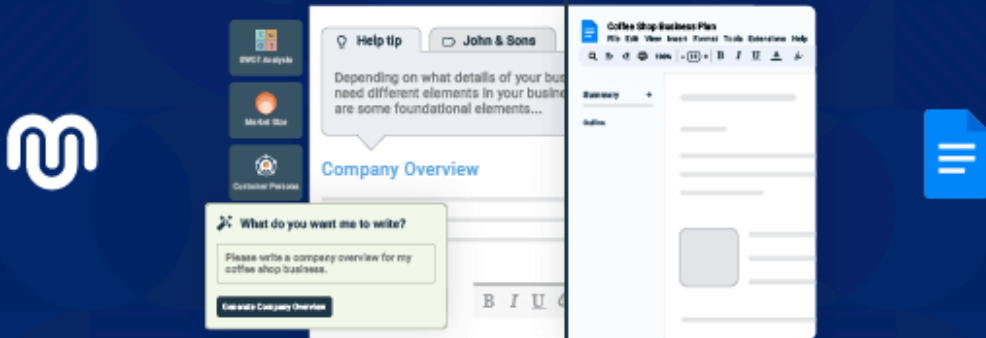


Consultation

Consultation, energy analysis studies and designing of integrated solar system plans. This involves holding discussions with potential customers to determine their solar needs and recommend an appropriate solution.

Upmetrics vs Business Plan Templates

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4.

Market Analysis

Market Trends

Market Segmentation



REMEMBER

The most important component of an effective solar farm 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

Maxwell Technologies

If you are keeping tabs on happenings in the Solar Farm Developers industry, you will agree that the demand for construction of utility-scale solar power projects has skyrocketed many thanks to substantial government support. So also, technological advancements

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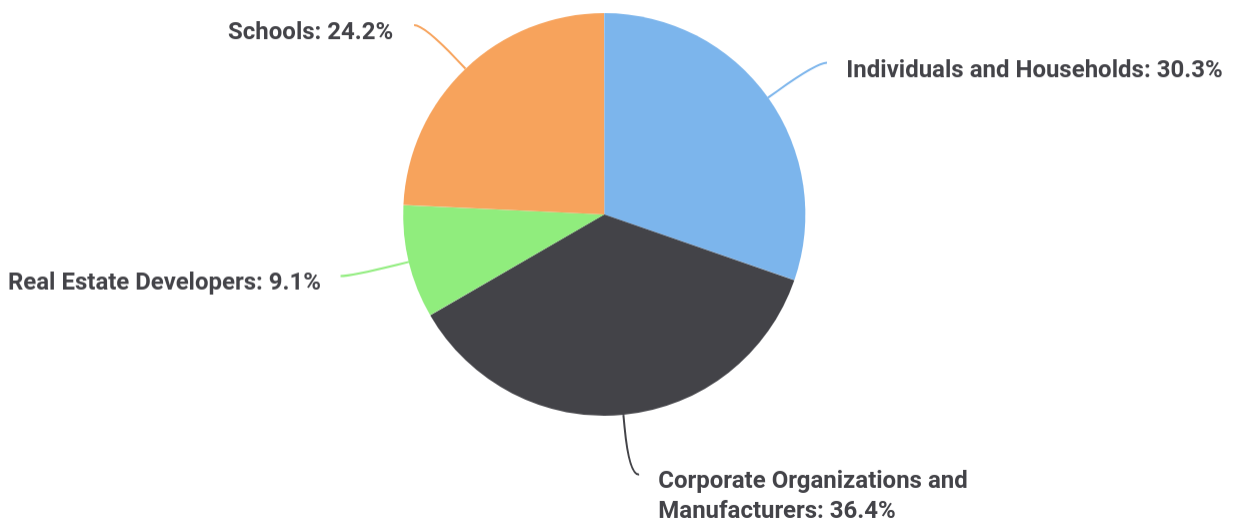
Market Segmentation

Maxwell Technologies

In order to ensure business goals are met, Maxwell Technologies intends to offer a wide range of services in order to cater to different types of customers. The focus will be placed on offering quality services and deployment of the latest infrastructure and

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☐ Maxwell Technologies

Statistics have indicated that the biggest consumers of solar energy are domestic consumers who account for a larger percentage of the total consumption. With the high cost of electricity, many households and individual users are opting for solar energy which

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Individuals and Households

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☐ Maxwell Technologies

In a bid to reduce electricity costs, many companies are opting to embrace solar energy to lower business expenses with a view of increasing profits. Numerous government incentives including tax reliefs on solar energy have encouraged the uptake of co

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Corporate Organizations and Manufacturers

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☐ Maxwell Technologies

A lot of real estate developments are increasingly opting for solar energy since it's a cost-effective and environmentally friendly option. To avoid depending on traditional electricity, many developers are investing heavily in solar infrastructure with the i

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Real Estate Developers

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☐ Maxwell Technologies

This solar farm business model incorporates educational institutions as one of the key customer segments that Maxwell Technologies needs to reach out to. There are numerous educational institutions in Forney, and the solar farm has a good oppo

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Schools

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5.

SWOT Analysis

Maxwell Technologies

Maxwell Technologies, LLC engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured solar farm and solar panel installation, maintenance, and repair business that can

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Strength

Aside from the fact that we have a vast acre of land in a strategic location in the outskirts of Detroit for our solar farm, Our core strength lies in the power of our team; our workforce.

We have a team of certified and highly trained and experienced solar panel installation, maintenance, and repair engineers and technicians, a team with excellent qualifications and experience in various niche areas in The Solar Farm Developers industry. Aside from the synergy that exists in our carefully selected workforce, our services will be guided by best practices in the industry.

Weakness

As a new solar farm and solar panel installation, maintenance, and repair company in Detroit - Michigan, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated and highly competitive Solar Farm Developers industry; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into promoting our business the way we would want to.

Opportunity

No doubt, the opportunities in the Solar Farm Developers industry are massive considering the support from the government and of course the number of individuals and corporate organizations who are now switching over to alternative energy such as solar energy. As a solar farm cum solar panel installation, maintenance, and Repair Company, we are ready to take advantage of any opportunity that is available in the industry.

Threat

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing/ spending power. Another threat that may likely confront us is the arrival of a new solar farm or solar panel installation, maintenance and repair company in the same location where our target market exists and who may want to adopt the same Business model as us.

6.

Strategy & Implementations

Sales Strategy

Advertising 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

Maxwell Technologies

For Maxwell Technologies to achieve its goals, the following strategies have been identified to help the solar farm reach out to its customers. If you plan to start a solar farm business, the following strategies will be of great help.

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Advertising Strategy

Maxwell Technologies

Maxwell Technologies's target markets is residents and businesses in Detroit. The Company's promotions strategy to reach these individuals includes:

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Maxwell Technologies

Maxwell Technologies will create brand awareness through features in multiple local newspapers and publications. Regular advertisements will run to maintain exposure and build brand awareness to relevant markets.

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Local Publications

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Maxwell Technologies

Maxwell Technologies will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Maxwell Technologies, offer discounts, and/or provide other enticements for people to avail of our

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Direct Mail

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Maxwell Technologies

We will contact all local and area newspapers and television stations and send them a press release describing the benefits of renewable energy and solar farms and the unique value proposition of Maxwell Technologies.

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Public Relations

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Maxwell Technologies

Maxwell Technologies will conduct informative community discussions and seminars regarding the advantages of using sustainable energy. This seeks to educate people on the negative effects of nonrenewable resources on the environment, while simulta

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Community Events/Organizations

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Pricing Strategy

Maxwell Technologies

At Maxwell Technologies, LLC we will keep the prices of our products and services below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from corporate organizations who would hire our

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Milestones

☐ Maxwell Technologies

Maxwell Technologies's long-term goal is to become the dominant solar farmer and renewable energy provider in Detroit. We seek to the standard by which other providers are judged.

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7.

Financial Plan

- Important Assumptions
- Brake-even Analysis
- Projected Profit and Loss
- Projected Cash Flow
- Projected Balance Sheet
- Business Ratios



REMEMBER

The last component of the solar farm business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by

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Maxwell Technologies

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 solar farm 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
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	\$1,284,400	\$1,737,576	\$2,385,706
Sale of Solar Energy	\$1,064,400	\$1,517,576	\$2,163,706
Unit Sales	21,288	30,352	43,274
Unit Price	\$50	\$50	\$50
Government Subsidies	\$100,000	\$100,000	\$102,000
Carbon Credits Sales	\$120,000	\$120,000	\$120,000
Unit Sales	240	240	240
Unit Price	\$500	\$500	\$500
Cost Of Sales	\$250,483.21	\$138,205.15	\$182,523.06
General Costs	\$250,483.21	\$138,205.15	\$182,523.06
Operational Costs	\$219,017.07	\$101,464.21	\$135,926.62
Maintenance and Repairs	\$39,067.17	\$62,547.79	\$100,141.01
Equipment Wear and Tear	\$179,949.90	\$38,916.42	\$35,785.61
Energy Production Costs	\$31,466.14	\$36,740.94	\$46,596.44
Panel Cleaning Services	\$24,141.70	\$30,617.45	\$38,830.35
Inverter Maintenance	\$7,324.44	\$6,123.49	\$7,766.09
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,033,916.79	\$1,599,370.85	\$2,203,182.94
Gross Margin (%)	80.50%	92.05%	92.35%

	2024	2025	2026
Operating Expense	\$843,592.42	\$947,606.19	\$1,086,976.42
Payroll Expense (Indirect Labor)	\$707,645.83	\$774,089.10	\$861,776.04
Management	\$183,245.83	\$233,957.10	\$305,440.08
Project Manager	\$114,245.83	\$162,887.10	\$232,237.92
Financial Analyst	\$69,000	\$71,070	\$73,202.16
Technical Staff	\$420,900	\$433,527	\$446,532.72
Solar Panel Technician	\$276,000	\$284,280	\$292,808.40
Maintenance Worker	\$144,900	\$149,247	\$153,724.32
Administrative Staff	\$103,500	\$106,605	\$109,803.24
Office Administrator	\$41,400	\$42,642	\$43,921.32
HR Coordinator	\$62,100	\$63,963	\$65,881.92
General Expense	\$135,946.60	\$173,517.09	\$225,200.39
Store Operations	\$41,094.83	\$47,634.39	\$55,359.37
Rent	\$31,706.31	\$35,727.40	\$40,258.40
Utilities	\$9,388.52	\$11,906.99	\$15,100.97
Marketing and Advertising	\$81,250.46	\$111,160.19	\$153,904.88
Online Advertising	\$64,220.02	\$86,878.83	\$119,285.32
Local Events Sponsorship	\$17,030.44	\$24,281.36	\$34,619.56
Shop Maintenance	\$13,601.31	\$14,722.51	\$15,936.14
Equipment Maintenance	\$9,891.86	\$10,707.30	\$11,589.95
Technical Maintenance	\$3,709.45	\$4,015.21	\$4,346.19
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	\$190,324.37	\$651,764.65	\$1,116,206.52
Additional Expense	\$167,380.91	\$145,571.25	\$122,416.41
Long Term Depreciation	\$57,000	\$57,000	\$57,000
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$133,324.37	\$594,764.65	\$1,059,206.52
Interest Expense	\$110,380.90	\$88,571.24	\$65,416.41
EBT	\$22,943.46	\$506,193.40	\$993,790.11
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,261,456.54	\$1,231,382.60	\$1,391,915.89
Net Income	\$22,943.46	\$506,193.40	\$993,790.11
Net Income (%)	1.79%	29.13%	41.66%
Retained Earning Opening	\$0	(\$87,056.54)	\$309,136.86
Owner's Distribution	\$110,000	\$110,000	\$110,000
Retained Earning Closing	(\$87,056.54)	\$309,136.86	\$1,192,926.97

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,284,400	\$1,737,576	\$2,385,706
Cash Paid	\$1,204,456.54	\$1,174,382.60	\$1,334,915.89
COS & General Expenses	\$386,429.80	\$311,722.25	\$407,723.44
Salary & Wages	\$707,645.83	\$774,089.10	\$861,776.04
Interest	\$110,380.90	\$88,571.24	\$65,416.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$79,943.46	\$563,193.40	\$1,050,790.11
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$1,500,000	\$0	\$0
Net Cash From Investments	(\$1,500,000)	\$0	\$0
Amount Received	\$3,000,000	\$0	\$0
Loan Received	\$2,000,000	\$0	\$0
Common Stock	\$1,000,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$463,606.29	\$485,415.95	\$508,570.79
Loan Capital	\$353,606.30	\$375,415.96	\$398,570.79
Dividends & Distributions	\$110,000	\$110,000	\$110,000
Net Cash From Financing	\$2,536,393.71	(\$485,415.95)	(\$508,570.79)

	2024	2025	2026
Summary			
Starting Cash	\$0	\$1,116,337.17	\$1,194,114.62
Cash In	\$4,284,400	\$1,737,576	\$2,385,706
Cash Out	\$3,168,062.83	\$1,659,798.55	\$1,843,486.68
Change in Cash	\$1,116,337.17	\$77,777.45	\$542,219.32
Ending Cash	\$1,116,337.17	\$1,194,114.62	\$1,736,333.94

Projected Balance Sheet

	2024	2025	2026
Assets	\$2,559,337.17	\$2,580,114.62	\$3,065,333.94
Current Assets	\$1,116,337.17	\$1,194,114.62	\$1,736,333.94
Cash	\$1,116,337.17	\$1,194,114.62	\$1,736,333.94
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$1,443,000	\$1,386,000	\$1,329,000
Gross Long Term Assets	\$1,500,000	\$1,500,000	\$1,500,000
Accumulated Depreciation	(\$57,000)	(\$114,000)	(\$171,000)
Liabilities & Equity	\$2,559,337.16	\$2,580,114.60	\$3,065,333.92
Liabilities	\$1,646,393.70	\$1,270,977.74	\$872,406.95
Current Liabilities	\$375,415.96	\$398,570.79	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$375,415.96	\$398,570.79	\$0
Long Term Liabilities	\$1,270,977.74	\$872,406.95	\$872,406.95
Long Term Debt	\$1,270,977.74	\$872,406.95	\$872,406.95
Equity	\$912,943.46	\$1,309,136.86	\$2,192,926.97
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	\$0	\$0	\$0
Retained Earnings	(\$87,056.54)	\$309,136.86	\$1,192,926.97
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 comparison between the Upmetrics software interface and a traditional spreadsheet. On the left, the Upmetrics interface displays a 'Financial Plan' report with a clean, organized layout. It includes a 'Profit & Loss' section with columns for '2023-04' and '2024-03'. Key metrics are listed: Revenue (\$241,391 vs \$261,111), Cost of Sales (\$16,605 vs \$20,233), Gross Margin (\$193,786 vs \$204,236), Gross Margin (%) (80,29% vs 78,57%), and Operating Expenses (\$24,379 vs \$16,867). Below this, a question asks 'What price will you charge for each unit?' with a table showing unit prices and total revenue. On the right, a traditional spreadsheet is shown with a grid of cells and a formula bar, appearing more cluttered and less intuitive.



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

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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