

BUSINESS PLAN [YEAR]



House Flipping

Where Dreams Come Home



John Doe



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<http://www.example.com>

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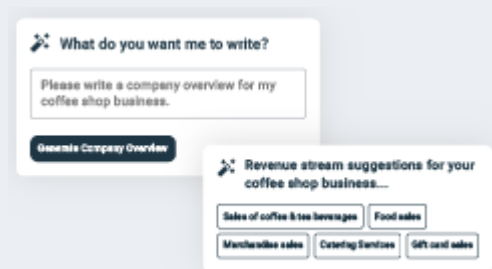
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1.

Executive Summary

Mission Statement

Vision Statement

Products and Services

Management Team

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a house flipping service, you must create a detailed house flipping 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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Kent & Flippers

Kent & Flippers LLC is a licensed & registered real estate startup based in New York, NY 10024, USA. Our aim of starting this house flipping business is to work in conjunction with the government of the United States of America to deliver affordable homes.

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Mission Statement

Kent & Flippers

Our mission and values are to help people, businesses and property owners and clients in the United States of America and throughout the world realize their dreams of owning properties or renting properties in the United States of America.

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Vision Statement

Kent & Flippers

Our vision is to become one of the top 15 house flipping companies in the United States of America with the first 10 years of starting Kent & Flippers LLC.

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Products and Services

Kent & Flippers

Kent & Flippers LLC will be able to provide the following services:

- Personalize house designs (both interior and exterior)

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Management Team

Kent & Flippers

Kent & Flippers LLC's most valuable asset is the expertise and experience of its founder, John Moore. Mr. John has been a licensed real estate broker for over the past 20 years. He has spent much of his career working in different real estate agencies where he

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Success Factors

Kent & Flippers

Kent & Flippers LLC is uniquely qualified to succeed due to the following reasons:

- Kent & Flippers LLC will fill a specific market niche in the growing community we are

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Financial Summary

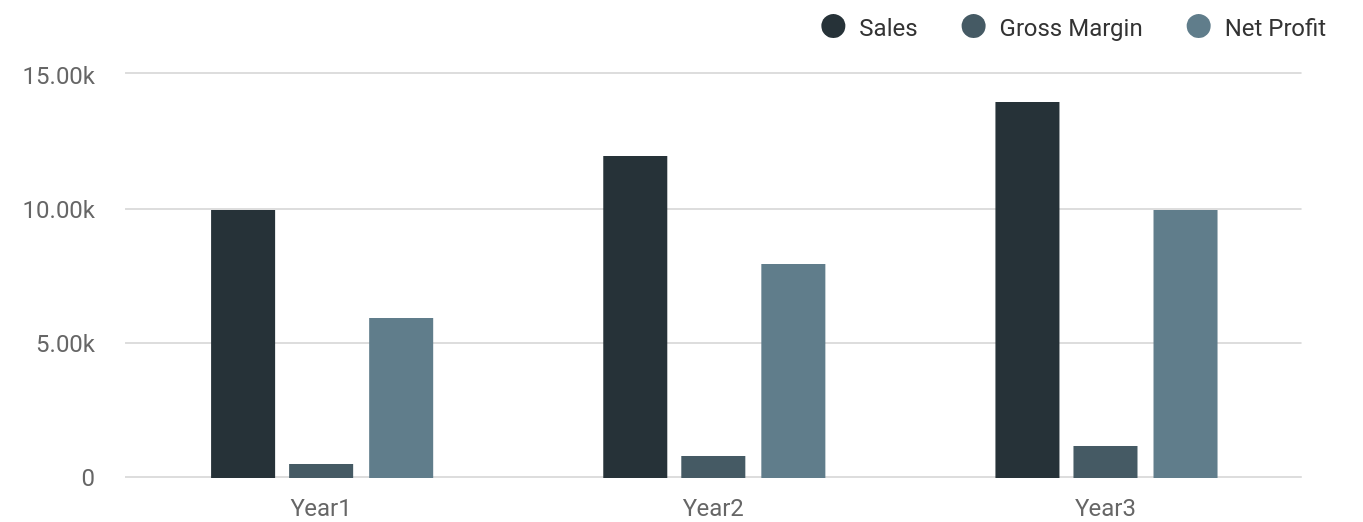
Kent & Flippers

Kent & Flippers LLC is seeking total funding of \$1,000,000 of debt capital to expand its office. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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3 Year profit forecast



Kent & Flippers

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Products and Services

Funding Required

Kent & Flippers

Kent & Flippers LLC will be owned majorly by Mrs. John Moore and her family. John is a property guru that has worked with top Real Estate Companies in the United States of America for many years prior to starting her own business.

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History

Kent & Flippers

In Jan 2021, Kent & Flippers LLC launched its first project in New York. It started off with a small house in one of the City's most popular towns and has now sold over 30 flipped houses in a span of 2 years.


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Products and Services

Kent & Flippers

Kent & Flippers LLC is set to run a standard and thriving house flipping business within the scope of the real estate industry in the United States of America. Our intention of starting a house flipping business is to make profits from the industry and we will...

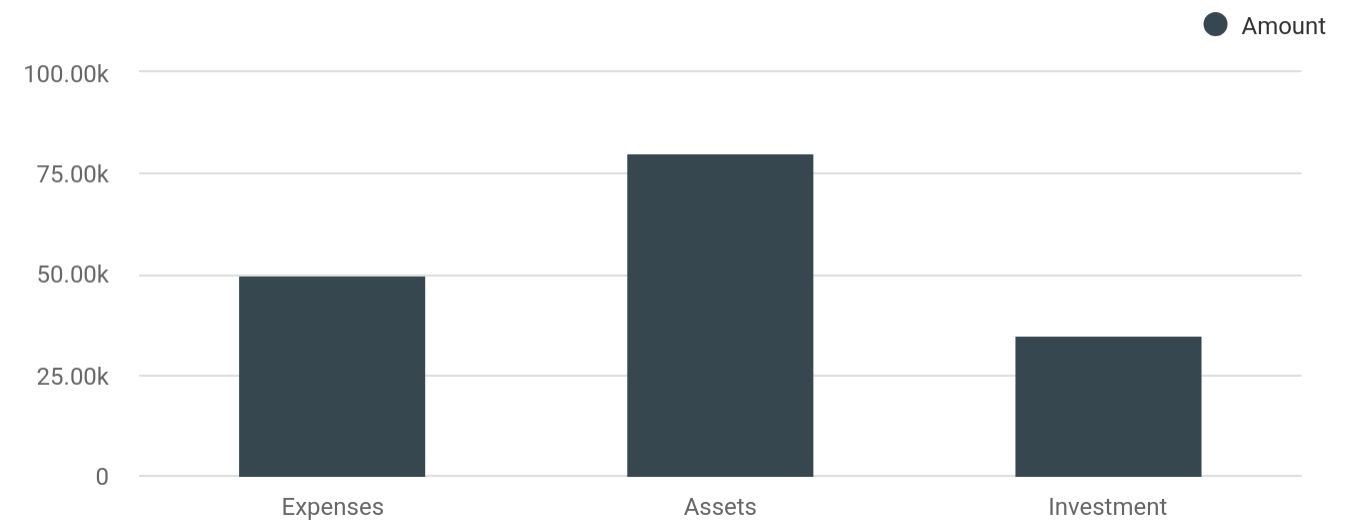
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Funding Required

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

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
Long-term Assets	\$125,000

Start-up Expenses	Amount
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
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Market Analysis

Industry Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective house flipping 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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Industry Analysis

Kent & Flippers

Last year saw the largest increase in house flipping in 8 years. Over 200,000 single-family homes and condos in the United States were flipped, up 2 percent from the previous year and the highest in over 10 years.

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Market Trends

Kent & Flippers

The market trend in the real estate industry or within house flippers is that there are no fixed profits projections when engaging in a house flipping deal.

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Target Market

Kent & Flippers

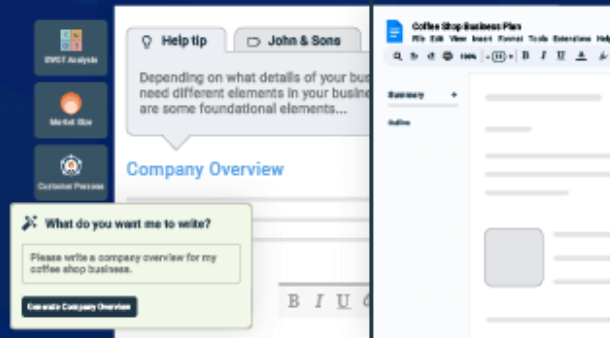
Our target market cuts across people of different classes and people from all walks of life. We are coming into the real estate industry with a business concept that will enable us to work with the highly placed people in the country and at the same with the lowly

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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.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Sales Forecast



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

Kent & Flippers

To advertise our services:

- We'll run a campaign through social media (Facebook & Instagram)

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Advertising Strategy

Kent & Flippers

In order to help promote and publicize their newly flipped homes, Kent & Flippers LLC will build great relationships with local real estate agents. Creating a network of agents that are the first to know when a new property hits the market will be key in selling our

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Industry Networking

Start writing here..

Kent & Flippers

The company will market its newly renovated homes with beautiful marketing pieces that are sent to local residents and real estate agents.


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Direct Mail

Start writing here..

Kent & Flippers

The company will host creative and appealing open house events to attract top real estate brokers and potential home buyers. Events will be entertaining and include food and drink.


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Open House Events

Start writing here..

Kent & Flippers

SMS marketing can be extremely cost-effective and multi-purposed for both locating motivated sellers and flipping houses quickly. Mass text messages can be sent to lead lists of defaulting homeowners who need to sell as well for announcing new homes we


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SMS Marketing

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Kent & Flippers

Kent & Flippers LLC will list its properties for sale in key local publications, including newspapers, area magazines.


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Publications

Start writing here..

Kent & Flippers

Kent & Flippers LLC will list its properties for sale in key local publications, including newspapers, area magazines.

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Seminars

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Pricing Strategy

Kent & Flippers

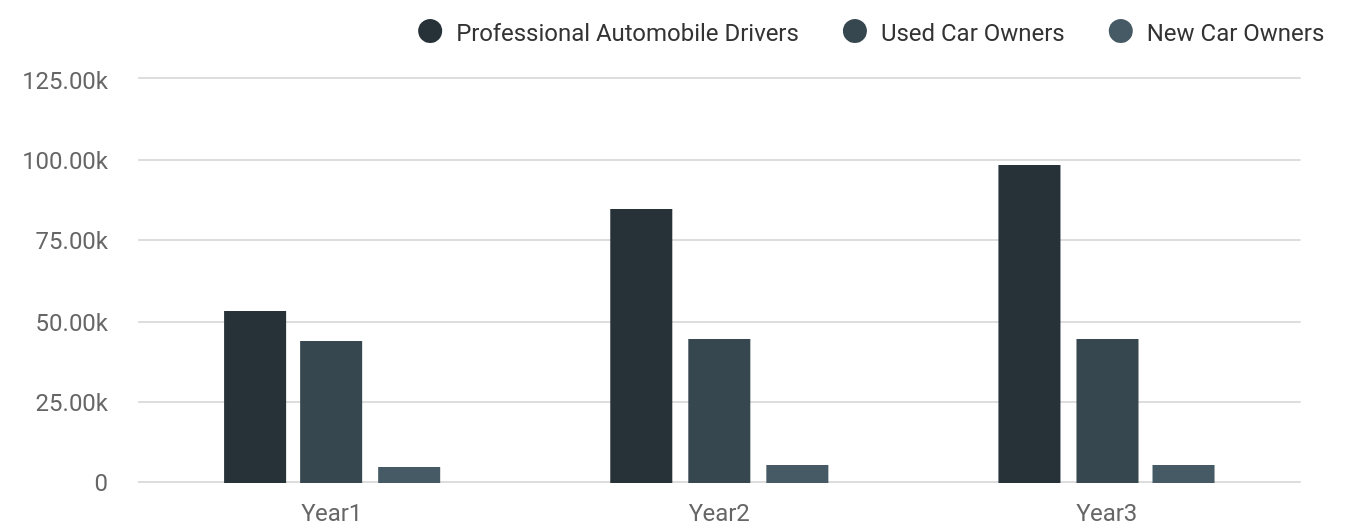
Part of the business strategy is to ensure that we work within the budget of our potential clients to sell excellent properties/houses to them. It is the practice in most parts of the world for properties to be valued by professionals based on the area the facility

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Sales Forecast

Sales



Financial Year	Professional Automobil...	Used Car Owners	New Car Owners
Year1	53,625	44,245	5,280
Year2	85,000	45,000	5,760
Year3	99,050	45,000	5,760

5.

Operations

Personnel plan

Company Staff

Average Salary of Employees

Milestones

Personnel plan

Kent & Flippers

The real estate flipping business is mainly related to time management and negotiations. Therefore, the success of this business largely depends on your employees. Your employees must have adequate skills to judge the property value, negotiate contracts, and manage the business.

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Company Staff

Kent & Flippers

George will supervise all the business operations and deals himself. However, he'll hire the following people for his help:

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Average Salary of Employees

Kent & Flippers

Personnel Plan	Year1	Year2	Year3
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Milestones

Kent & Flippers

Kent & Flippers LLC’s long-term goal is to become the dominant provider of house flipping services in the city area. We seek to the standard by which other providers are judged.

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6.

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 house flipping 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 business owner.

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Kent & Flippers

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 real estate flipping business start-up, no equity funding or outside loans will be required. With the help of Upmetrics, the business owner can create a detailed financial plan for the business.

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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	\$2,549,180	\$10,872,490	\$19,036,750
Property Sales Revenue	\$500,000	\$4,596,000	\$6,017,500
Unit Sales	10	92	120
Unit Price	\$50,000	\$50,000	\$50,000
Rental Income	\$1,863,230	\$6,076,690	\$12,804,600
Users	138	343	683
Recurring Charges	\$2,000	\$2,000	\$2,000
Consulting and Advisory Fees	\$185,950	\$199,800	\$214,650
Unit Sales	186	200	215
Unit Price	\$1,000	\$1,000	\$1,000
Cost Of Sales	\$1,563,503.35	\$3,861,433.96	\$6,243,717.61
General Costs	\$1,563,503.35	\$3,861,433.96	\$6,243,717.61
Property Renovation Costs	\$567,895.65	\$2,093,653.38	\$3,418,280.19
Property Renovation Costs	\$567,895.65	\$2,093,653.38	\$3,418,280.19
Acquisition and Holding Costs	\$995,607.70	\$1,767,780.58	\$2,825,437.42
Acquisition Costs	\$362,035.10	\$620,557.50	\$951,837.50
Holding Costs	\$633,572.60	\$1,147,223.08	\$1,873,599.92
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$985,676.65	\$7,011,056.04	\$12,793,032.39

	2024	2025	2026
Gross Margin (%)	38.67%	64.48%	67.20%
Operating Expense	\$1,664,163.69	\$2,154,727.86	\$2,650,453.57
Payroll Expense (Indirect Labor)	\$1,332,000	\$1,371,600	\$1,412,380.80
Management Team	\$546,000	\$562,380	\$579,251.40
Executive Director	\$234,000	\$241,020	\$248,250.60
Finance Manager	\$312,000	\$321,360	\$331,000.80
Sales Team	\$750,000	\$772,500	\$795,675
Sales Representatives	\$750,000	\$772,500	\$795,675
Support Staff	\$36,000	\$36,720	\$37,454.40
Administrative Assistants	\$36,000	\$36,720	\$37,454.40
General Expense	\$332,163.69	\$783,127.86	\$1,238,072.77
Marketing and Advertising	\$247,459	\$669,624.50	\$1,084,137.50
Marketing Campaigns	\$120,000	\$126,000	\$132,300
Online Advertising	\$127,459	\$543,624.50	\$951,837.50
Office and Administration	\$59,060.63	\$82,727.49	\$116,074.13
Office Rent	\$49,672.11	\$70,820.50	\$100,973.16
Utilities	\$9,388.52	\$11,906.99	\$15,100.97
Legal and Professional Fees	\$25,644.06	\$30,775.87	\$37,861.14
Legal Services	\$15,000	\$15,600	\$16,224
Accounting Services	\$10,644.06	\$15,175.87	\$21,637.14
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$678,487.04)	\$4,856,328.18	\$10,142,578.82
Additional Expense	\$47,064.09	\$35,846.22	\$23,817.43
Long Term Depreciation	\$16,980	\$16,980	\$16,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$695,467.04)	\$4,839,348.18	\$10,125,598.82
Interest Expense	\$30,084.09	\$18,866.23	\$6,837.42
EBT	(\$725,551.13)	\$4,820,481.96	\$10,118,761.39
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$3,274,731.13	\$6,052,008.04	\$8,917,988.61
Net Income	(\$725,551.13)	\$4,820,481.96	\$10,118,761.39
Net Income (%)	(28.46%)	44.34%	53.15%
Retained Earning Opening	\$0	(\$745,551.13)	\$4,064,930.83
Owner's Distribution	\$20,000	\$10,000	\$10,000
Retained Earning Closing	(\$745,551.13)	\$4,064,930.83	\$14,173,692.22

Projected Cash Flow

	2024	2025	2026
Cash Received	\$2,549,180	\$10,872,490	\$19,036,750
Cash Paid	\$3,257,751.13	\$6,035,028.04	\$8,901,008.61
COS & General Expenses	\$1,895,667.04	\$4,644,561.82	\$7,481,790.38

	2024	2025	2026
Salary & Wages	\$1,332,000	\$1,371,600	\$1,412,380.80
Interest	\$30,084.09	\$18,866.23	\$6,837.42
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$708,571.13)	\$4,837,461.96	\$10,135,741.39
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$80,000	\$0	\$0
Net Cash From Investments	(\$80,000)	\$0	\$0
Amount Received	\$800,000	\$0	\$0
Loan Received	\$500,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$300,000	\$0	\$0
Amount Paid	\$175,178.51	\$176,396.38	\$188,425.11
Loan Capital	\$155,178.51	\$166,396.37	\$178,425.12
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$624,821.49	(\$176,396.38)	(\$188,425.11)
Summary			
Starting Cash	\$0	(\$163,749.64)	\$4,497,315.94
Cash In	\$3,349,180	\$10,872,490	\$19,036,750
Cash Out	\$3,512,929.64	\$6,211,424.42	\$9,089,433.72

	2024	2025	2026
Change in Cash	(\$163,749.64)	\$4,661,065.58	\$9,947,316.28
Ending Cash	(\$163,749.64)	\$4,497,315.94	\$14,444,632.22

Projected Balance Sheet

	2024	2025	2026
Assets	(\$100,729.64)	\$4,543,355.94	\$14,473,692.22
Current Assets	(\$163,749.64)	\$4,497,315.94	\$14,444,632.22
Cash	(\$163,749.64)	\$4,497,315.94	\$14,444,632.22
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$63,020	\$46,040	\$29,060
Gross Long Term Assets	\$80,000	\$80,000	\$80,000
Accumulated Depreciation	(\$16,980)	(\$33,960)	(\$50,940)
Liabilities & Equity	(\$100,729.64)	\$4,543,355.95	\$14,473,692.22
Liabilities	\$344,821.49	\$178,425.12	\$0
Current Liabilities	\$166,396.37	\$178,425.12	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$166,396.37	\$178,425.12	\$0
Long Term Liabilities	\$178,425.12	\$0	\$0
Long Term Debt	\$178,425.12	\$0	\$0
Equity	(\$445,551.13)	\$4,364,930.83	\$14,473,692.22

	2024	2025	2026
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$300,000	\$300,000	\$300,000
Retained Earnings	(\$745,551.13)	\$4,064,930.83	\$14,173,692.22
Check	\$0	\$0	\$0

Business Ratios

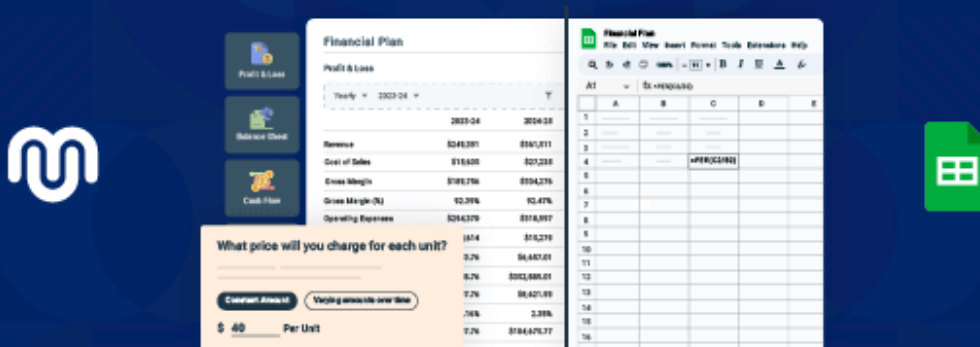
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-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%
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%

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

	Year 1	Year 2	Year 3	Industry Profile
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 compares the Upmetrics interface with a traditional Excel spreadsheet. On the left, the Upmetrics 'Financial Plan' interface is shown, featuring a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' report for the year 2023-04, with columns for 2023-04 and 2024-04. The report includes line items for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the report, there is a section titled 'What price will you charge for each unit?' with a table showing unit prices and their impact on the bottom line. On the right, a standard Excel spreadsheet is shown, displaying a similar financial plan with columns A through E and rows 1 through 17. The Excel interface includes a menu bar with options like 'File', 'Edit', 'View', 'Insert', 'Format', 'Tools', 'Database', and 'Help'. The spreadsheet contains the same data as the Upmetrics interface, but it is presented in a more complex and less intuitive format.

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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Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

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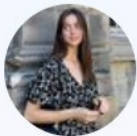
Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

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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.**

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