





Mobile Application


Creating Solutions Everywhere


Business Plan


[YEAR]

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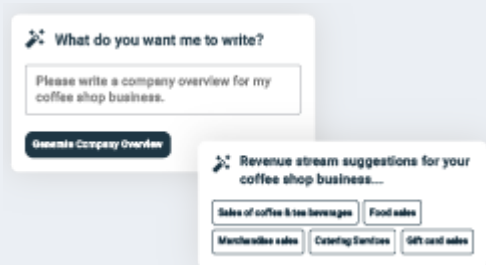
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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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1.

Executive summary

Summary

Unique value proposition (UVP)

Targets / Objectives



REMEMBER

This is the first and most important part of your business plan because it's the first thing an investor will read. The form of the executive summary should be clear and concise, without detailed information.

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Summary

Start writing here..

Unique value proposition (UVP)

Help Tip

Unique value propositions change over time. No app business plan survives contact with real customers and the market in action; however, you should have a starting point.

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Start writing here..

Targets / Objectives

Help Tip

These goals should be based on your business analysis. Investors will be checking to see whether your goals meet their needs. You also have to determine the ultimate goal of your exit plan. In addition, to increase the attractiveness of your company, you

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Start writing here..

2.

Problem Analysis

 **Help Tip**

A problem or series of pain points is something that you know your potential customers are having. Either no effective solution exists, or the current solution has serious shortcomings. It should also demonstrate that this problem impacts enough people to

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Start writing here..

3.

Solution

 **Help Tip**

The solution is where you introduce your app. Don't go into feature details on how your app works, instead, stay true to the problem that you just identified. List exactly how your product solves the problems you identified.

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Start writing here..

4.

Company

Company overview

Company history

Management Team

Company overview

Help Tip

Here you should describe your company:

- Type of business structure

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Start writing here..

Company history

Help Tip

Describe the history of your company, how your team formed?, How you came up with your idea? What steps did you take to understand the market and customer pain points (e.g. develop an MVP, do some market testing)? How did you assemble the team?


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Start writing here..

Management Team

Help Tip

This can not be understated how important this section is. For everyone involved, either full-time or who plays a key role in the strategic direction of the company, investors want to know more about them. Give details on how they got involved, their role and

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Start writing here..

5.

Market Analysis

Market forecasts

SWOT analysis

 **Help Tip**

Information about the state of the market should be the main factor in the realization of your idea. You should be knowledgeable about the state of the market in your industry, have current information, and make a short-term forecast. That is, you should have

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Start writing here..

Market forecasts

 **Help Tip**

Forecasting is an integral part of writing your business plan for the realization of an app development startup. You can include data on the growth in a number of companies in the mobile application industry and data on the amount of money spent.


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Start writing here..

SWOT analysis

 **Help Tip**

One method of strategic planning that allows you to give a structured description of your situation is a SWOT analysis. A SWOT analysis can be used to study products, enterprises, regions, or even entire countries. SWOT analysis stands for:

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Start writing here..

Strength

Mention positive tangible and intangible attributes. Internal to your organization. which are within the organization's control.

Weakness

Factors that are within an organization's control that detract from its ability to attain the core goal. In which areas might the organization improve?

Opportunity

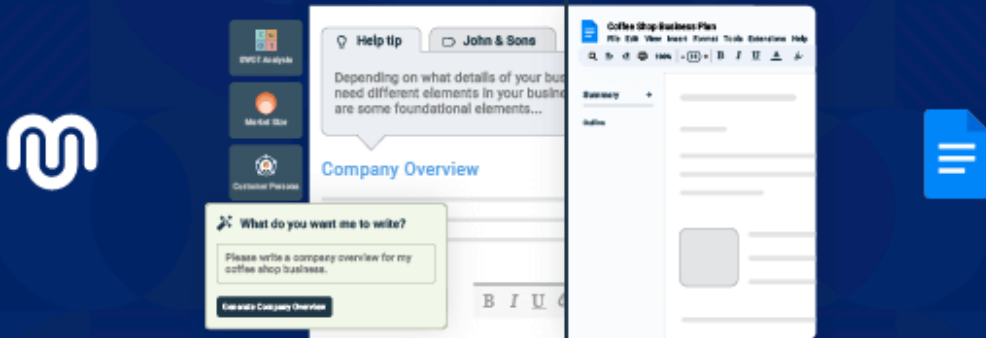
External attractive factors that represent the reason for an organization to exist and develop. What opportunities exist in the environment which will propel the organization?

Threat

External factors, beyond an organization's control, which could place the organization's mission or operation at risk. The organization may benefit by having contingency plans to address them should they occur.

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.

[Start your planning today](#)

6.

Marketing Strategy

Target market

Competitor analysis

Create a landing page

App rating

Product growth



REMEMBER

A marketing strategy is a bridge that allows your product to fall into the hands of your customers. You have to convince investors that you have such a bridge.

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Target market

Help Tip

Research the target market

The first step is to attract your target audience by choosing a certain group of consumers.

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Start writing here..

Competitor analysis

Help Tip

Research of competitors

Researching competitors is an element of business analysis. This information will help you

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Start writing here..

Create a landing page

Help Tip

Creating a landing page for your mobile application will help you expand your target audience as it will inform readers about innovations and updates. Make sure your page contains the name of the application, a description of its functionality, promotional

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App rating

Help Tip

To improve the ranking of your application in search results in the app stores, you need to improve its characteristics, for example by optimizing the mobile application in terms of load times.


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Start writing here..

Product growth

Help Tip

The process of expanding the user base is different depending on the type of app startup, and the business strategy for entering different markets also varies.

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7.

Financials

Startup costs

Revenue models

Funding required

Projected Profit & Loss

Projected Cash Flow

Projected Balance Sheet



REMEMBER

Finally, the time has come when you can proceed to the **financial part** of your business plan. You must clearly understand what kind of financing you need to move forward. Moreover, when reading this part

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Startup costs

Help Tip

Inform your investors about estimated costs. Since this information may fluctuate, our advice is to place reasonable estimates and leave room for extraordinary expenses that you may face.

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Start writing here..

Revenue models

Help Tip

Explain how your business going to make money out of your application. For app founders, the following revenue models are available:

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Funding required

Help Tip

And finally, to secure investment, with these numbers in hand, you should be able to outline how long it will take to achieve profitability and how much funding is needed. This is the amount you are asking for. In exchange, you need to say how much equity you are

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Projected Profit & Loss

	2024	2025	2026
Revenue	\$907,114.16	\$2,473,005.98	\$4,734,416.37
App Purchases	\$134,120.94	\$170,097.88	\$215,724.96
Unit Sales	67,060	85,049	107,862
Unit Price	\$2	\$2	\$2
Subscription Services	\$746,168.96	\$2,268,888.35	\$4,475,546.06
Users	20,408	48,688	90,518
Recurring Charges	\$4.99	\$4.99	\$4.99
In-App Advertising	\$26,824.26	\$34,019.75	\$43,145.35
Cost Of Sales	\$130,384	\$146,068.84	\$167,229.28
General Costs	\$130,384	\$146,068.84	\$167,229.28
Development and Maintenance Costs	\$88,384	\$100,468.84	\$117,699.28
App Development Costs	\$28,384	\$40,468.84	\$57,699.28
App Maintenance	\$60,000	\$60,000	\$60,000
Licensing and Operational Costs	\$42,000	\$45,600	\$49,530
Software Licenses	\$12,000	\$12,600	\$13,230
Server Hosting Fees	\$30,000	\$33,000	\$36,300
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$776,730.16	\$2,326,937.14	\$4,567,187.09
Gross Margin (%)	85.63%	94.09%	96.47%
Operating Expense	\$990,497.40	\$1,022,906.40	\$1,047,896

	2024	2025	2026
Payroll Expense (Indirect Labor)	\$885,600	\$909,506.40	\$934,163.40
Development Team	\$381,600	\$395,582.40	\$410,110.92
Lead Developer	\$126,720	\$133,056	\$139,708.80
Junior Developer	\$254,880	\$262,526.40	\$270,402.12
Design Team	\$228,000	\$231,852	\$235,770.48
UI/UX Designer	\$86,400	\$88,128	\$89,890.56
Graphic Designer	\$141,600	\$143,724	\$145,879.92
Support and Administration	\$276,000	\$282,072	\$288,282
Customer Support Rep	\$220,800	\$225,216	\$229,720.32
Administrative Assistant	\$55,200	\$56,856	\$58,561.68
General Expense	\$98,400	\$101,400	\$101,732.60
Marketing and Promotion Expenses	\$54,000	\$55,800	\$55,980
Online Advertising	\$36,000	\$37,800	\$37,980
Social Media Campaigns	\$18,000	\$18,000	\$18,000
Operational and Administrative Expenses	\$24,000	\$24,720	\$25,461.60
Office Rent	\$24,000	\$24,720	\$25,461.60
Technology and Infrastructure Expenses	\$20,400	\$20,880	\$20,291
Cloud Hosting Services	\$12,000	\$12,480	\$11,891
Software Development Tools	\$8,400	\$8,400	\$8,400
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$6,497.40	\$12,000	\$12,000
EBITDA	(\$213,767.23)	\$1,304,030.75	\$3,519,291.11

	2024	2025	2026
Additional Expense	\$15,051.26	\$12,886.26	\$10,564.75
Long Term Depreciation	\$9,000	\$9,000	\$9,000
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$222,767.23)	\$1,295,030.75	\$3,510,291.11
Interest Expense	\$6,051.25	\$3,886.25	\$1,564.75
EBT	(\$228,818.49)	\$1,291,144.49	\$3,508,726.36
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,135,932.66	\$1,181,861.50	\$1,225,690.03
Net Income	(\$228,818.49)	\$1,291,144.49	\$3,508,726.36
Net Income (%)	(25.22%)	52.21%	74.11%
Retained Earning Opening	\$0	(\$244,818.49)	\$1,038,326
Owner's Distribution	\$16,000	\$8,000	\$8,000
Retained Earning Closing	(\$244,818.49)	\$1,038,326	\$4,539,052.36

Projected Cash Flow

	2024	2025	2026
Cash Received	\$907,114.17	\$2,473,005.99	\$4,734,416.39
Cash Paid	\$1,120,435.26	\$1,160,861.50	\$1,204,690.03
COS & General Expenses	\$228,784	\$247,468.84	\$268,961.88
Salary & Wages	\$885,600	\$909,506.40	\$934,163.40

	2024	2025	2026
Interest	\$6,051.25	\$3,886.25	\$1,564.75
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$213,321.09)	\$1,312,144.49	\$3,529,726.36
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$42,000	\$12,000	\$12,000
Net Cash From Investments	(\$42,000)	(\$12,000)	(\$12,000)
Amount Received	\$300,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$0	\$0
Amount Paid	\$45,948.74	\$40,113.74	\$45,937.51
Loan Capital	\$29,948.75	\$32,113.75	\$37,937.51
Dividends & Distributions	\$16,000	\$8,000	\$8,000
Net Cash From Financing	\$254,051.26	(\$40,113.74)	(\$45,937.51)
Summary			
Starting Cash	\$0	(\$1,269.83)	\$1,258,760.92
Cash In	\$1,207,114.17	\$2,473,005.99	\$4,734,416.39
Cash Out	\$1,208,384	\$1,212,975.24	\$1,262,627.54
Change in Cash	(\$1,269.83)	\$1,260,030.75	\$3,471,788.85

	2024	2025	2026
Ending Cash	(\$1,269.83)	\$1,258,760.92	\$4,730,549.77

Projected Balance Sheet

	2024	2025	2026
Assets	\$25,232.77	\$1,276,263.52	\$4,739,052.37
Current Assets	\$4,232.77	\$1,264,263.52	\$4,736,052.37
Cash	(\$1,269.83)	\$1,258,760.92	\$4,730,549.77
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$5,502.60	\$5,502.60	\$5,502.60
Long Term Assets	\$21,000	\$12,000	\$3,000
Gross Long Term Assets	\$30,000	\$30,000	\$30,000
Accumulated Depreciation	(\$9,000)	(\$18,000)	(\$27,000)
Liabilities & Equity	\$25,232.77	\$1,276,263.51	\$4,739,052.36
Liabilities	\$70,051.26	\$37,937.51	\$0
Current Liabilities	\$32,113.75	\$37,937.51	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$32,113.75	\$37,937.51	\$0
Long Term Liabilities	\$37,937.51	\$0	\$0
Long Term Debt	\$37,937.51	\$0	\$0
Equity	(\$44,818.49)	\$1,238,326	\$4,739,052.36
Paid-in Capital	\$0	\$0	\$0

	2024	2025	2026
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$200,000	\$200,000
Retained Earnings	(\$244,818.49)	\$1,038,326	\$4,539,052.36
Check	\$0	\$0	\$0

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 two side-by-side views of financial planning. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar containing 'Profit & Loss', 'Balance Sheet', and 'Cash Flow' options. The main area displays a 'Financial Plan' with a 'Profit & Loss' section showing a comparison between 2023-24 and 2024-25. Below this is a calculator titled 'What price will you charge for each unit?' with input fields for 'Current Price/Unit' (set to \$ 40) and 'Variable costs per Unit', and a 'Calculate' button. On the right is a standard spreadsheet interface with a grid of cells and a formula bar, showing a similar 'Financial Plan' with a grid of data and formulas.

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.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

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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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