




Cyber Security


BUSINESS PLAN


Because we care, we're security aware.




Prepared By

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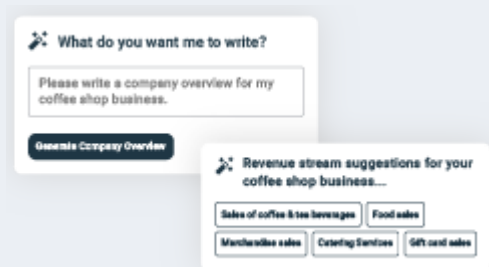
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1.

Executive Summary

The Business

Management

Customers

Business Target



REMEMBER

Before you think about how to start a cybersecurity company, you must create a detailed cybersecurity business plan. It will not only guide you in the initial phases of your startup but will also help you l

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Ex :: Sinq Tech

Sinq Tech is a standard and leading cybersecurity firm that is based in Mountain View – California here in the United States of America. We are in business to design cybersecurity solutions for our various clients – domestic and corporate. Asides from

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The Business

Ex :: Sinq Tech

Sinq Tech will be owned by John Gleeker who is a Masters in Information Security and has revolutionary cybersecurity business ideas. The business is meant to secure the data of its clients from cyber crimes and unnecessary threats.

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Management

Ex :: Sinq Tech

John has obtained the services of experienced and skilled software and computer engineers.

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Customers

Ex :: Sinq Tech

Our customers will be business owners, government agencies, and institutes. We'll secure our customer's data by blocking its access to unauthorized users.

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Business Target

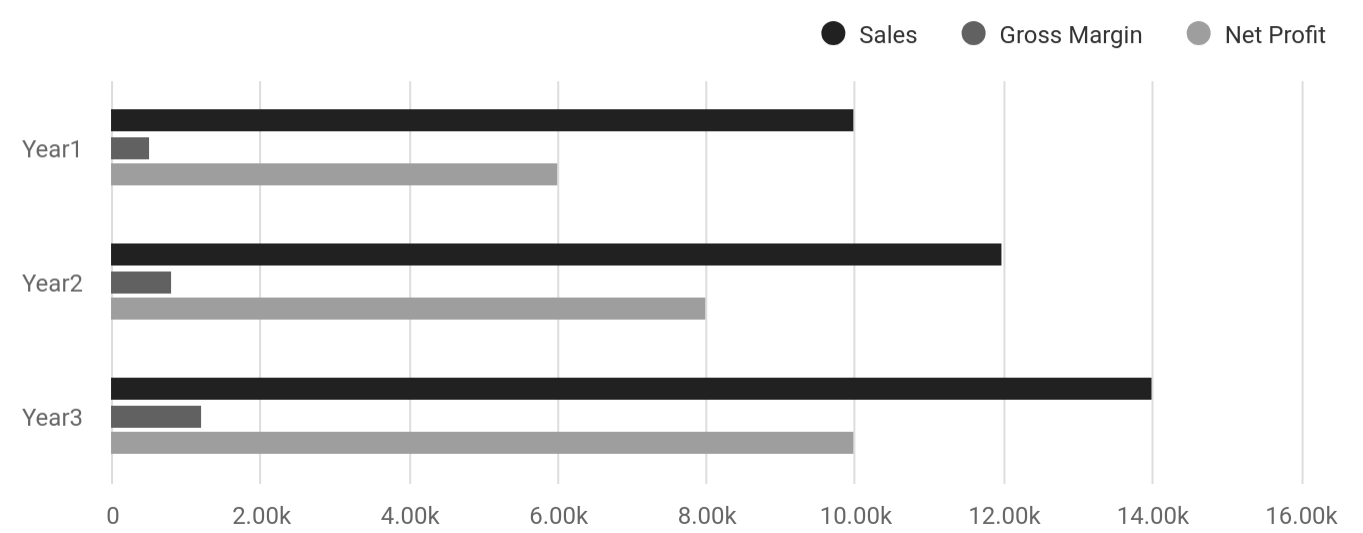
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Our target is to balance the initial cost of the startup with earned profits by the end of the first year and to achieve the net profit margin of \$10k per month by the end of the first year.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000

2.

Company Summary

Company Owner

Why the Business is being started

How the Business will be started

Company Owner

Ex :: Sinq Tech

John has a master's degree in Information Security from Harvard University and is an expert in the domain of cyber-security. He has been working in Symantec as a Cryptographer for ten years, but now he has decided to start a cyber-security business.

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Why the Business is being started

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John has always been passionate about learning more about securing data from hackers, by starting a cyber-security business. He has a team of excellent security analysts and vulnerability assessors. He wants to use his and his team's IT skills to

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How the Business will be started

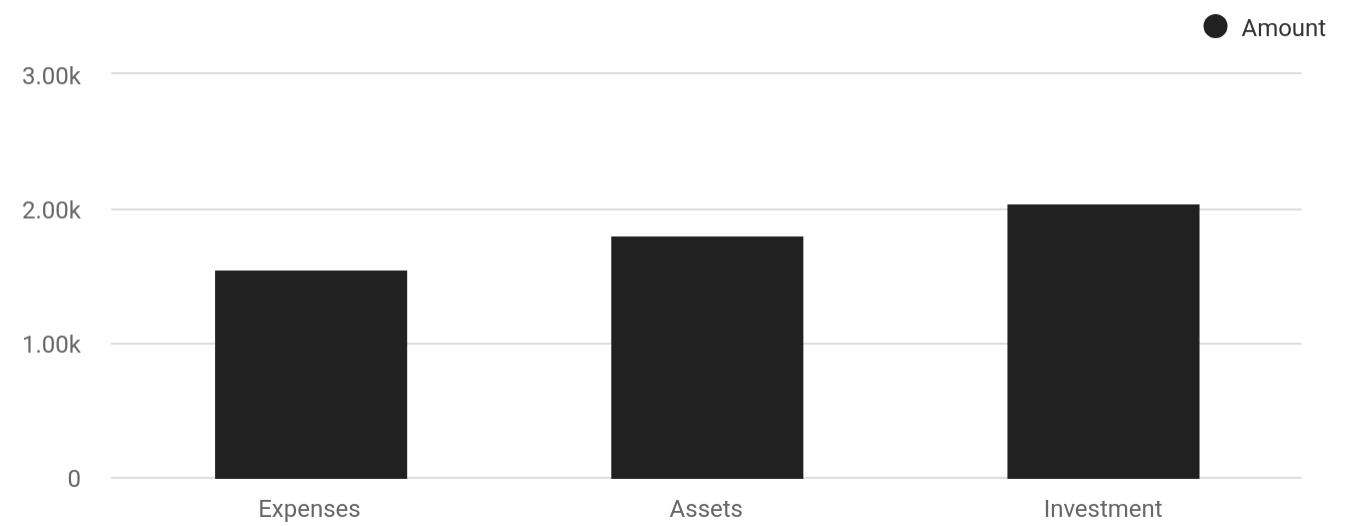
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John will rent a large office near Mountain View – California. The latest computers, servers, laptops, intrusion detection and prevention systems, anti-malware, and other tech things will be purchased for the startup besides the usual inventory. The company will

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Startup cost



Cost distribution	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

Startup Requirements

The detailed startup requirements are given below:

Start-up Expenses	Amount
Legal	\$55 300
Consultants	\$0
Insurance	\$32 750
Rent	\$32 500
Research and Development	\$32 750
Equipment Expense	\$32 750
Signs	\$1 250
TOTAL START-UP EXPENSES	\$187 300
Start-up Assets	\$220 875
Cash Required	\$332 500
Start-up Inventory	\$32 625

Start-up Expenses	Amount
Other Current Assets	\$232 500
Long-term Assets	\$235 000
TOTAL ASSETS	\$121 875
Total Requirements	\$245 000
START-UP FUNDING	
START-UP FUNDING	\$273 125
Start-up Expenses to Fund	\$151 875
Start-up Assets to Fund	\$123 000
TOTAL FUNDING REQUIRED	\$0
Assets	\$23 125
Non-cash Assets from Start-up	\$18 750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$18 750
Cash Balance on Starting Date	\$21 875
TOTAL ASSETS	\$373 125
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	\$620 125
Planned Investment	\$620 125
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0

Start-up Expenses	Amount
TOTAL PLANNED INVESTMENT	\$620 125
Loss at Start-up (Start-up Expenses)	\$313 125
TOTAL CAPITAL	\$251 875
TOTAL CAPITAL AND LIABILITIES	\$251 875
Total Funding	\$255 000

3.

Services for customers

Products and services



REMEMBER

If you are starting a computer security business, you must focus on the services, you will provide to your customers. This sample business plan of Sinq Tech will guide you on how to start your own computer security business.

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Products and services



Dark Web Monitoring Agent

This system will detect the compromised credentials associated with your personnel and notify to block his access before they breach your data.



Next Generation Endpoint Protection

This system will detect zero-day threats and restore the database in case of attack and recover it from error.



Firewall & Managed Firewall

This system will monitor your networks, connected with multiple sources and block sophisticated malicious attacks by using Intrusion Detection and Prevention System.

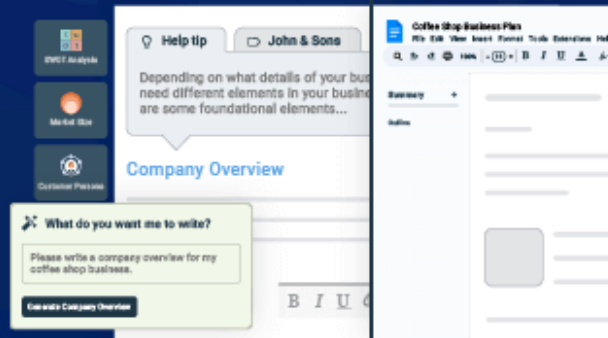


Cyber Security & Network Assessment

This system will protect the client by internal threats by strictly controlling the addition of unauthorized users. This system will ensure that unauthorized users can't access the internet data and can't make any changes to lock-down servers and computers.

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.

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4.

Marketing Analysis

Market Trends

Marketing Segmentation

Business Target

Product Pricing



REMEMBER

The most deciding and important feature of a cybersecurity business plan is an accurate marketing analysis. A perfect cybersecurity company business plan is the one in which you have mentioned your target audience.

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Market Trends

Ex :: Sinq Tech

The demand for cybersecurity is increasing day by day. According to a report by IBISWorld, the business is growing at a considerable rate of 5.2% annually. There are about 16,000 cybersecurity centers working in the United States.

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Marketing Segmentation

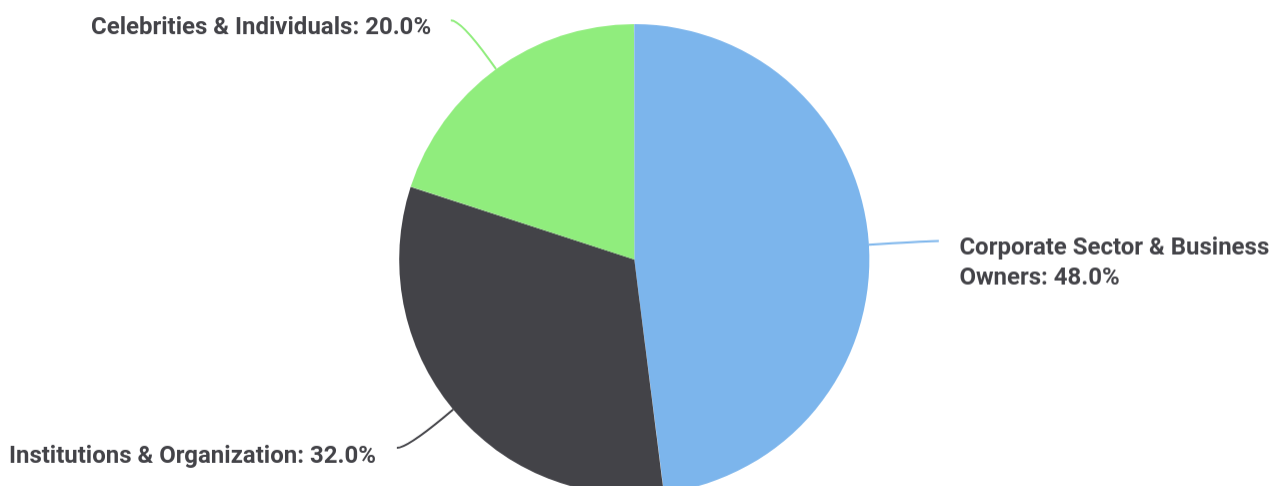
Ex :: Sinq Tech

Our business has a worldwide scope, however, we will only target the companies and institutes of Mountain View – California at the initial stage. The following groups will prove our major customer's category.

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Marketing share



Segments

Market share

Corporate Sector & Business Owners	48
Institutions & Organization	32
Celebrities & Individuals	20

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This target group will comprise of all the hotels, restaurants, real estate owners, manufacturers and distributors, branding agencies, and most significant software development firms. The business owners have now acknowledged that the breaches of their d

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Corporate Sector & Business Owners

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Our second target group comprises institutions and organizations located worldwide including schools, colleges, and universities, government and public-sector organizations, religious and sports organizations, political parties, etc. These organizations will al

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Institutions & Organizations

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Our third target group consists of actors, media persons, sportsmen, bloggers, and other people who can need our services if some unauthorized user tries to access their accounts.

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Celebrities & Individuals

Start writing here..

Market Analysis							
Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR

Market Analysis

Corporate Sector	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Institutions & Organisations	32%	12 867	14 433	15 999	17 565	19 131	15,32%
Celebrities & Individuals	20%	11 433	13 344	16 553	18 745	20 545	13,43%
Total	100%	46 634	60 121	76 217	88 854	106 108	9,54%

Business Target

Ex :: Sinq Tech

To achieve the net profit margin of \$10k/month by the first year, \$15k by the second year, and \$25k by the third year

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Product Pricing

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Product pricing is one of the most important factors in deciding the strategy for any business. The cyber-security services are in great demand due to the advancements in technology to prevent the trade of personal data. However, we have almost the same

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5.

Strategy

Competitive Analysis

Sales Strategy



REMEMBER

If you are going to start a cyber security business, and want to expose your business to a wider audience, there is a way that we call improving sales. For gaining a lead over your competitors, you have to m

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Competitive Analysis

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Our biggest competitive edge is that each member of our team is insured and licensed, besides being skilled and expert, and can resolve any issue regarding cyber-security instantly. We are offering a wide range of services to our customers. Moreover, we are

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Sales Strategy

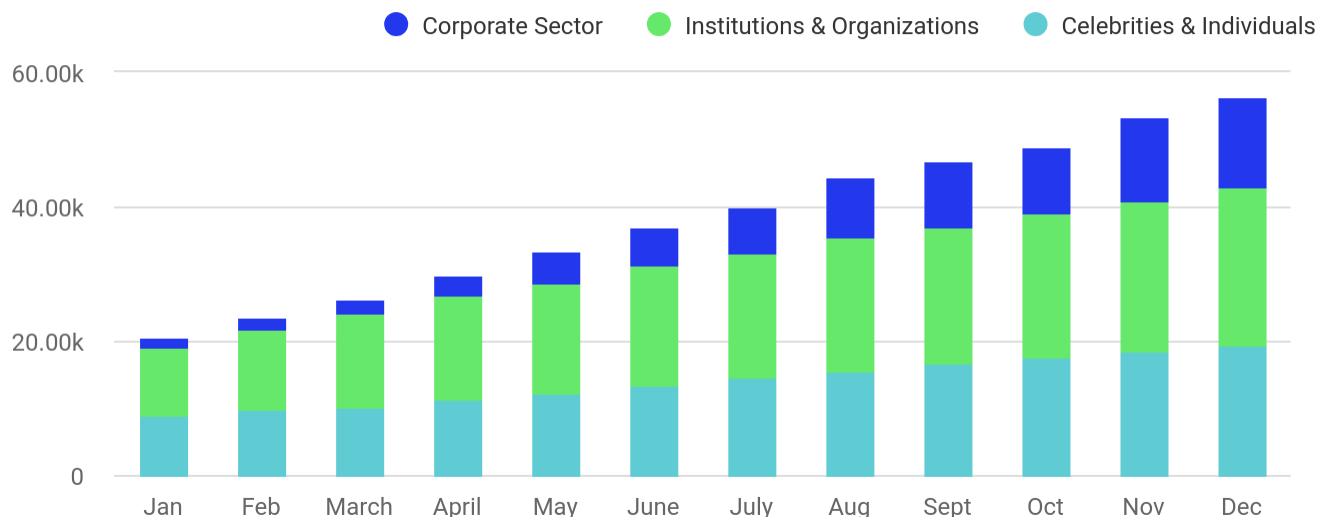
Ex :: Sinq Tech

A startup cannot thrive without proper publicity and advertisements; we will adopt various means to advertise our service.

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Sales Monthly



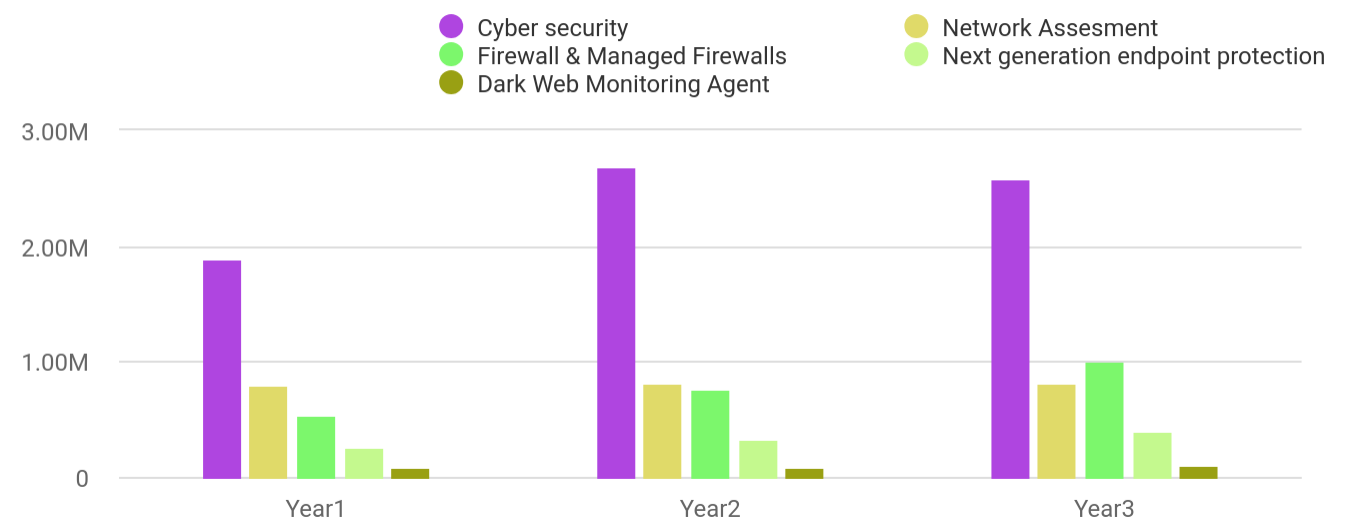
Month	Corporate Sector	Institutions & Organizations	Celebrities & Individuals
Jan	1,550	10,000	8,956
Feb	1,800	12,000	9,845
March	2,050	14,000	10,245
April	3,050	15,457	11,452
May	4,500	16,457	12,345
June	5,740	17,845	13,457
July	6,874	18,652	14,569
Aug	8,956	19,874	15,654
Sept	9,854	20,145	16,784
Oct	10,000	21,457	17,564
Nov	12,457	22,356	18,654
Dec	13,547	23,458	19,541

Sales Yearly



Financial Year	Corporate Sector	Institutions & Organizat...	Celebrities & Individuals
Year1	158,745	895,665	568,654
Year2	164,548	1,004,512	658,457
Year3	186,541	1,245,587	784,512

Sales Forecast



Financial Year	Cyber security	Network Asse...	Firewall & Man...	Next generatio...	Dark Web Mon...
Year1	1,887,030	802,370	539,320	265,450	78,512
Year2	2,680,320	815,430	770,230	322,390	85,451
Year3	2,588,240	823,540	1,002,310	393,320	98,754

6.

Personnel plan

Company Staff

Average Salary of Employees



REMEMBER

After knowing the basics of how to start a cyber security business, the most important step is to hire hard-working, skilled and honest professionals to assist you in running your business. Here is the same

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Company Staff

Ex :: Sinq Tech

John will be the manager himself, however, he'll hire the following staff:

- 1 Accountant to maintain financial and other records

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Average Salary of Employees

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Security engineers	\$133,000	\$166,000	\$199,000
Technicians	\$35,000	\$42,000	\$59,000
Cryptographers	\$100,000	\$133,000	\$170,000
Virus Technicians	\$63,300	\$70,000	\$76,700
Managing Assistants	\$85,000	\$92,000	\$109,000
Penetration Testers	\$100,000	\$133,000	\$166,000
Customer Representatives	\$85,000	\$95,000	\$105,000
Total Salaries	\$331,300	\$411,000	\$504,700

7.

Financial Plan

General Assumptions

Brake-even Analysis

Pro Forma Profit And Loss

Pro Forma Cash Flow

Pro Forma Balance Sheet

Business Ratio Analysis



REMEMBER

If you are going to start your own cybersecurity business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your

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General Assumptions

	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

Pro Forma Profit And Loss

	2024	2025	2026
Revenue	\$1,581,819	\$2,217,499.50	\$2,608,732
Cybersecurity Software Sales	\$682,253	\$1,229,883.50	\$1,545,854
Unit Sales	13,645	24,598	30,917

	2024	2025	2026
Unit Price	\$50	\$50	\$50
Managed Cybersecurity Services	\$344,566	\$387,616	\$462,878
Unit Sales	1,723	1,938	2,314
Unit Price	\$200	\$200	\$200
Cybersecurity Consulting	\$555,000	\$600,000	\$600,000
Total Hours	5,550	6,000	6,000
Hourly Price	\$100	\$100	\$100
Cost Of Sales	\$466,597.58	\$542,623.48	\$594,568.98
General Costs	\$466,597.58	\$542,623.48	\$594,568.98
Software Development Costs	\$344,938.79	\$404,548.59	\$432,920.37
Software Development Costs	\$253,280	\$293,673.60	\$302,483.76
Software Maintenance Fees	\$91,658.79	\$110,874.99	\$130,436.61
Licensing and Royalty Fees	\$121,658.79	\$138,074.89	\$161,648.61
Licensing Fees	\$30,000	\$30,600	\$31,212
Royalty Fees	\$91,658.79	\$107,474.89	\$130,436.61
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,115,221.42	\$1,674,876.02	\$2,014,163.02
Gross Margin (%)	70.50%	75.53%	77.21%
Operating Expense	\$1,018,132.84	\$1,079,231.09	\$1,136,490.47

	2024	2025	2026
Payroll Expense (Indirect Labor)	\$815,220	\$848,827.80	\$883,863.60
Technical Staff	\$472,320	\$494,236.80	\$517,181.52
Software Developer	\$302,400	\$317,520	\$333,396
Cybersecurity Analyst	\$169,920	\$176,716.80	\$183,785.52
Administrative Staff	\$62,100	\$63,963	\$65,881.92
Office Manager	\$62,100	\$63,963	\$65,881.92
Sales and Marketing Team	\$280,800	\$290,628	\$300,800.16
Sales and Marketing Team	\$280,800	\$290,628	\$300,800.16
General Expense	\$202,912.84	\$230,403.29	\$252,626.87
Office and Administrative Expenses	\$42,765.20	\$44,639.16	\$45,452.76
Office Rent	\$36,000	\$36,720	\$37,454.40
Utilities	\$6,765.20	\$7,919.16	\$7,998.36
Marketing and Advertising	\$121,618.89	\$140,861.67	\$161,322.93
Digital Marketing	\$96,273.87	\$110,874.99	\$130,436.61
Print Advertising	\$25,345.02	\$29,986.68	\$30,886.32
Technology and Infrastructure	\$38,528.75	\$44,902.46	\$45,851.18
Software Licenses	\$26,820.27	\$32,410.32	\$32,734.44
Hardware Maintenance	\$11,708.48	\$12,492.14	\$13,116.74
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$97,088.58	\$595,644.93	\$877,672.55

	2024	2025	2026
Additional Expense	\$46,587.35	\$41,751.90	\$36,618.23
Long Term Depreciation	\$33,720	\$33,720	\$33,720
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$63,368.58	\$561,924.93	\$843,952.55
Interest Expense	\$12,867.34	\$8,031.90	\$2,898.21
EBT	\$50,501.23	\$553,893.03	\$841,054.32
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,531,317.77	\$1,663,606.47	\$1,767,677.68
Net Income	\$50,501.23	\$553,893.03	\$841,054.32
Net Income (%)	3.19%	24.98%	32.24%
Retained Earning Opening	\$0	\$35,501.23	\$559,394.26
Owner's Distribution	\$15,000	\$30,000	\$30,000
Retained Earning Closing	\$35,501.23	\$559,394.26	\$1,370,448.58

Pro Forma Cash Flow

	2024	2025	2026
Cash Received	\$1,581,819	\$2,217,499.50	\$2,608,732
Cash Paid	\$1,497,597.77	\$1,629,886.47	\$1,733,957.68
COS & General Expenses	\$669,510.42	\$773,026.77	\$847,195.85
Salary & Wages	\$815,220	\$848,827.80	\$883,863.60
Interest	\$12,867.34	\$8,031.90	\$2,898.21

	2024	2025	2026
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$84,221.23	\$587,613.03	\$874,774.32
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$130,000	\$0	\$0
Net Cash From Investments	(\$130,000)	\$0	\$0
Amount Received	\$550,000	\$0	\$0
Loan Received	\$250,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$300,000	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$93,398.41	\$113,233.86	\$118,367.70
Loan Capital	\$78,398.42	\$83,233.86	\$88,367.72
Dividends & Distributions	\$15,000	\$30,000	\$30,000
Net Cash From Financing	\$456,601.59	(\$113,233.86)	(\$118,367.70)
Summary			
Starting Cash	\$0	\$410,822.82	\$885,201.99
Cash In	\$2,131,819	\$2,217,499.50	\$2,608,732
Cash Out	\$1,720,996.18	\$1,743,120.33	\$1,852,325.38
Change in Cash	\$410,822.82	\$474,379.17	\$756,406.62
Ending Cash	\$410,822.82	\$885,201.99	\$1,641,608.61

Pro Forma Balance Sheet

	2024	2025	2026
Assets	\$507,102.82	\$947,761.99	\$1,670,448.61
Current Assets	\$410,822.82	\$885,201.99	\$1,641,608.61
Cash	\$410,822.82	\$885,201.99	\$1,641,608.61
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$96,280	\$62,560	\$28,840
Gross Long Term Assets	\$130,000	\$130,000	\$130,000
Accumulated Depreciation	(\$33,720)	(\$67,440)	(\$101,160)
Liabilities & Equity	\$507,102.81	\$947,761.98	\$1,670,448.58
Liabilities	\$171,601.58	\$88,367.72	\$0
Current Liabilities	\$83,233.86	\$88,367.72	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$83,233.86	\$88,367.72	\$0
Long Term Liabilities	\$88,367.72	\$0	\$0
Long Term Debt	\$88,367.72	\$0	\$0
Equity	\$335,501.23	\$859,394.26	\$1,670,448.58
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$300,000	\$300,000	\$300,000
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Retained Earnings	\$35,501.23	\$559,394.26	\$1,370,448.58
Check	\$0	\$0	\$0

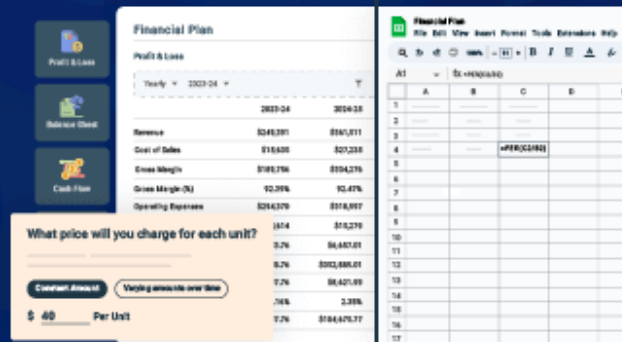
Business Ratio Analysis

	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%
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

	Year 1	Year 2	Year 3	Industry Profile
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.
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 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' button is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$124,771	\$134,573
Gross Margin (%)	51.7%	82.4%
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.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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