



Graphic Design

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Business Plan

[YEAR]

Prepared By

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Creating the Creativity

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Company

Table of Contents

Executive Summary	4
Business Overview	5
Mission	5
Objectives	5
Keys to Success	5
Financial Summary	6
3 Year profit forecast	6
Chart	6
Business Description	7
Ownership	8
Company Ownership	8
Start-up Summary	8
Startup cost	9
Chart	9
Funding Required	9
Products and Services	11
Products and services	12
Market Analysis	13
Marketing Segmentation	14
Marketing share	15
Chart	15
Target Market Segment Strategy	15
Service Business Analysis	16
Competition and Buying Patterns	16
Strategy	17
Marketing Strategy	18
Sales Strategy	18
Sales Forecast	19
Sales Yearly	19
Chart	19
Detailed Sales Forecast	19
Milestones	19
Competitive Edge	20
Web Plan Summary	21

Website Marketing Strategy	22
Development Requirements	22
Management Summary	23
Average Salary of Employees	24
Financial Plan	25
Important Assumptions	26
Brake-even Analysis	26
Projected Profit and Loss	27
Profit Yearly	28
Chart	28
Gross Margin Yearly	28
Chart	28
Projected Cash Flow	29
Projected Balance Sheet	31
Business Ratios	32

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1.

Executive Summary

Business Overview

Mission

Objectives

Keys to Success

Financial Summary



REMEMBER

Before you think about how to start a Graphic Design services, you must create a detailed Graphic Design 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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Business Overview



TIP

Creative Studio is a U.S based but world-class graphics design company. We do not have plans to handle things with levity, which is why we have really made it a point of mandate to do all that we are able to. We have been able to lock down a standard and well – positioned office facility in a busy business district in Baltimore, the largest city in Maryland.

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Mission



TIP

The Creative Studio's mission is to provide the customer with creative and practical graphic design work and visual communication services. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

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Objectives



TIP

The objectives for the first three years of operation include:

- To develop a start-up graphics agency that will grow to profitability within year two.
- To create a company whose primary goal is to

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Keys to Success



We can achieve our business targets by following these keys to success:

- Successful marketing of our services through various platforms so as to attract as maximum customers as possible
- Ultimate client satisfaction by providing high-c

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Financial Summary

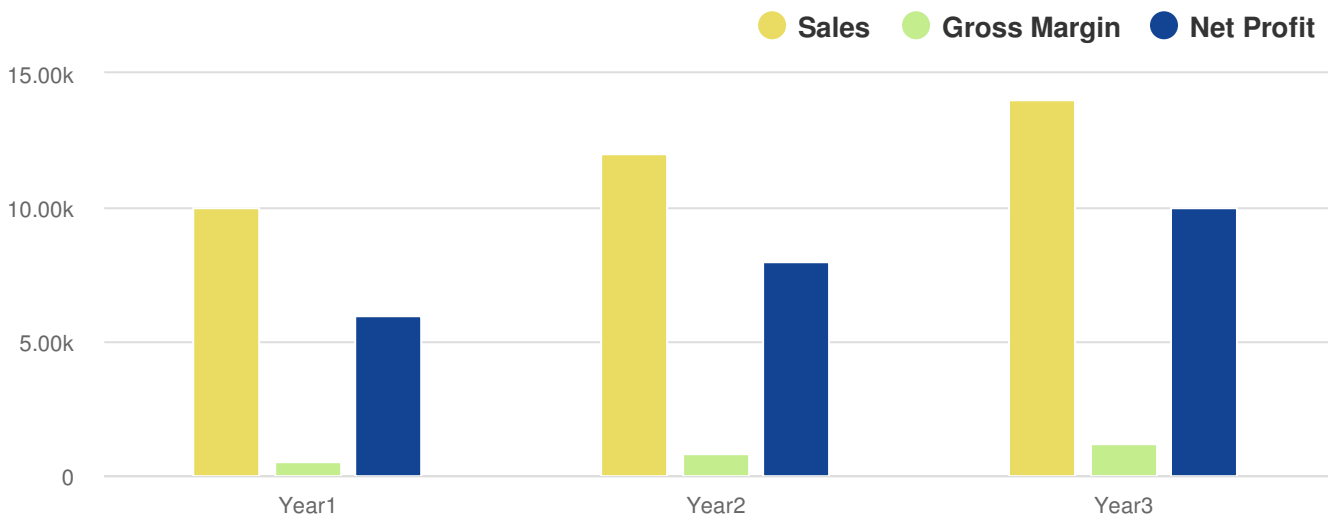


Creative Studio will grow its customer base by providing clients with well-priced projects due to reasonably low overhead, creative, practical designs that add more value than competing graphic art firms, and superior customer attention. The Creative Studio will reach profitability by month nine and generate \$27,347 in profits by year three.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Business Description

Ownership

Company Ownership

Start-up Summary

Funding Required

Ownership



TIP

The Creative Studio is a start-up graphics firm that serves small- to medium-sized companies. The firm will be based in Baltimore, Maryland. and will operate from a small, downtown office.

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Company Ownership



TIP

The Creative Studio is a sole proprietorship owned and operated by Louis Clinton.

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Start-up Summary



TIP

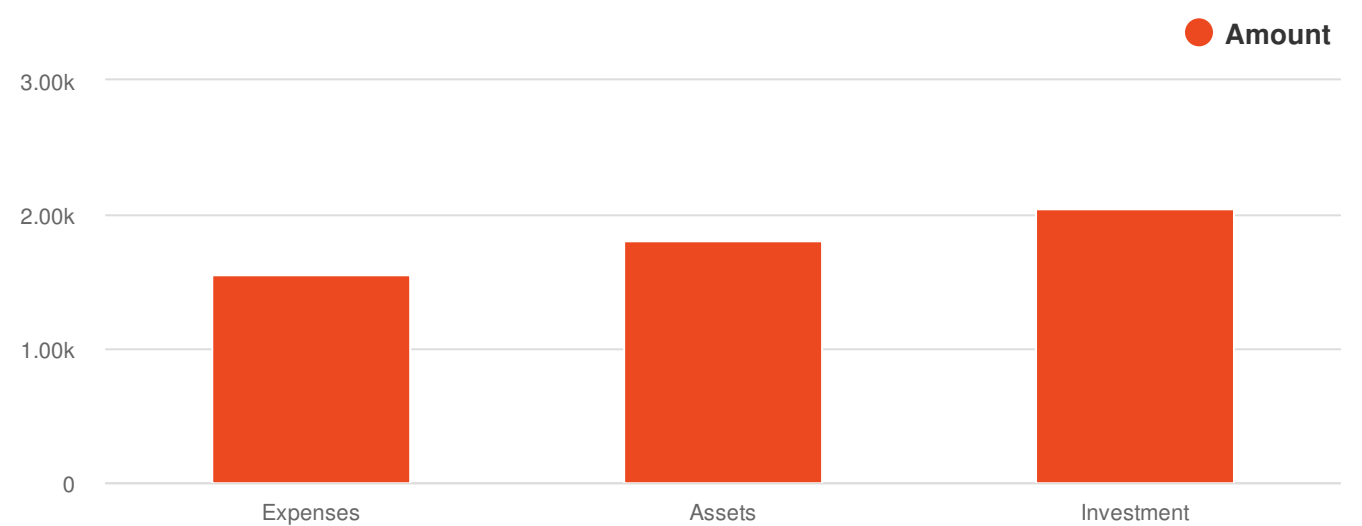
The Creative Studio will incur the following start-up costs:

Assorted office furniture including two filing cabinets, two work desks, a couch and two chairs for the waiting area, a round table with chairs, and assorted fixtures for the office.

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Startup cost



Cost distribution	Amount
Expenses	1550
Assets	1800
Investment	2050

Funding Required

The detailed startup requirements and expenses are given in the table below.

STARTUP FUNDING	AMOUNT
Startup Expenses to Fund	\$1,000
Startup Assets to Fund	\$42,000
TOTAL FUNDING REQUIRED	\$43,000
Assets	
Non-cash Assets from Start-up	\$19,800
Cash Requirements from Start-up	\$22,200
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$22,200
TOTAL ASSETS	\$42,000
Liabilities and Capital	

STARTUP FUNDING	AMOUNT
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	
Planned Investment	
Louis Clinton	\$43,000
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$43,000
Loss at Start-up (Start-up Expenses)	(\$1,000)
TOTAL CAPITAL	\$42,000
TOTAL CAPITAL AND LIABILITIES	\$42,000
Total Funding	\$43,000

3.

Products and Services



REMEMBER

Before starting a mobile Graphic Design business, you must take many things into consideration such as you must consider what types of graphics services will you be providing to your customers. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start.

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TIP

The Creative Studio provides graphic design and visual communication services to established, primarily Baltimore-based, companies. Some of the services offered are corporate identity, marquees, logos, branding, and packaging.

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Products and services



Website design and graphics



Print media design including newspapers, magazines, and books



Advertising and corporate branding including brochures, infographics, posters and product packaging



Logo design and visual identity services



Illustrations and presentations



Animations and cartoons production

4.

Market Analysis

Marketing Segmentation

Target Market Segment Strategy

Service Business Analysis



REMEMBER

The most important component of an effective Graphic design 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 this graphic design business plan sample or other graphic design business plans available online.

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TIP

The Creative Studio will be targeting small- to medium-sized companies. What these companies have in common is they have started as a small company with a good idea and have grown into a larger, more mature company that must now decide if they are going to maintain the current business strategy, or reinvigorate the company, employ professional serv

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Marketing Segmentation



TIP

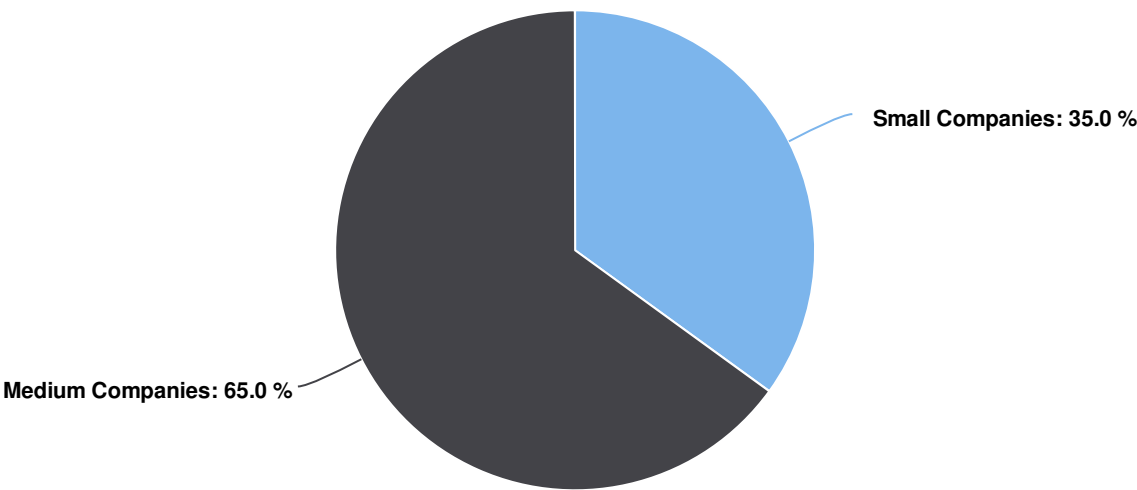
The Creative Studio has two distinct customer groups which they will concentrate on:

- Small-size companies: typically five to 15 employees
- Medium-size companies: 15 to 40 employees

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Marketing share



Segments	Market share
Small Companies	35
Medium Companies	65

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Small companies	8%	234	253	273	295	319	8.05%
Medium companies	7%	145	155	166	178	190	6.99%
Total	7.65%	379	408	439	473	509	7.65%

Target Market Segment Strategy

The market segments will be targeted in a number of different ways. It must be noted that graphics firms generate visibility and sales not through advertising, but through networking and client referrals. The methods used for the target market segment strategy will be:

- **Networking.** The networking will be based on leveraging Louis's personal and professional relationships that he has developed after spending years in the industry. Ways of networking include sending out notecards to all acquaintances announcing the opening of The Creative Studio, periodically meeting with people to catch up--as well to continue to the network which means to find out who this person knows within the target companies that Creativa will try to turn into customers.
- **Client referral.** A lot of business is derived through referrals. Some of the referrals will come through the Chamber of Commerce, some of the referrals will come from customers. Recognizing that referrals will be a good source of new customers, Louis Clinton will be in constant contact with the Chamber. In addition to being in contact with them, Louis Clinton will

investigate the possibility of doing a small project pro bono for the Chamber. This will be done to let the Chamber view an example of The Creativa Studio's work. It will also provide a reason for the Chamber to recommend The Creative Studio. Louis will work very hard to satisfy all of his customers. By making sure that he exceeds their expectations, he will increase the likelihood that he will receive referrals from satisfied customers.

- **Targeted customer acquisition.** This is the researching and strategic formulation to attract a chosen company to become a customer. Louis will put together a list of 20-30 companies that would be excellent customers. Once these companies have been identified, Louis Clinton will devise a strategy to target these companies as customers by initially determining what value Creativa can offer them. Eventually, the goal is to be able to meet with the decision-maker of the company and present them with a portfolio of Louis's past work as well as the proposed value Louis can offer them.

Service Business Analysis



TIP

The graphic design industry is fairly diverse with all types of service providers. There are large advertising agencies, freelance designers, and in-house firms that typically only serve the specific company.

Within the last seven to 10 years, there has been a

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TIP

The following are examples of the different types of competitors:

- **Large advertising agencies:** over the years these firms have increased their number of service offerings from selling media forms of advertising to a full-service company that develops creati

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Competition and Buying Patterns

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5.

Strategy

Marketing Strategy

Sales Strategy

Milestones

Competitive Edge



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, sales strategy is also an important component of a graphics design business startup and must be properly planned before you think about starting your business.

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TIP

Creative Studio's marketing and sales strategy will utilize networking and referrals to develop visibility for the company. Prospective customers will be turned into qualified sales through a professional showing that displays Louis's portfolio of past work. The portfolio is key for making a positive impression regarding Louis which illustrates his skill set and capabilities.

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Marketing Strategy



TIP

As noted previously in the target market segment strategy, The Creative Studio will rely on three activities in their marketing efforts. These include:

- **Networking:** leveraging relationships to build more relationships within Baltimore's relatively intimate community.

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Sales Strategy



TIP

The sales strategy will be to utilize Louis's portfolio of past work to qualify a sales lead. Using a portfolio is very common within the industry to show past examples of work. Louis's strategy will be the development of several different portfolios, each one customized to a specific type of work. By having different portfolios, Louis is able to better illustrate his proficiency in each area.

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TIP

The first month of operation will be used to get the office set up and ready for business. Some of the time will be working with the interior designers to create a modern-looking office space.

Months two through four will be somewhat slow as Louis builds his client base.

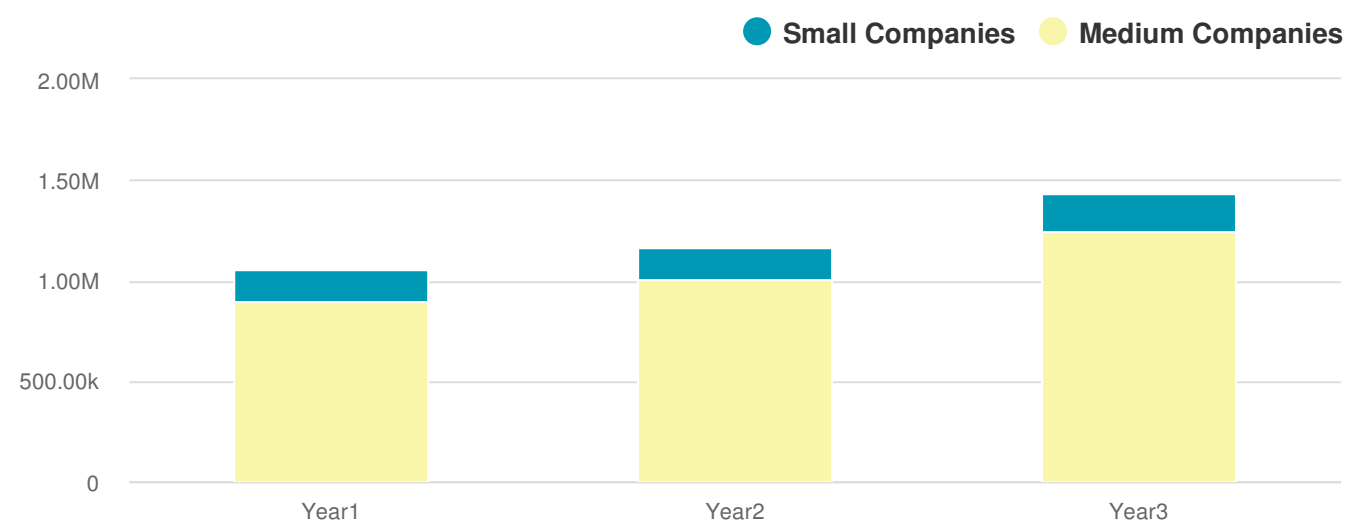
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Sales Forecast

Sales Forecast

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Sales Yearly



Financial Year	Small Companies	Medium Companies
Year1	158745	895665
Year2	164548	1004512
Year3	186541	1245587

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Sales			
Small companies	\$29,339	\$50,697	\$58,849
Medium companies	\$40,058	\$74,554	\$86,543
TOTAL SALES	\$69,397	\$125,251	\$145,392
Direct Cost of Sales			
Small companies	\$880	\$1,521	\$1,765
Medium companies	\$1,202	\$2,237	\$2,596
Subtotal Direct Cost of Sales	\$2,082	\$3,758	\$4,362

Milestones

The Creative Studio will have several milestones early on:

Milestone	Start Date	End Date	Budget	Manager	Department
Business plan completion	1/1/2001	2/1/2001	\$0	ABC	Marketing
Office set up	1/1/2001	2/1/2001	\$0	ABC	Department
Establishment of the first major account	1/1/2001	5/15/2001	\$0	ABC	Department
Profitability	1/1/2001	9/31/01	\$0	ABC	Department
Totals			\$0		

Competitive Edge



TIP

The Creative Studio's competitive edge is based on Louis's diverse background of business and creativity. Typically, most creative agencies are staffed by right-brain creative types. These people are extremely aesthetically oriented. While this is certainly an asset in the field of graphic design, it can be limiting because while their work might be extremely

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6.

Web Plan Summary

Website Marketing Strategy

Development Requirements



TIP

The website will be used as a way to disseminate information regarding the firm, show past examples of work, and provide the interested party several ways of contacting The Creative Studio. In today's day and age, a website is almost a given, a standard source of information regarding the company.

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Website Marketing Strategy



TIP

The marketing strategy for the website will be based on the inclusion of the Internet address in all materials that The Creative Studio releases, as well as submission to popular websites. Submission to search engines is an art in itself as different search engines work in different ways so a customized submission is most effective.

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Development Requirements



TIP

A graduate student from the University of Maryland's computer science department will be used for the development (writing the code, Kiev will be responsible for the creative work) of the website as well as the periodic maintenance of the site. A graduate student will be used because of their expertise and typical below market rate.

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7.

Management Summary

Average Salary of Employees



REMEMBER

The personnel plan is also an important component of a graphics design business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start a graphics design business. The personnel plan of the graphics design business is as follows:

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TIP

Louis Clinton received his Bachelor of Arts in graphic design and business administration from the University of Maryland. While pursuing his undergraduate degree, Louis was able to take several different graduate-level business courses which were more challenging for him. While pursuing a double degree, Louis began to recognize just how unique his skills were. Most

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Average Salary of Employees

Louis will be the sole employee through month seven at which time he will hire an assistant to help out with design execution, as well as some of the administrative details.

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Louis	\$42,000	\$42,000	\$42,000
Assistant	\$17,280	\$34,560	\$34,560
TOTAL PEOPLE	2	2	2
Total Payroll	\$59,280	\$76,560	\$76,560

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a graphics design 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 the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup.

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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

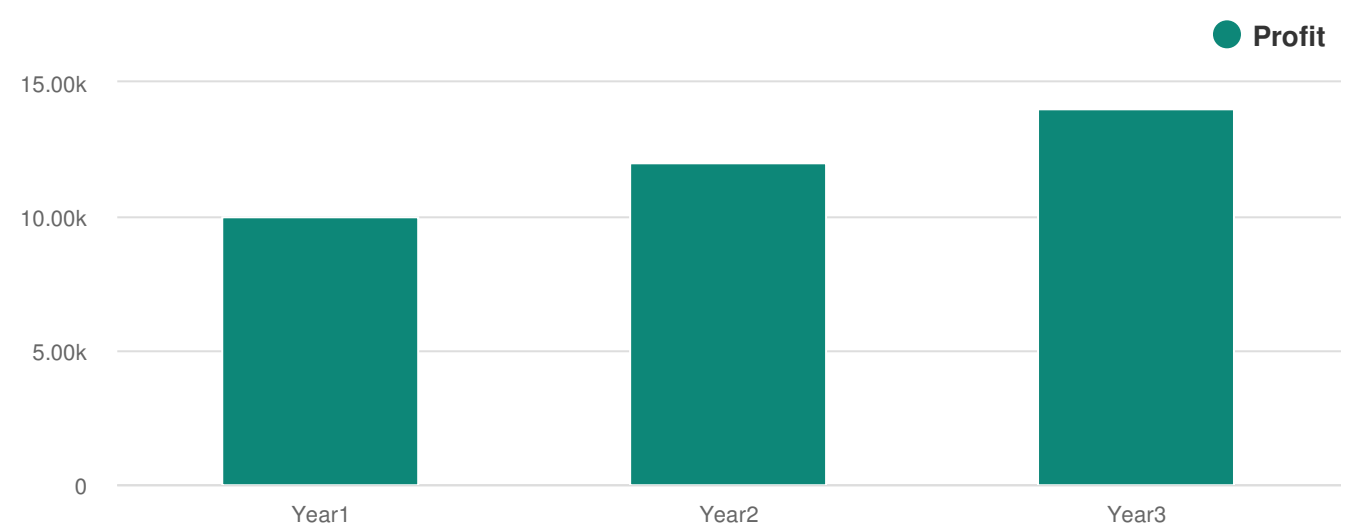
Brake-even Analysis

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

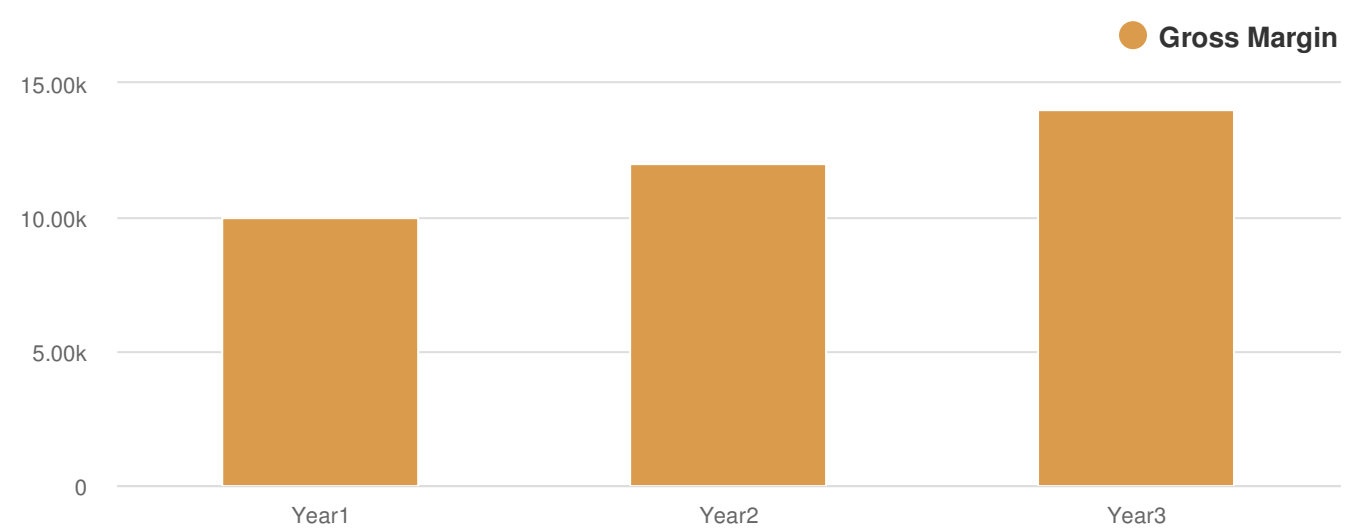
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

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%
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.

	Year 1	Year 2	Year 3	Industry Profile
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.

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