


# BUSINESS PLAN [YEAR]




## Insurance Agency

You're in good hands

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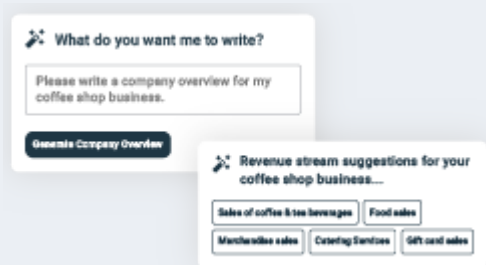
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# 1.

## Executive Summary

Mission

Objectives

Keys to Success

Financial Considerations



## REMEMBER

Before you think about how to start Insurance services, you must create a detailed Insurance agent 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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### Ex :: Lifemax

Lifemax Insurance will be the newest and brightest independent personal insurance brokerage located in The Woodlands, (Northern Houston), Texas. The business will be launched by Greg Bell, a newly licensed insurance agent, as a home-based business and

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## Mission

### Ex :: Lifemax

The mission of Lifemax Insurance is to create a more protected community by offering property, casualty, and life insurance to residents of The Woodlands from a wide range of insurance sources.

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## Objectives

### Ex :: Lifemax

Lifemax Insurance believes that in order to provide the broadest (and best!) selection of insurance services the company must continue to grow. In order to grow the business, Lifemax Insurance must meet the following objectives:

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# Keys to Success

Ex :: Lifemax

In order to accomplish its objectives, Lifemax Insurance believes the following are the Keys to Success:

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# Financial Considerations

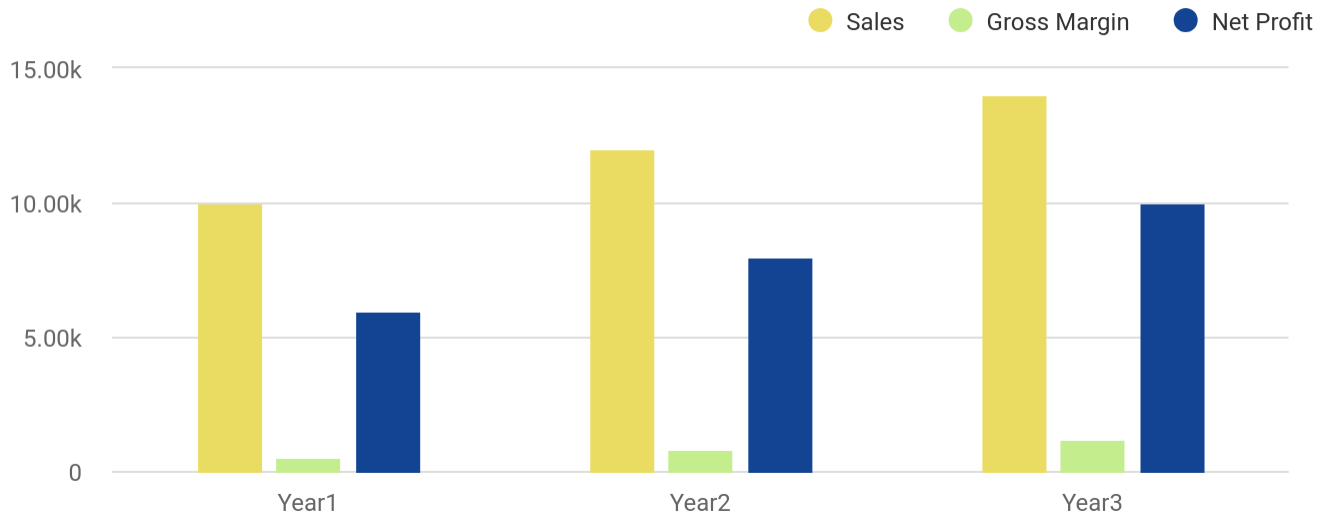
Ex :: Lifemax

Lifemax Insurance stands to be a profitable business which will provide salary and dividends for Greg Bell, its sole owner. Salary to Lifemax plus profits will increase moderately but steadily. The business can be launched without external investment or loans, r

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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.

## Business Summary

Overview

Start-up Summary

Funding Required

Company Ownership

# Overview

## Ex :: Lifemax

Lifemax Insurance is founded by Greg Bell as a local, independent insurance agency providing personal insurance products to residents of The Woodlands and its neighboring towns. The business will begin as a home-based business with Greg Bell as the owner.

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# Start-up Summary

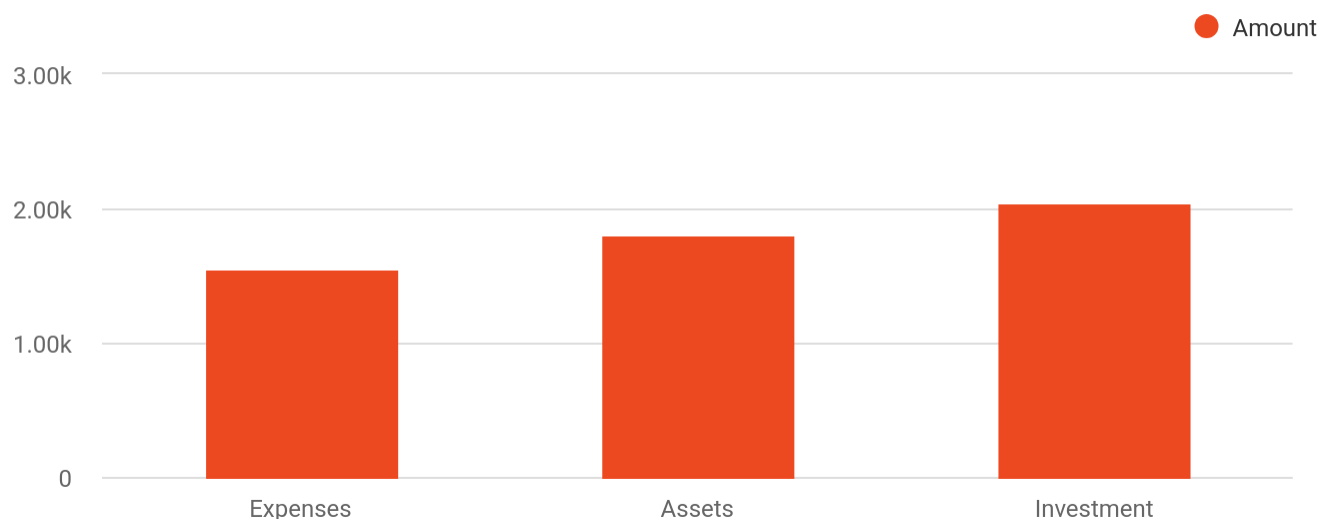
## Ex :: Lifemax

Lifemax Insurance requires very little in the way of start-up funding. Expenses include the licenses for Greg Bell and the business, business insurance, stationery (business cards and brochures), and a basic website. Rent will not be required at the outset.

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## Startup cost



### Cost distribution

Amount

<b>Expenses</b>	1,550
<b>Assets</b>	1,800
<b>Investment</b>	2,050

## Funding Required

Startup Expenses	Amount
Legal (license and permits)	\$2,000
Stationery	\$2,000
Insurance	\$1,000
Rent	\$0
Computer	\$2,000
Website	\$1,000
<b>Total Startup Expenses</b>	<b>\$8,000</b>
<b>Startup Assets</b>	
Cash Required	\$24,000
Other Current Assets	\$0
Long-term Assets	\$0

Startup Expenses	Amount
Total Assets	\$24,000
Total Requirements	\$32,000

## Company Ownership

### Ex :: Lifemax

Lifemax Insurance is founded and owned entirely by Greg Bell. The business is currently incorporated as a sole proprietorship with a registered DBA but will reincorporate as an LLC when there is a need to hire additional employees and open an office.

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# 3.

## Products and Services

Services



**REMEMBER**

Before starting an Insurance Agent business, you must take many things into consideration such as you must consider what types of Insurance services will you be providing to your customers. Deciding yo

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Ex :: Lifemax

Lifemax Insurance will offer the following personal insurance products:

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**Services**



**Home and Contents**

Homeowner's Insurance Condo Insurance Cooperative Insurance Renter's Insurance Seasonal and Secondary Locations Flood Insurance



**Valuable Items**

Jewelry Fine Art Silver Furs Other Collectible Items



**Personal Liability**



**Life Insurance**

Term Life Variable Life Whole Life Second-to-Die



**Long-term Care**



**Long-term Disability**

Ex :: Lifemax

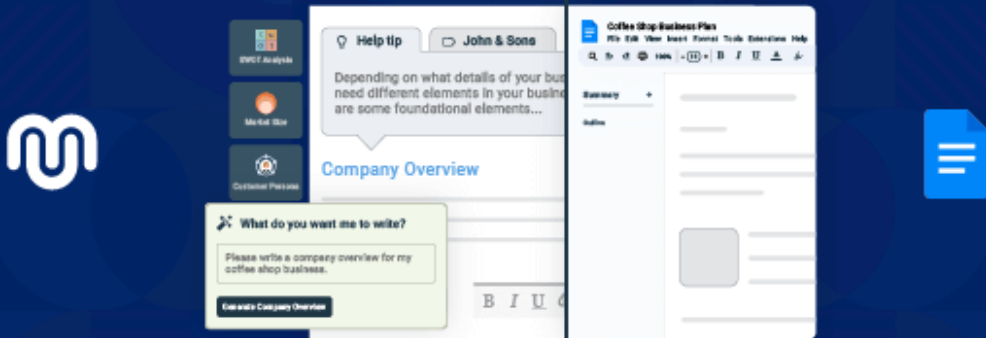
All of these products will be offered to individuals and not businesses. The insurance products will be provided by any of the major insurance providers in existence, with attention paid to smaller providers who offer specialized insurance products.

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# 4.

## Market Analysis

Service Business Analysis

Market Segmentation

Target Market Segment Strategy





## REMEMBER

The most important component of an effective Insurance agent business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking h

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### Ex :: Lifemax

Walter will be concentrating on servicing just two types of clients, the gift shops of Leavenworth, Washington, and the farmers of the Puget Consumers Co-op. For both market segments, we have secured exclusive contracts or endorsements that

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## Service Business Analysis

### Ex :: Lifemax

The United States Department of Labor offers the following summary of the insurance industry:  
Most people have their first contact with an insurance company through an insurance sales

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### Ex :: Lifemax

Customers seek insurance through one or more of the following:

- Referrals from trusted friends, family, and colleagues

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## Competition and Buying Patterns

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# Market Segmentation

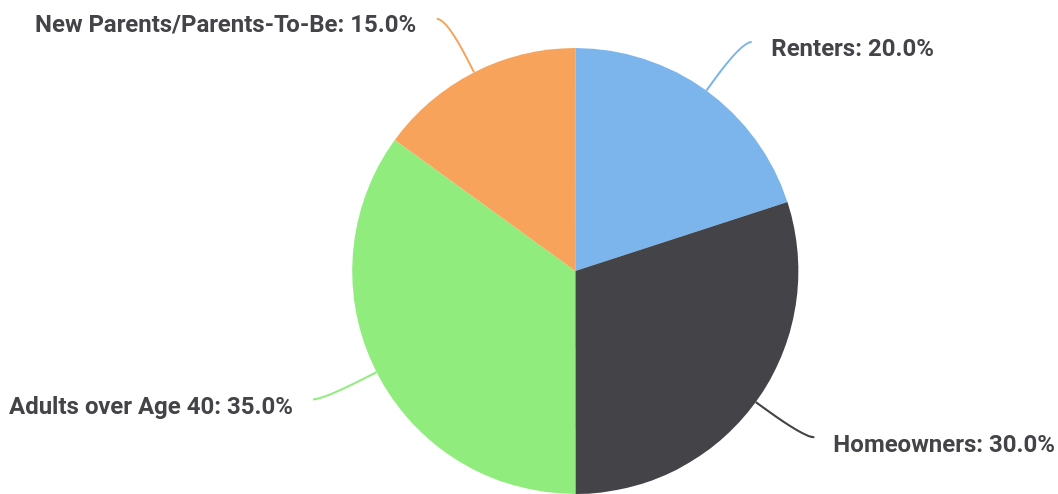
Ex :: Lifemax

The market segments described include a great deal of overlap. For example, many adults over the age of 40 are also homeowners and the remainder are renters. The new parent segment is also either homeowners or renters, generally. Each segment has different

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## Market Analysis




Segments	Market share
Renters	20
Homeowners	30
Adults over Age 40	35
New Parents/Parents-To-Be	15

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Renters	2%	11,000	11,220	11,444	11,673	11,906	2.00%
Homeowners	1%	34,000	34,340	34,683	35,030	35,380	1.00%
Adults over Age 40	3%	35,000	36,050	37,132	38,246	39,393	3.00%
New Parents/Parents To Be	2%	3,000	3,060	3,121	3,183	3,247	2.00%
Total	2.02%	83,000	84,670	86,380	88,132	89,926	2.02%

## Target Market Segment Strategy

### Ex :: Lifemax

Lifemax Insurance will focus its initial marketing on those at the younger end of the spectrum, including renters and new parents/parents-to-be. The strategy will be to begin by selling renter's insurance and life insurance to clients and then earn their ongoing trust.

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# 5.

## Strategy and Implementation Summary

Competitive Edge

Marketing Strategy

Sales 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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### Ex :: Lifemax

To implement its launch in The Woodlands, Lifemax Insurance intends to target clients on the younger side of the total potential market in order to build up a client base for long-term service. This is also a target market that is ignored by other local inde

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## Competitive Edge

### Ex :: Lifemax

Lifemax Insurance will establish its competitive edge through a single-minded focus on personal insurance. By being and staying an expert on personal insurance products and providers, Lifemax Insurance will be a one-stop-shop for individuals lo

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## Marketing Strategy

### Ex :: Lifemax

The marketing strategy for Lifemax Insurance involves an initial focus on the target markets chosen, new parents/parents-to-be, and renters. Renters require renter's insurance and valuable items insurance. It is often the first time they will have purchased insu

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# Sales Strategy

Ex :: Lifemax

Property insurance and life insurance will be the main drivers of the business. Customers who use other products will typically be customers who have first purchased property or life insurance. The cost of sales is low as the revenues earned come directly from the insurance premiums.

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## Sales Forecast

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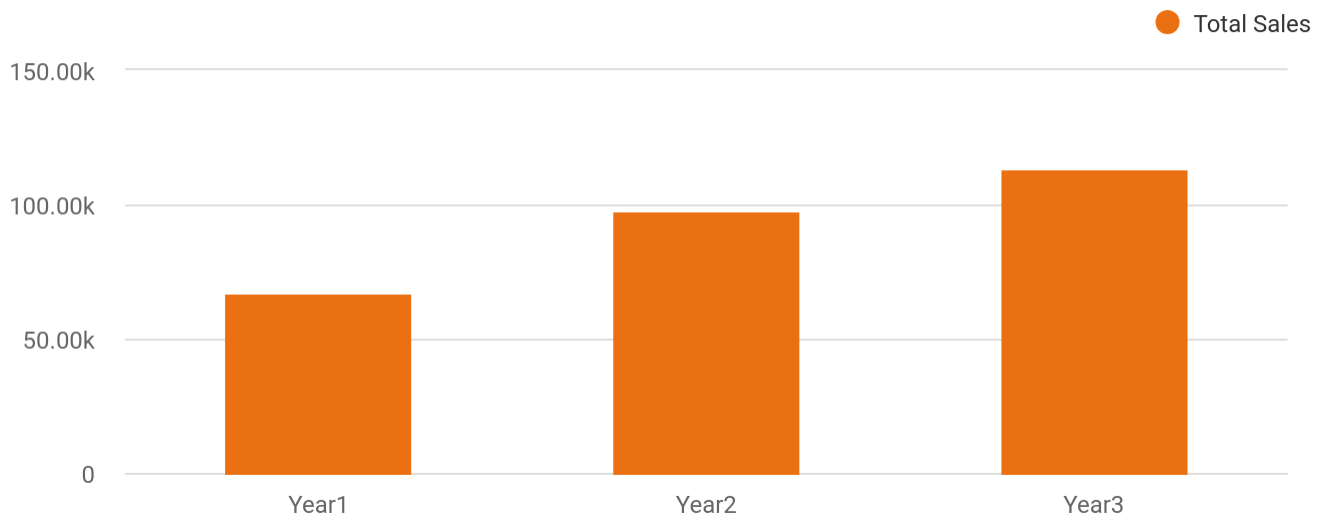
Ex :: Lifemax

The sales strategy of Lifemax Insurance will be an aggressive one based on profiling and targeting individuals in the initial target market. Greg Bell will have initial phone conversations with clients and then meet them at their home or office to discuss further details.

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## Sales Yearly



Financial Year	Total Sales
Year1	66,840
Year2	97,760
Year3	113,402

<b>SALES FORECAST</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
Unit Sales			
Property Insurance	682	955	1,336
Life Insurance	318	445	624
Long Term Care/Disability	26	46	80
Valuable Items	363	509	712
Personal Liability	57	100	175
<b>TOTAL UNIT SALES</b>	<b>1,446</b>	<b>2,055</b>	<b>2,927</b>
Unit Prices	Year 1	Year 2	Year 3
Property Insurance	\$100.00	\$100.00	\$100.00
Life Insurance	\$150.00	\$150.00	\$150.00
Long Term Care/Disability	\$150.00	\$150.00	\$150.00
Valuable Items	\$75.00	\$75.00	\$75.00
Personal Liability	\$75.00	\$75.00	\$75.00
Sales			
Property Insurance	\$68,200	\$95,500	\$133,600
Life Insurance	\$47,700	\$66,750	\$93,600
Long Term Care/Disability	\$3,900	\$6,900	\$12,000
Valuable Items	\$27,225	\$38,175	\$53,400
Personal Liability	\$4,275	\$7,500	\$13,125
<b>TOTAL SALES</b>	<b>\$151,300</b>	<b>\$214,825</b>	<b>\$305,725</b>
Direct Unit Costs			
Property Insurance	\$16.00	\$15.00	\$15.00
Life Insurance	\$24.00	\$22.50	\$22.50
Long Term Care/Disability	\$24.00	\$22.50	\$22.50
Valuable Items	\$12.00	\$11.25	\$11.25
Personal Liability	\$12.00	\$11.25	\$11.25
Direct Cost of Sales			
Property Insurance	\$10,912	\$14,325	\$20,040

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Life Insurance	\$7,632	\$10,013	\$14,040
Long Term Care/Disability	\$624	\$1,035	\$1,800
Valuable Items	\$4,356	\$5,726	\$8,010
Personal Liability	\$684	\$1,125	\$1,969
Subtotal Direct Cost of Sales	\$24,208	\$32,224	\$45,859

## Milestones

### Ex :: Lifemax

The marketing activities listed in the Milestones Table are all intended to be low cost methods to establish an initial client base. They are intended as one-time activities with the exception of search engine marketing which will continue with a dedicated budget.

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Milestone	Start Date	End Date	Budget	Manager	Department
Create a Website	1/1/2010	1/30/2010	\$1,000	KP	Owner
Launch SEM Campaign	2/1/2010	2/15/2010	\$500	KP	Owner
Create and Post Flyers	2/15/2010	2/28/2010	\$500	KP	Owner
Direct Mail Campaign	2/15/2010	2/28/2010	\$1,000	KP	Owner
Advertising in Periodicals	2/15/2010	4/15/2010	\$500	KP	Owner
Yellow Pages Listing	2/15/2010	2/28/2010	\$100	KP	Owner
<b>Totals</b>			<b>\$3,600</b>		



# 6.

## Management Summary

Personnel Plan

Ex :: Lifemax

Greg Bell will be the only employee of Lifemax Insurance in its first year. He will continue to direct the company going forward and will bring on an associate agent in the second year of operation. This agent will prospect, sell, and fulfill policy requests for

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## Personnel Plan

Ex :: Lifemax

Greg Bell will escalate his salary as the year goes forward. Although the business is currently a sole proprietorship, his salary is recorded to better illustrate the tax burden he will face. The associate agent will be compensated with a base salary, a 5% commi

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PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Greg Bell	\$49,000	\$50,000	\$75,000
Associate Agent	\$0	\$35,000	\$75,000
TOTAL PEOPLE	1	2	2
Total Payroll	\$49,000	\$85,000	\$150,000

# 7.

## Financial Plan

Start-up Funding

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of an Insurance agent 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 financed.

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### Ex :: Lifemax

The business will finance its growth from a combination of the free cash flows generated by the business and a loan taken out in the second year to finance the move to a small office space in The Woodlands. Beyond the first three years, growth will be possible through additional financing.

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## Start-up Funding

Lifemax Insurance will be launched with Greg Bell's own resources, including credit card debt, personal savings, and some credit extended by vendors providing start-up services.

START-UP FUNDING	AMOUNT
Start-up Expenses to Fund	\$8,000
Start-up Assets to Fund	\$24,000
<b>TOTAL FUNDING REQUIRED</b>	<b>\$32,000</b>
<b>Assets</b>	
Non-cash Assets from Start-up	\$0
Cash Requirements from Start-up	\$24,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$24,000
<b>TOTAL ASSETS</b>	<b>\$24,000</b>
<b>Liabilities and Capital</b>	
<b>Liabilities</b>	
Current Borrowing	\$4,000
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$1,000

START-UP FUNDING	AMOUNT
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$5,000</b>
Capital	
Planned Investment	
Owner	\$27,000
Investor	\$0
Additional Investment Requirement	\$0
<b>TOTAL PLANNED INVESTMENT</b>	<b>\$27,000</b>
Loss at Start-up (Start-up Expenses)	(\$8,000)
<b>TOTAL CAPITAL</b>	<b>\$19,000</b>
<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>\$24,000</b>
<b>Total Funding</b>	<b>\$32,000</b>

## Important Assumptions

We are assuming approximately 50% sales on credit and average interest rates of 10%. These are considered to be conservative in case our predictions are erroneous.

Since Walter is an import/export broker, the firm has no variable costs associated with it.

	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
<b>Assumptions:</b>	
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
<b>Revenue</b>	<b>\$950,629</b>	<b>\$2,513,530.50</b>	<b>\$4,593,941</b>
Auto Insurance Policies	\$702,362	\$2,214,764.50	\$4,233,255
Users	539	1,247	2,202
Recurring Charges	\$200	\$200	\$200
Home Insurance Policies	\$114,147	\$128,601	\$144,906
Unit Sales	380	429	483
Unit Price	\$300	\$300	\$300
Life Insurance Policies	\$134,120	\$170,165	\$215,780
Unit Sales	268	340	432
Unit Price	\$500	\$500	\$500
<b>Cost Of Sales</b>	<b>\$96,011.10</b>	<b>\$180,036.65</b>	<b>\$290,667.07</b>
General Costs	\$96,011.10	\$180,036.65	\$290,667.07
Policy Acquisition Costs	\$66,555.20	\$147,112.88	\$253,852.13
Advertising and Promotion	\$19,023.72	\$21,436.34	\$24,155.06
Underwriting Expenses	\$47,531.48	\$125,676.54	\$229,697.07

	2024	2025	2026
Operational Costs	\$29,455.90	\$32,923.77	\$36,814.94
Office Rent	\$25,364.99	\$28,581.81	\$32,206.53
Employee Training	\$4,090.91	\$4,341.96	\$4,608.41
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$854,617.90</b>	<b>\$2,333,493.85</b>	<b>\$4,303,273.93</b>
<b>Gross Margin (%)</b>	<b>89.90%</b>	<b>92.84%</b>	<b>93.67%</b>
<b>Operating Expense</b>	<b>\$893,741.17</b>	<b>\$1,072,454.26</b>	<b>\$1,303,842.78</b>
Payroll Expense (Indirect Labor)	\$770,460	\$789,487.20	\$809,023.08
Agency Staff	\$412,500	\$422,250	\$432,255
Insurance Agents	\$337,500	\$344,250	\$351,135
Office Manager	\$75,000	\$78,000	\$81,120
Sales Team	\$236,520	\$242,568	\$248,783.04
Sales Representatives	\$148,680	\$151,653.60	\$154,686.60
Sales Manager	\$87,840	\$90,914.40	\$94,096.44
Administrative Staff	\$121,440	\$124,669.20	\$127,985.04
Administrative Assistants	\$82,800	\$84,870	\$86,991.84
Receptionist	\$38,640	\$39,799.20	\$40,993.20
General Expense	\$123,281.18	\$282,967.06	\$494,819.70
Office Expenses	\$19,023.65	\$21,436.39	\$24,155.26
Office Supplies	\$10,145.95	\$11,432.68	\$12,882.69
Utilities	\$8,877.70	\$10,003.71	\$11,272.57

	2024	2025	2026
Technology Expenses	\$52,604.44	\$131,392.78	\$236,138.30
Software Subscriptions	\$5,072.96	\$5,716.24	\$6,441.23
IT Maintenance	\$47,531.48	\$125,676.54	\$229,697.07
Marketing Expenses	\$51,653.09	\$130,137.89	\$234,526.14
Advertising	\$47,531.48	\$125,676.54	\$229,697.07
Promotional Events	\$4,121.61	\$4,461.35	\$4,829.07
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$39,123.26)</b>	<b>\$1,261,039.59</b>	<b>\$2,999,431.15</b>
<b>Additional Expense</b>	<b>\$18,112.80</b>	<b>\$15,869.24</b>	<b>\$13,463.49</b>
Long Term Depreciation	\$12,096	\$12,096	\$12,096
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	<b>(\$51,219.26)</b>	\$1,248,943.59	\$2,987,335.15
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	<b>(\$57,236.06)</b>	\$1,245,170.35	\$2,985,967.66
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,007,865.06</b>	<b>\$1,268,360.15</b>	<b>\$1,607,973.34</b>
<b>Net Income</b>	<b>(\$57,236.06)</b>	<b>\$1,245,170.35</b>	<b>\$2,985,967.66</b>
<b>Net Income (%)</b>	<b>(6.02%)</b>	<b>49.54%</b>	<b>65%</b>



	2024	2025	2026
Retained Earning Opening	\$0	(\$77,236.06)	\$1,147,934.29
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$77,236.06)</b>	<b>\$1,147,934.29</b>	<b>\$4,113,901.95</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$950,629</b>	<b>\$2,513,530.50</b>	<b>\$4,593,941</b>
<b>Cash Paid</b>	<b>\$995,769.05</b>	<b>\$1,256,264.15</b>	<b>\$1,595,877.35</b>
COS & General Expenses	\$219,292.25	\$463,003.71	\$785,486.78
Salary & Wages	\$770,460	\$789,487.20	\$809,023.08
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$45,140.05)</b>	<b>\$1,257,266.35</b>	<b>\$2,998,063.65</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$50,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$50,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0

	2024	2025	2026
<b>Amount Paid</b>	<b>\$51,035.72</b>	<b>\$53,279.28</b>	<b>\$55,685.02</b>
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$98,964.28</b>	<b>(\$53,279.28)</b>	<b>(\$55,685.02)</b>

### Summary

Starting Cash	\$0	\$3,824.23	\$1,207,811.30
Cash In	\$1,100,629	\$2,513,530.50	\$4,593,941
Cash Out	\$1,096,804.77	\$1,309,543.43	\$1,651,562.37
Change in Cash	\$3,824.23	\$1,203,987.07	\$2,942,378.63
<b>Ending Cash</b>	<b>\$3,824.23</b>	<b>\$1,207,811.30</b>	<b>\$4,150,189.93</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$41,728.23</b>	<b>\$1,233,619.30</b>	<b>\$4,163,901.93</b>
<b>Current Assets</b>	<b>\$3,824.23</b>	<b>\$1,207,811.30</b>	<b>\$4,150,189.93</b>
Cash	\$3,824.23	\$1,207,811.30	\$4,150,189.93
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$37,904</b>	<b>\$25,808</b>	<b>\$13,712</b>
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$12,096)	(\$24,192)	(\$36,288)

	2024	2025	2026
<b>Liabilities &amp; Equity</b>	<b>\$41,728.23</b>	<b>\$1,233,619.31</b>	<b>\$4,163,901.95</b>
<b>Liabilities</b>	<b>\$68,964.29</b>	<b>\$35,685.02</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,279.27</b>	<b>\$35,685.02</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,279.27	\$35,685.02	\$0
<b>Long Term Liabilities</b>	<b>\$35,685.02</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,685.02	\$0	\$0
<b>Equity</b>	<b>(\$27,236.06)</b>	<b>\$1,197,934.29</b>	<b>\$4,163,901.95</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$77,236.06)	\$1,147,934.29	\$4,113,901.95
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

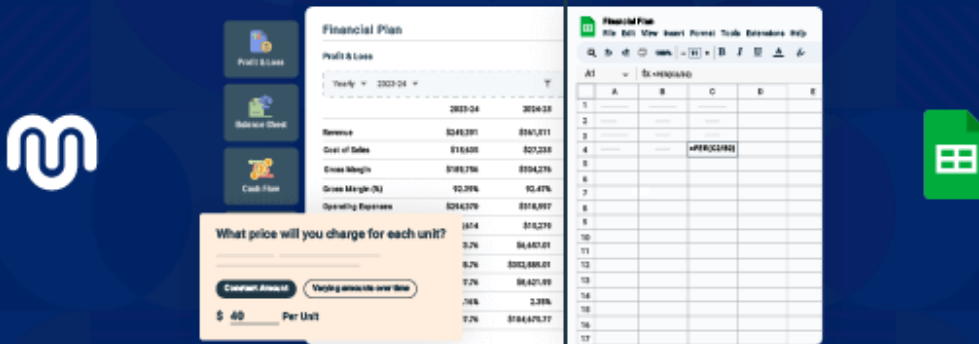
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%

	Year 1	Year 2	Year 3	Industry Profile
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%
<b>Percent of Sales</b>				
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
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.

	Year 1	Year 2	Year 3	Industry Profile
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
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 side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with navigation options: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.4%
Operating Expenses	\$214,379	\$174,987
	154	\$1,279
	0.2%	\$6,657.01
	0.2%	\$102,888.01
	0.2%	\$6,621.89
	0.6%	2,356
	0.2%	\$184,675.17

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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