




ShutterUp Studio


Bring your creativity to life


BUSINESS PLAN [YEAR]

 **John Doe**

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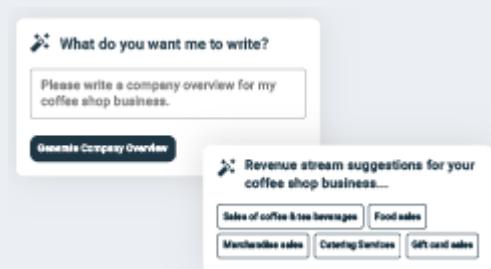
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1.

Executive Summary

Business Overview

Objectives

Mission

Keys to Success

Business Overview

ShutterUp Studio

ShutterUp is located in Phoenix, Arizona, which is a city in the south-central region of the state. It was founded in 2010 by John Doe. The studio provides services primarily to York and the immediate surrounding counties (about 95% of its business), but has

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Introduction

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ShutterUp Studio

ShutterUp's current main focus is wedding photography. It also does other special events, portraiture, modeling, fine art and commercial photography. The studio also provides videography services.

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Products and Services

Start writing here..

ShutterUp Studio

The "wedding photography business" is not what it used to be. The advent of digital photography has drastically, negatively affected the business. Amateur photographers, with their inexpensive, easy-to-use digital cameras, offer cut-rate prices co

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The Market

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💡 Help Tip

📁 Ex :: Industry

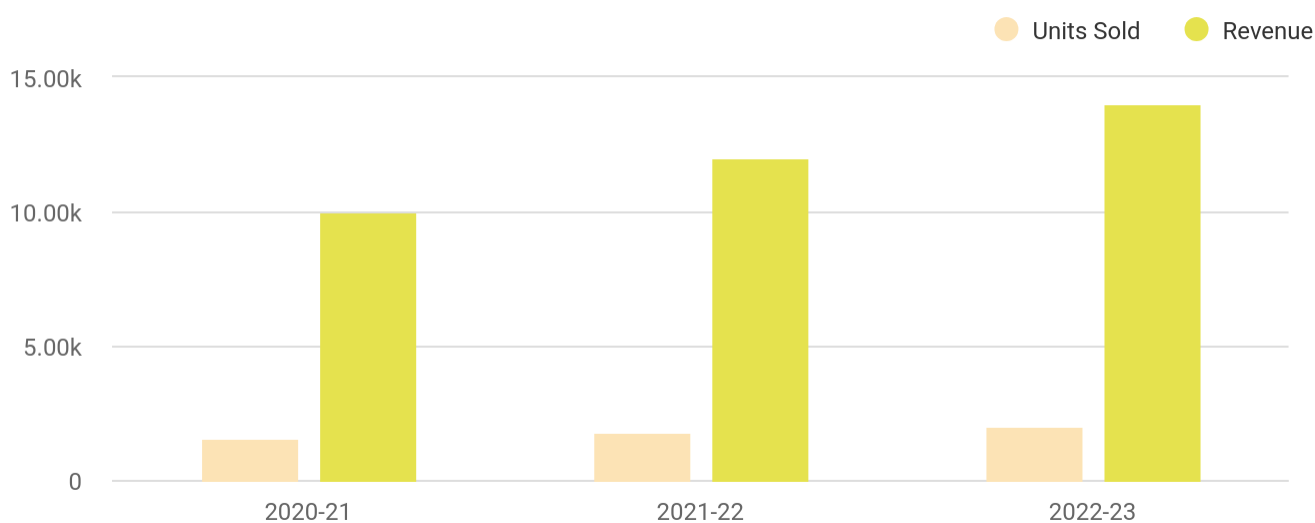
With a \$150,000 investment, much of it in state-of-the-art digital media production equipment, ShutterUp will be able to fill a niche in the market that is vastly undeserved. No one in south-central Arizona has this digital media production capability. With it, ShutterUp will be able to fill a niche in the market that is vastly undeserved.

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Financial Path To Success

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Units Sold v/s Revenue Chart



Financial Year	Units Sold	Revenue
2020-21	1,550	10,000
2021-22	1,800	12,000
2022-23	2,050	14,000

Objectives

ShutterUp Studio

Expand and grow digital media production and fine art photography services.

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Mission

ShutterUp Studio

The Mission Statement of ShutterUp is: "Creativity, Quality, Value, and Service to Our Clients."
We emphasize value and define it to mean quality products and services at reasonable prices.
We aim to exceed customer expectations in every detail.

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Keys to Success

ShutterUp Studio

- Develop a new customer base by marketing for opportunities beyond the wedding industry in the field of digital media production
- Acquire the hardware and software needed to support the success

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2.

Business Overview

Management and Ownership

Company History

Products and Services

ShutterUp Studio

ShutterUp is located in Phoenix, Arizona. It was founded in 1987 by John Doe and has primarily focused on wedding photography. It also provides videography services.

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Management and Ownership



John Doe

Owner - john.doe@example.com

ShutterUp is a sole proprietorship with John Doe as the owner. He does not take a salary. The studio has no employees. It hires subcontractors when necessary. However, once grant funds are received, thereby allowing the studio to expand into digital media production services, fine art production, and other areas, it will hire more employees as needed.

Company History

As one can see in the following table, sales and profits have declined in the last three years. This is due mainly to two factors. First and foremost is the advent of digital photography. The ease and affordability of digital photography have allowed amateur photographers to offer cut-rate pricing in the field of wedding photography. This has greatly hurt sales and profitability. Secondly, the bad economy of 2009 put further downward pressure on sales and profits.


Past Performance	Year1	Year2	Year3
Sales	\$167,097	\$118,210	\$63,656
Gross Margin	\$108,613	\$76,836	\$41,376
Gross Margin %	65.00%	65.00%	65.00%
Operating Expenses	\$85,626	\$76,991	\$36,220
Balance Sheet			
Current Assets			
Cash	\$12,165	\$17,985	\$11,079
Other Current Assets	\$0	\$0	\$0
Total Current Assets	\$12,165	\$17,985	\$11,079
Long-term Assets			
Long-term Assets	\$25,000	\$29,930	\$34,693
Accumulated Depreciation	\$7,677	\$7,169	\$2,205
Total Long-term Assets	\$17,323	\$22,761	\$32,488
Total Assets	\$29,488	\$40,746	\$43,567
Current Liabilities			
Accounts Payable	\$0	\$0	\$0
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities (interest-free)	\$0	\$0	\$0
Total Current Liabilities	\$0	\$0	\$0

Past Performance	Year1	Year2	Year3
Long-term Liabilities	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0
Paid-in Capital	\$300	\$300	\$300
Retained Earnings	\$5,421	\$6,396	\$26,281
Earnings	\$73,794	\$34,050	\$16,986
Total Capital	\$29,488	\$40,746	\$43,567
Total Capital and Liabilities	\$29,488	\$40,746	\$43,567
Other Inputs			
Payment Days	30	30	30

Products and Services

ShutterUp Studio

ShutterUp specializes in various types of photography services. They include weddings and other special events, portraiture, modeling, fine art, digital art, and commercial photography as well. ShutterUp also provides videography services.

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3.

Market Analysis

Market Segmentation

Target Market Segment Strategy

Service Business Analysis

ShutterUp Studio

As ShutterUp currently focuses primarily on wedding photography, the most important aspect of the local market is the population of marrying age. The 2008 census population estimate of the city and the immediate surrounding counties is 1,917,590, of which

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Market Segmentation

ShutterUp's most important current target market is newly engaged couples planning weddings.

Market Analysis

Potential Customers	Growth	Year1	Year2	Year3	Year4	Year5	CAGR
Unmarried adult (16+years) population of south-central PA	3%	575,661	592,931	610,719	629,041	647,912	3.00%
Total	3.00%	575,661	592,931	610,719	629,041	647,912	3.00%

Target Market Segment Strategy

ShutterUp Studio

While ShutterUp will continue to target traditional wedding photography, it will branch out into digital media production and do more fine art photography once it receives the necessary funding.

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Service Business Analysis

ShutterUp Studio

ShutterUp specializes in various types of photography services. They include weddings and other special events, portraiture, modeling, fine art, digital art, and commercial photography as well. ShutterUp also provides videography services.

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ShutterUp Studio

OUR COMPETITION

Competition in the field of professional wedding photography has significantly changed

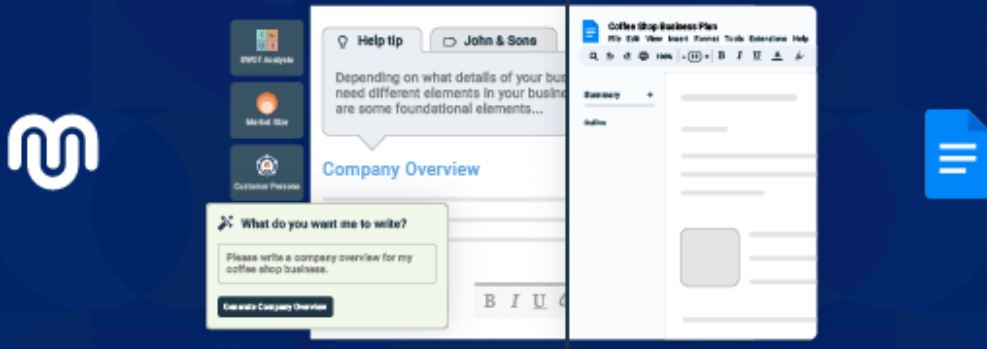
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Competition and Buying Patterns

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4.

Website

Web Plan Summary


Website Marketing Strategy

Development Requirements

Web Plan Summary

ShutterUp Studio

Maintain the current website (with some modifications) and create a new website dedicated to digital media production.


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Website Marketing Strategy

ShutterUp Studio

Continue to focus on the studio's traditional clientele while doing more fine art photography and branching out into digital media production.

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Development Requirements

ShutterUp Studio

The current website needs to be updated with newer web technologies, such as HTML5, CSS, and JavaScript as Flash is quickly becoming outdated and is not supported by popular mobile devices.

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5.

Strategy And Implementation

SWOT Analysis

Competitive Edge

Marketing Strategy

Sales Strategy

Milestones

The focus for ShutterUp is to continue to provide wedding photography, portraiture services, etc. and to expand its ability to provide digital media production services and expand its fine art photography services. There is a great lack of digital media production

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SWOT Analysis

Strength

- Expertise in the start-up and running of a business
- Deep technical experience in the visual arts and imagery business
- Broad and deep skill level across the organization
- A robust attitude with the determination to succeed
- Solid teamwork - tested and mature

Weakness

- Too narrowly focused on one service: wedding photography
- Insufficient funds to commit full-time effort to the new business objectives
- Shortsightedness about national and global economic conditions

Opportunity

- Local market is underdeveloped in the digital media production field
- Local pool of talent in digital media technology expertise exists, specifically at the Art Institute of York (county)

Threat

- Prevalence of amateurs throughout the industry
- Further economic uncertainty

Competitive Edge

ShutterUp Studio

- Highly skilled recent graduate willing to start immediately
- The local pool of potential employees educated and trained (at the Art Institute of York) in the latest technologies


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Marketing Strategy

ShutterUp Studio

Continue to provide the best possible traditional wedding photography services and products, while branching out into providing digital media production and more fine art photography.

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Sales Strategy

ShutterUp Studio

Attract customers through advertising and referrals to generate phone calls and appointments. Initially, we do not talk about the price. We get to know our customers, i.e. their families, careers, hobbies. We like to get an idea as to how they met, whether through a friend or family member.

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Sales Forecast

The table below outlines the current sales forecast and cost of goods sold. The forecast is based on reasonable sales projections within the south-central region of Arizona. This sales forecast does not include any potential future digital media product sales figures.

Sales Forecast:

Sales Forecast	Year1	Year2	Year3
Unit Sales			
Wedding Budget Package	10	11	12
Wedding Silver Package	10	12	13
Wedding Gold Package	31	32	33
Wedding Platinum Package	14	15	15
Video Silver Package	5	6	7
Video Gold Package	13	14	14
Portraits	25	26	26
Modeling/Business	15	16	17
Total Unit Sales	123	132	137
Unit Prices	2010	2011	2012
Wedding Budget Package	\$999.00	\$999.00	\$999.00
Wedding Silver Package	\$1,599.00	\$1,599.00	\$1,599.00
Wedding Gold Package	\$1,999.00	\$1,999.00	\$1,999.00
Wedding Platinum Package	\$699.00	\$699.00	\$699.00
Video Silver Package	\$999.00	\$999.00	\$999.00
Video Gold Package	\$200.00	\$200.00	\$200.00
Portraits	\$70.00	\$70.00	\$70.00
Modeling/Business	\$300.00	\$300.00	\$300.00
Sales			
Wedding Budget Package	\$9,990	\$10,989	\$11,988


Sales Forecast	Year1	Year2	Year3
Wedding Silver Package	\$15,990	\$19,188	\$20,787
Wedding Gold Package	\$61,969	\$63,968	\$65,967
Wedding Platinum Package	\$9,786	\$10,485	\$10,485
Video Silver Package	\$4,995	\$5,994	\$6,993
Video Gold Package	\$2,600	\$2,800	\$2,800
Portraits	\$1,750	\$1,820	\$1,820
Modeling/Business	\$4,500	\$4,800	\$5,100
Total Sales	\$111,580	\$120,044	\$125,940
Direct Unit Costs	2010	2011	2012
Wedding Budget Package	\$359.64	\$359.64	\$359.64
Wedding Silver Package	\$607.62	\$607.62	\$607.62
Wedding Gold Package	\$639.68	\$639.68	\$639.68
Wedding Platinum Package	\$223.68	\$223.68	\$223.68
Video Silver Package	\$569.43	\$569.43	\$569.43
Video Gold Package	\$120.00	\$120.00	\$120.00
Portraits	\$21.00	\$21.00	\$21.00
Modeling/Business	\$90.00	\$90.00	\$90.00
Direct Cost of Sales			
Wedding Budget Package	\$3,596	\$3,956	\$4,316
Wedding Silver Package	\$6,076	\$7,291	\$7,899
Wedding Gold Package	\$19,830	\$20,470	\$21,109
Wedding Platinum Package	\$3,132	\$3,355	\$3,355
Video Silver Package	\$2,847	\$3,417	\$3,986
Video Gold Package	\$1,560	\$1,680	\$1,680
Portraits	\$525	\$546	\$546
Modeling/Business	\$1,350	\$1,440	\$1,530

Sales Forecast	Year1	Year2	Year3
Subtotal Direct Cost of Sales	\$38,916	\$42,155	\$44,421

Milestones

ShutterUp Studio

- Hire one full-time manager/production worker
- Hire two additional crew members as workload increases
- Develop a marketing strategy


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Year 1 - Digital Media Production

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ShutterUp Studio

- Continue to research trends in the field of digital media production
- Incorporate current trends into the business
- Stay abreast of recent technology, invest and upgrade where needed


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Year 2 - Digital Media Production

Start writing here..

ShutterUp Studio

- Continue to research trends in the field of digital media production
- Incorporate current trends into the business
- Stay abreast of new technology, invest and upgrade where needed

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Year 3 - Digital Media Production

Start writing here..

6.

Financial Plan

Important Assumptions

Projected Profit and Loss


Projected Cash Flow

Projected Balance Sheet

Ratio Analysis

ShutterUp Studio

In addition to the ongoing commitment of exceeding customer expectations in every detail, ShutterUp's plan for 2010 is to obtain a \$150,000 grant to invest in new equipment for digital media production, training/education, increased marketing/advertising


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Help Tip

Ex :: Industry

ShutterUp assumes the economy will continue to gradually improve.

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Important Assumptions

Start writing here..

Projected Profit and Loss

	2024	2025	2026
Revenue	\$478,345	\$671,902	\$947,782
Wedding Photography	\$369,213	\$526,552	\$750,776
Unit Sales	284	405	578
Unit Price	\$1,300	\$1,300	\$1,300
Portrait Sessions	\$85,132	\$121,350	\$173,006
Unit Sales	426	607	865
Unit Price	\$200	\$200	\$200
Photography Workshops	\$24,000	\$24,000	\$24,000
Total Hours	480	480	480
Hourly Price	\$50	\$50	\$50

	2024	2025	2026
Cost Of Sales	\$86,184.85	\$112,314.46	\$149,437.06
General Costs	\$86,184.85	\$112,314.46	\$149,437.06
Photography Equipment and Supplies	\$47,917.25	\$58,562.30	\$73,614.50
Camera Equipment	\$24,000	\$24,967.20	\$26,225.40
Photography Supplies	\$23,917.25	\$33,595.10	\$47,389.10
Studio Costs	\$38,267.60	\$53,752.16	\$75,822.56
Photo Printing Materials	\$23,917.25	\$33,595.10	\$47,389.10
Studio Maintenance	\$14,350.35	\$20,157.06	\$28,433.46
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$392,160.15	\$559,587.54	\$798,344.94
Gross Margin (%)	81.98%	83.28%	84.23%
Operating Expense	\$366,401.90	\$380,079.20	\$395,673.44
Payroll Expense (Indirect Labor)	\$331,200	\$340,280.40	\$349,616.04
Photography Team	\$158,700	\$163,461	\$168,364.80
Lead Photographer	\$62,100	\$63,963	\$65,881.92
Assistant Photographer	\$96,600	\$99,498	\$102,482.88
Post-Processing Team	\$85,560	\$87,271.20	\$89,016.60
Photo Editor	\$41,400	\$42,228	\$43,072.56
Graphics Designer	\$44,160	\$45,043.20	\$45,944.04
Administrative Staff	\$86,940	\$89,548.20	\$92,234.64
Office Manager	\$48,300	\$49,749	\$51,241.44

	2024	2025	2026
Receptionist	\$38,640	\$39,799.20	\$40,993.20
General Expense	\$35,201.90	\$39,798.80	\$46,057.40
Studio and Equipment Maintenance	\$14,832	\$15,128.64	\$15,431.16
Studio Rent	\$14,400	\$14,688	\$14,981.76
Equipment Maintenance	\$432	\$440.64	\$449.40
Marketing and Advertising	\$15,566.90	\$19,738.04	\$25,570.64
Online Advertising	\$6,000	\$6,300	\$6,615
Print Advertising	\$9,566.90	\$13,438.04	\$18,955.64
Office and Administrative	\$4,803	\$4,932.12	\$5,055.60
Office Supplies	\$1,203	\$1,224.12	\$1,236.36
Utility Bills	\$3,600	\$3,708	\$3,819.24
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$25,758.25	\$179,508.34	\$402,671.50
Additional Expense	\$14,260.23	\$13,449.68	\$12,597.71
Long Term Depreciation	\$12,120	\$12,120	\$12,120
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$13,638.25	\$167,388.34	\$390,551.50
Interest Expense	\$2,140.22	\$1,329.70	\$477.71
EBT	\$11,498.02	\$166,058.66	\$390,073.79
Income Tax Expense / Benefit	\$0	\$0	\$0

	2024	2025	2026
Total Expense	\$466,846.98	\$505,843.34	\$557,708.21
Net Income	\$11,498.02	\$166,058.66	\$390,073.79
Net Income (%)	2.40%	24.71%	41.16%
Retained Earning Opening	\$0	\$3,498.02	\$165,556.68
Owner's Distribution	\$8,000	\$4,000	\$4,000
Retained Earning Closing	\$3,498.02	\$165,556.68	\$551,630.47

Projected Cash Flow

	2024	2025	2026
Cash Received	\$478,345	\$671,902	\$947,782
Cash Paid	\$454,726.98	\$493,723.34	\$545,588.21
COS & General Expenses	\$121,386.75	\$152,113.26	\$195,494.46
Salary & Wages	\$331,200	\$340,280.40	\$349,616.04
Interest	\$2,140.22	\$1,329.70	\$477.71
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$23,618.02	\$178,178.66	\$402,193.79
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$120,000	\$0	\$0
Net Cash From Investments	(\$120,000)	\$0	\$0

	2024	2025	2026
Amount Received	\$70,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$0	\$0
Amount Paid	\$23,842.25	\$20,652.80	\$21,504.96
Loan Capital	\$15,842.26	\$16,652.78	\$17,504.96
Dividends & Distributions	\$8,000	\$4,000	\$4,000
Net Cash From Financing	\$46,157.75	(\$20,652.80)	(\$21,504.96)

Summary

Starting Cash	\$0	(\$50,224.23)	\$107,301.63
Cash In	\$548,345	\$671,902	\$947,782
Cash Out	\$598,569.23	\$514,376.14	\$567,093.17
Change in Cash	(\$50,224.23)	\$157,525.86	\$380,688.83
Ending Cash	(\$50,224.23)	\$107,301.63	\$487,990.46

Projected Balance Sheet

	2024	2025	2026
Assets	\$57,655.77	\$203,061.63	\$571,630.46
Current Assets	(\$50,224.23)	\$107,301.63	\$487,990.46
Cash	(\$50,224.23)	\$107,301.63	\$487,990.46
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$107,880	\$95,760	\$83,640
Gross Long Term Assets	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$12,120)	(\$24,240)	(\$36,360)
Liabilities & Equity	\$57,655.76	\$203,061.64	\$571,630.47
Liabilities	\$34,157.74	\$17,504.96	\$0
Current Liabilities	\$16,652.78	\$17,504.96	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,652.78	\$17,504.96	\$0
Long Term Liabilities	\$17,504.96	\$0	\$0
Long Term Debt	\$17,504.96	\$0	\$0
Equity	\$23,498.02	\$185,556.68	\$571,630.47
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$20,000	\$20,000
Retained Earnings	\$3,498.02	\$165,556.68	\$551,630.47
Check	\$0	\$0	\$0

Ratio Analysis

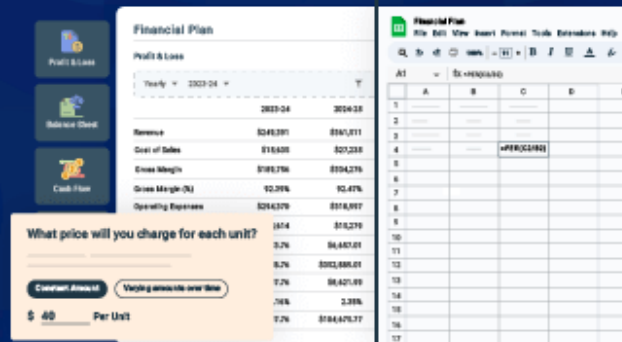
The following table shows the shop's main business ratios and is compared to national averages.

Ratio Analysis	Year1	Year2	Year3	Industry Profile
Sales Growth	75.29%	7.59%	4.91%	-2.35%
Percent of Total Assets				
Other Current Assets	0.00%	0.00%	0.00%	59.10%
Total Current Assets	69.58%	74.91%	78.75%	83.86%
Long-term Assets	30.42%	25.09%	21.25%	16.14%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	0.98%	2.49%	2.28%	40.82%
Long-term Liabilities	0.00%	0.00%	0.00%	36.82%
Total Liabilities	0.98%	2.49%	2.28%	77.65%
Net Worth	99.02%	97.51%	97.72%	22.35%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	65.12%	64.88%	64.73%	75.47%
Selling, General & Administrative Expenses	33.53%	35.24%	34.78%	36.59%
Advertising Expenses	4.57%	4.38%	4.30%	0.94%
Profit Before Interest and Taxes	35.11%	36.15%	36.52%	6.66%
Main Ratios				
Current	70.64	30.07	34.49	1.49
Quick	70.64	30.07	34.49	1.38
Total Debt to Total Assets	0.98%	2.49%	2.28%	77.65%
Pre-tax Return on Net Worth	17.12%	16.41%	15.22%	104.64%
Pre-tax Return on Assets	16.95%	16.00%	14.87%	23.39%

Ratio Analysis	Year1	Year2	Year3	Industry Profile
Additional Ratios	2010	2011	2012	
Net Profit Margin	31.60%	29.64%	29.94%	n.a.
Return on Equity	15.41%	13.46%	12.48%	n.a.
Activity Ratios				
Accounts Payable Turnover	32.57	12.17	12.17	n.a.
Payment Days	27	20	29	n.a.
Total Asset Turnover	0.48	0.44	0.41	n.a.
Debt Ratios				
Debt to Net Worth	0.01	0.03	0.02	n.a.
Current Liab. to Liab.	1.00	1.00	1.00	n.a.
Liquidity Ratios				
Net Working Capital	\$158,529	\$196,374	\$236,415	n.a.
Interest Coverage	0.00	0.00	0.00	n.a.
Additional Ratios				
Assets to Sales	2.07	2.26	2.45	n.a.
Current Debt/Total Assets	1%	2%	2%	n.a.
Acid Test	70.64	30.07	34.49	n.a.
Sales/Net Worth	0.49	0.45	0.42	n.a.
Dividend Payout	0.00	0.00	0.00	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' column is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.47%
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

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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