



Mindcast - Podcast

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Business Plan

[YEAR]

Prepared By

John Doe



Let's Level Up Your Mindset

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1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Unique Selling Proposition

Financial Highlights



TIP

Mindcast, as the name suggests, sets out to transform the human mind. Mindcast explores the science behind the idea "one can learn anything" through multimedia interventions that develop a 'growth mindset.' Mindcasts podcasts are designed to help students and adults develop growth mindsets and cultivate learning strategies. Securing CPD (Co

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Problem Definition & Validation

Promotion of fixed mindsets at schools.

Whom ?

Students

Causes

The traditional education system in schools is designed to promote a fixed mindset as the foundation for schooling is based on force. The proverbial "one-size-fits-all" approach to learning followed by schools does not leave room for the inspection of the learning process. In modern schools, children are corralled into classrooms and forced to learn concepts they are more likely to disdain. Even if a teacher attempts to cater to different learning styles, the bureaucracy of schooling stifles them. Standardized tests, standardized curriculums, and even standardized rules have pigeonholed students and teachers into conforming to the system.

Impact

A fixed mindset is a belief that one's core abilities, such as talent and intelligence, are fixed traits. A fixed mindset leads an individual to treat failure as an indication of their capabilities. For instance, if a student is consistently failing at mathematics, his fixed mindset would lead him to believe that the subject is beyond his understanding is just not his forte. This conclusion would make him disinclined to try again.

Work-Place Related Mental Health Conditions

Whom ?

Employees and Professionals

Causes

Mental illness, deemed globally to account for 32% of years lived with a disability, generates significant effects on workplaces. In particular, employees working in technology, finance, and healthcare fields experience high rates of mental ill-health such as burnout, stress, and depression due to workplace conditions including excessive workloads, workplace violence, and bullying.

Impact

These conditions impact workplaces significantly costing 1 trillion dollars in lost productivity. The prolific mental health conditions at the workplace have even overtaken physical safety as a critical risk. The World Health Organisation says anxiety and depression increased globally by 50% between 1990 and 2013. In May 2018, the American Psychiatric Association announced another 5% increase.

Solution

Strategically Devised Courses by Mindcast



Mindcast challenges the notion of intelligence being something innate and fixed supplanting it by the

contrarian concept of intelligence being malleable. The company seeks to empower students, educators, and corporate workers with a mindset that sets them free from being prisoners of immutable characteristics. With a range of specially designed courses, the company proves that with the right training, one can become authors of their cognitive abilities.

Solution Features



Mental Health

Mental Health thus equates to the mind being calm, alert, focused, agile and decisive.



Resilience

Mindcast proposes to condition an individual's mind to become resilient through structured training courses targeted at a growth mindset.



Mind Training

Training interventions deliver an average 30% reduction in symptoms of depression and an average of 32% average reduction in anxiety symptoms.

Objectives



TIP

- To begin commercial operations in LA by Q1 2021
- To build a market reputation for quality hygienic products and services during the forecast period.

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Short Term (1 -3 Years)

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TIP

- To expand by opening additional store locations across the country during the forecast period
- To reduce operating expenses and aim to grow profitability to more than 35% by Year 5

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Long Term (3-5 years)

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Mission statement



TIP

Our mission is to empower individuals with lifelong learning capabilities by offering high-quality, accredited, accessible, innovative, and responsive education and training programs that are designed to cultivate a growth mindset leveraging the ground-breaking research of leading psychologists

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Unique Selling Proposition



TIP

The most significant advantage of the company is that all the courses are curated in-house by the Founder. A certified life coach with a master's in business psychology, she is highly equipped with the knowledge and insight into the internal mechanics of a human mind. While the company lays out some predetermined

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Financial Highlights



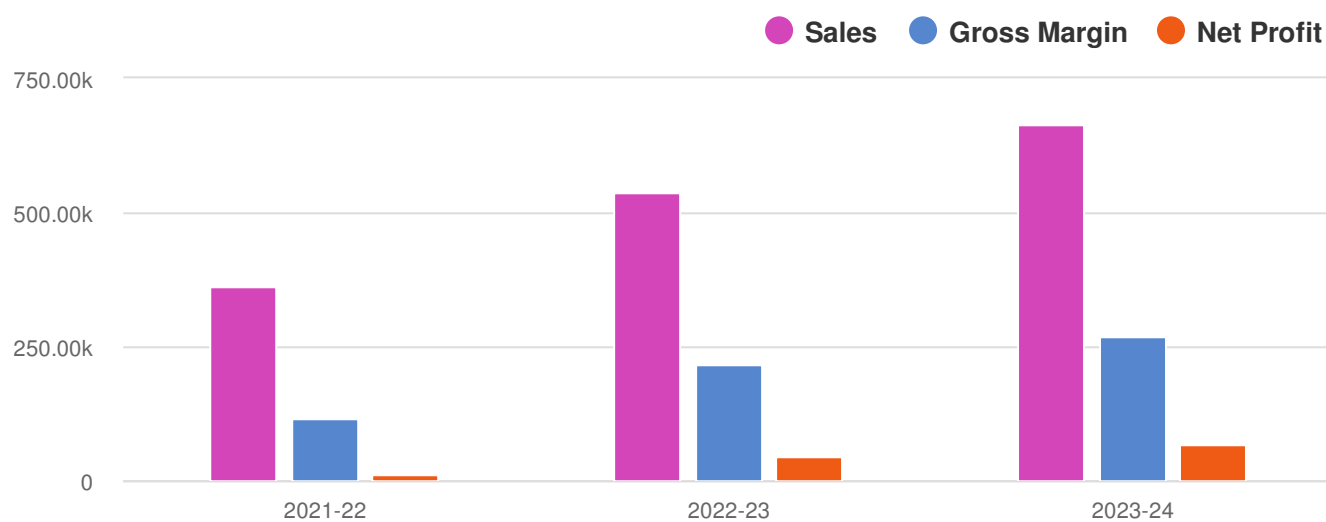
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a healthy net

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Mindcast - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Mindcast brings about innovation in its approach to online self-development courses that promise a growth mindset as an outcome. Soft skills such as communication, cognitive development, instilling a growth mindset, accountability, and problem-solving cannot be successfully taught through mere knowledge transfer techniques. Effective beha

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Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in LA, it will also register with the local county. The business will be wholly owned and Managed by Founder Mr. Thomas Green, who will also be the principal investor of the business.

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Location



TIP

Los Angeles can be a tough city for entrepreneurs to establish and make a mark. Predominantly due to the thriving business landscape which has given rise to a competitive environment. LA has a great technology community scene. There are meetups, events, and conferences for people to connect across industries. In the tech business being able to

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Interior Operating Facilities



TIP

The company will begin operations from a rented office space in a suburban region in LA. Being entirely online, the company does not have to be located in a high-traffic area and can reduce rental costs by having an office away from the commercial hub.

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Hours of Operation



TIP

Mindcast's business is entirely online working on a subscription basis. Hence, the company does not have standard operating hours.

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Startup summary



TIP

The founding team will infuse a capital sum of \$50,000 through long-term borrowings to meet the company's start-up requirements. The start-up expenses are estimated at \$18,500, primarily consisting of interior renovation, rent, and advertisement expenses. A further sum of \$15,000 will be used to purchase initial stocks, furniture, computer, and other

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3.

Products & Services

Podcasts



TIP

Mindcast provides an online educational platform offering multimedia interventions to develop a 'growth mindset' by developing an understanding of how the mind works and learn how to work the mind. Each of the courses is designed based on the scientific findings from neuroscience, epigenetics, and emotional intelligence. The program includes but is not limited to understanding

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Podcasts



Learning How to Learn

Price: **\$150 USD**

Targeted towards high school and university students, this course is designed with instructional coaching methods and interactive multimedia to develop an 'infinite mindset' in students across all ages through the understanding of how the mind works and learning how to work the mind. Students will learn methods to improve focus, study, memory, speed-reading, and thinking – learning a life skill that enables them to learn anything they want; as well as establishing an actionable behavioral plan to achieving their goals.

Targeted Towards

High school students, university students

Podcast Duration

5-6 hours

Learning Outcome

- Understand the mind and body connection
- Cultivate positive mindset
- Improve self-regulation of thoughts and emotions
- Improve focus, reading speed, note-taking, and memory



Coaching Educators

Price: **\$150 USD**

An intensive course designed to train and equip educators, parents, and coaches to develop ‘infinite mindset’ in children/adults through the proactive understanding of child development. The learners will comprehend the power and use of language in developing a growth mindset from a young age, as well as the methods for fostering better and effective learning habits.

Targeted Towards

Educators, parents, and coaches, schools

Podcast Duration

10 hours

Learning Outcome

- Understand and develop ‘connection before direction’
- Develop own positive mindset and in child
- Apply ‘Emotional Coaching’
- Effective appraisal
- Teaching self-discipline to children

Mental Health Development

Price: **\$150 USD**



Aligned with the development of soft skills, this course is designed to guide individuals to develop and discover their capabilities, interpersonal skills, help them to understand more about their challenges, and make informed choices about their future. It is typically done in approximately three to five coaching sessions – making coaching more accessible and affordable.

Targeted Towards

Students, working professionals, someone who wants to change something in their lives

Duration of Podcast

2-3 hours

Learning Outcome

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively



Emotional Well-Being at Workplace

Price: **\$150 USD**

Understand the importance of team member wellbeing and consider different definitions of and theoretical approaches to wellbeing.

Targeted Towards

Students, working professionals, someone who wants to change something in their lives

Duration of Podcast

2-3 hours

Learning Outcome

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively

Overcoming Imposter Syndrome

Price: **\$150 USD**

Identifying the Patterns Undermining Confidence - Explore what imposter syndrome is, what causes it, and the strategies that can be used to overcome it.

Targeted Towards

Students, working professionals, someone who wants to change something in their lives

Duration of Podcast

2-3 hours



Learning Outcome

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively

Understanding Anxiety, Depression and CBT

Price: **\$150 USD**

Improve the understanding of depression and anxiety and find out about an effective and evidence-based treatment- CBT



Targeted Towards

Students, working professionals, someone who wants to change something in their lives

Duration of Podcast

2-3 hours

Learning Outcome

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively

4.

Market Analysis

Market segmentation

Market Trends

Target market

Competitor Analysis

Competitive Advantage



TIP

The podcast industry is in a particular moment of creative and innovative renaissance, from content created by publishers and hosts to listener discovery. And while podcasts have been around for nearly two decades, the format has only just entered the mainstream.

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Market segmentation



TIP

Podcasts are growing outside of the US as well, and Latin America is a key region to watch given the rapid development of Spanish-language content. Additionally, tech companies are jockeying to become the No. 1 destination for podcast listeners, and the biggest players are Apple Podcast, YouTube, and Spotify.

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Market Trends



TIP

Podcast listener numbers will see significant growth this year as demand for on-demand audio has increased. In 2021, the number of monthly US podcast listeners will increase by 10.1% year-over-year (YoY) to 117.8 million.

Podcasts are mostly seeing traction among younger

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Target market



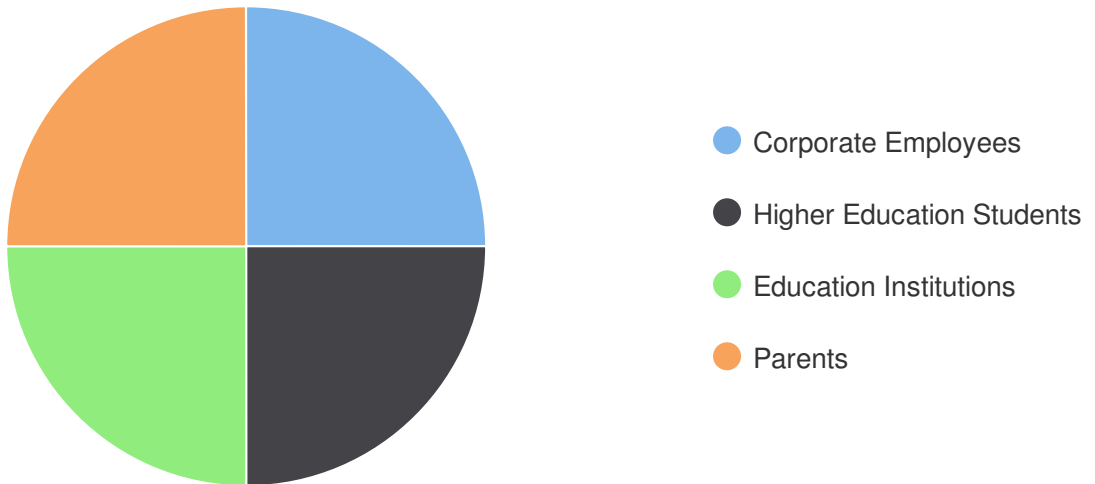
TIP

Mindcast's courses are designed by keeping three distinct market segments in mind. While the company's "Learning how to Learn" and "coaching educators" is curated explicitly for higher education/university students and educators respectively, course like mental health programs is more inclusive in nature and can be subscribed by learners across the age s

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Target Market Segment



Competitor Analysis

Mindset Works



Mindset Works is the global leader in growth mindset development leveraging the pioneering research of Carol Dweck and Lisa Blackwell. The company's mission is to enable a world in which all people realize continual learning and growth. The Mindset Works team includes practitioners, coaches, leaders, and researchers who collaborate to translate academic research into products and services that nurture positive learning beliefs, habits, and cultures.

Features

Mindset Courses

Strengths

Global Reach

Weaknesses

Standard Approach



The leading global marketplace for learning and instruction. By connecting students all over the world to the best instructors, Udemy is helping individuals reach their goals and pursue their dreams.

Features

Mindset Courses

Strengths

Global Reach

Weaknesses

Standard Approach

Competitive Advantage



TIP

While most of the competitors listed above offer similar podcasts online, these competitors operate on a global scale, making their course content more generic and universal. Skills development and training courses that are designed to transform the current mindset are known to be more successful if they are personalized. The fact is further substantiated

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5.

SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for Mindcast and is presented below.

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Strengths

- Personalized podcasts
- Thriving industry
- Lucrative business location
- Scalable pricing strategy and business model

S

Weaknesses

- Highly competitive market
- Limited market understanding

W

Opportunities

- Collaboration with leading educators
- Increased mental health consciousness
- High growth potential market in the US
- Export capabilities

O

Threats

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients

T

6.

Strategy & implementation

Target Market Strategy

Distribution Strategy

Positioning Statement

Sales strategy

Pricing strategy

Target Market Strategy



TIP

The online learning industry is a saturated market which makes course pricing a strategic challenge. As the Founder curates the courses, a significant cost of content creation is reduced. As no additional cost is incurred, the company will be in a position to transfer the benefit of this to its potential customer during the initial years when Mindcast is trying to make room for

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Distribution Strategy



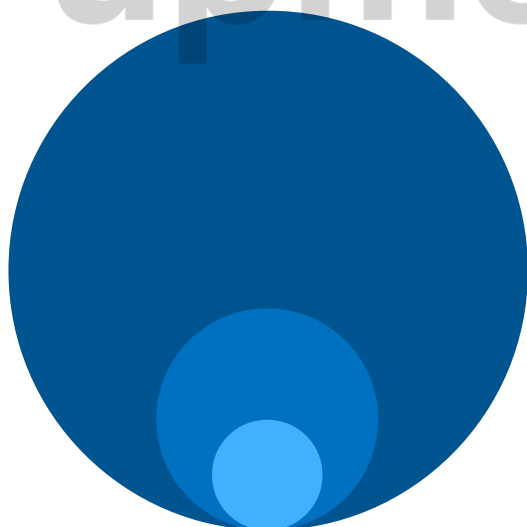
TIP

Intensive market competition and the face of rapidly evolving learning preferences will also make it imperative for Mindcast to not only focus on customer acquisition but also retention. To this end, Mindcast will provide freemium offerings such as collective webinars and talk sessions of its online courses for its paid subscribers. Attractive short clip

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Market Size



Available Market
Market in the US

280k

Served Market
Market is LA

120k

Target Market
5% of Served Market

60k

Positioning Statement



TIP

Mindcast will seek to target vulnerable groups within each market segment such as migrant workers and students from disadvantaged backgrounds as this market are more likely to require growth mindset courses offered by the company.

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Sales strategy



TIP

Employees, educational institutions, students, and companies form the company's primary target market. However, the company's marketing efforts will also include end-users, clients of the professional service providers. While push marketing efforts will be deployed to reach its target market, pull marketing efforts will drive engagement for the company.

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Online Marketing Channels



Electronic Direct Mail Marketing

Mindcast will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing services.



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

The advertising will target specific keywords relevant to Mindcast's offering

Offline Marketing Channels



Networking

Participate in leading health and lifestyle exhibitions. Offer sneak peak into the podcast. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



Pop-Up Store

The company will also hold pop-up stalls at consumer exhibitions.

Pricing strategy



TIP

The company's mental health podcasts range between \$149.99 and \$249.99. The direct costs, which are primarily associated with instructors/subject matter experts and online processing fees, are estimated at 15%, resulting in 85% margins across all products and services.

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7.

Operational Plan

Management Team

Personnel Plan

Milestones



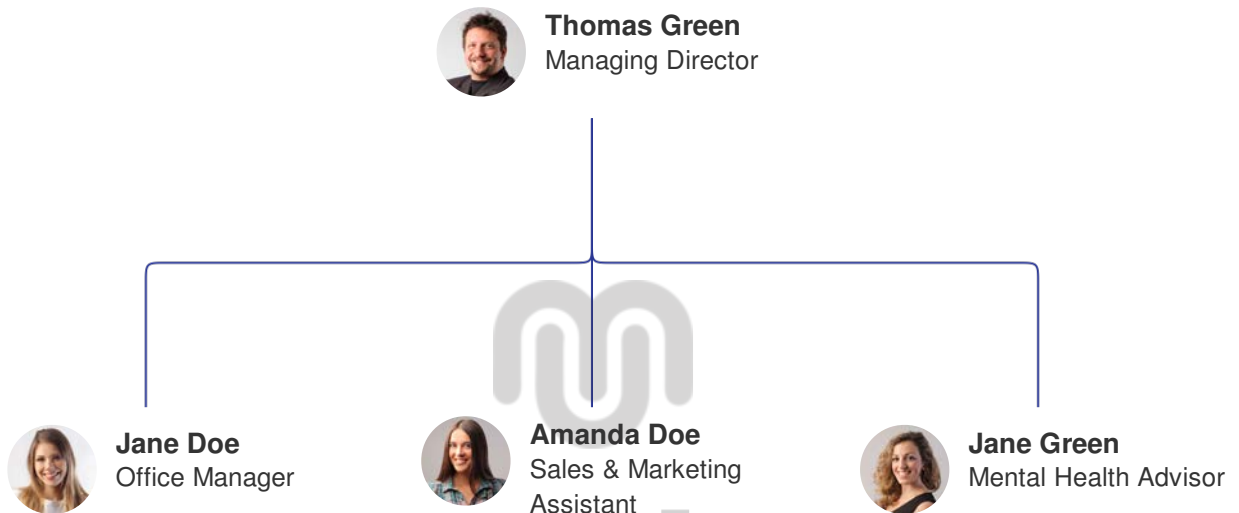
TIP

The team will be headed by Managing Director Mr. Thomas Green who will also oversee production operations. Joining Mr. Thomas in the Management Team, the company will onboard an office manager and a mental health advisor to help clients choose the best podcast. The team will also be strengthened by a design and production manager a

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Organization chart



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Management Team



TIP

Mr. Thomas will serve as the Managing Director of Mindcast. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for companies across America. His ability to multi-task and expertly weave through operational pitfalls equips him with e

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Personnel Plan



The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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Hiring plan

20

Filled

5

Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Office Manager	3 of 23	30 days	21 days	80%
Sales Representative	4 of 15	158 days	127 days	0%
Mental Health Advisor	5 of 20	149 days	136 days	100%



JANE DOE

Office Manager - Jane@mindcast.com

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



AMANDA DOE

Sales Representatives Amanda@mindcast.com

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required



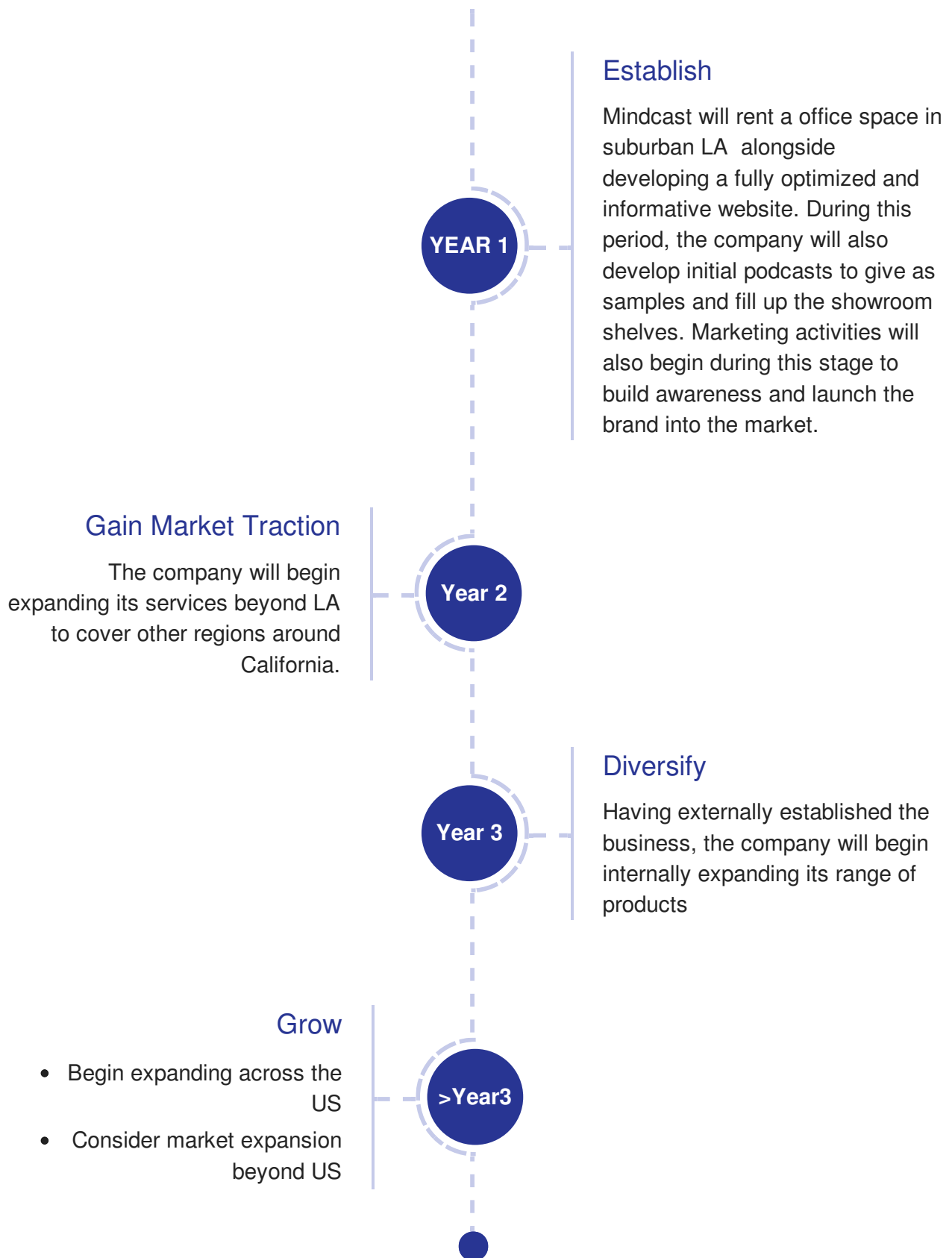
JANE GREEN

Mental Health Advisor Jane@mindcast.com

Excellent verbal skills and a knack for cosmetic products, strong written and verbal communication skills, skilled in customer interaction, and a qualified psychologist

Milestones

MINDCAST



8.

Financial plan

Important Assumptions

Break-even analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own Podcast business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business on [Upmetrics!](#)

Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also 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

Break-even analysis

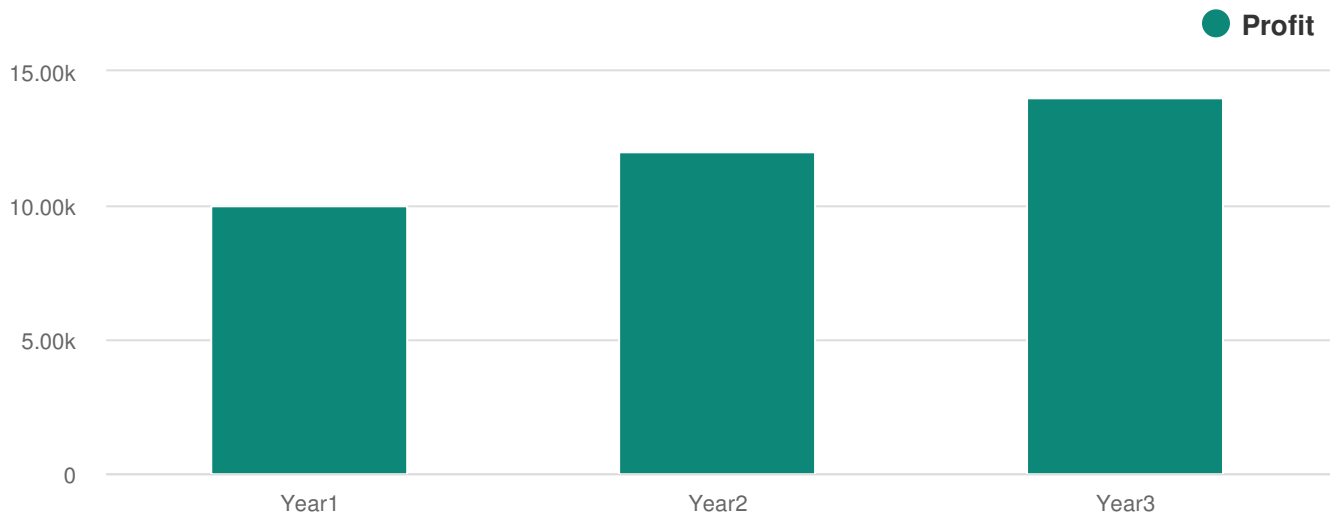
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

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

	Year 1	Year 2	Year 3
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

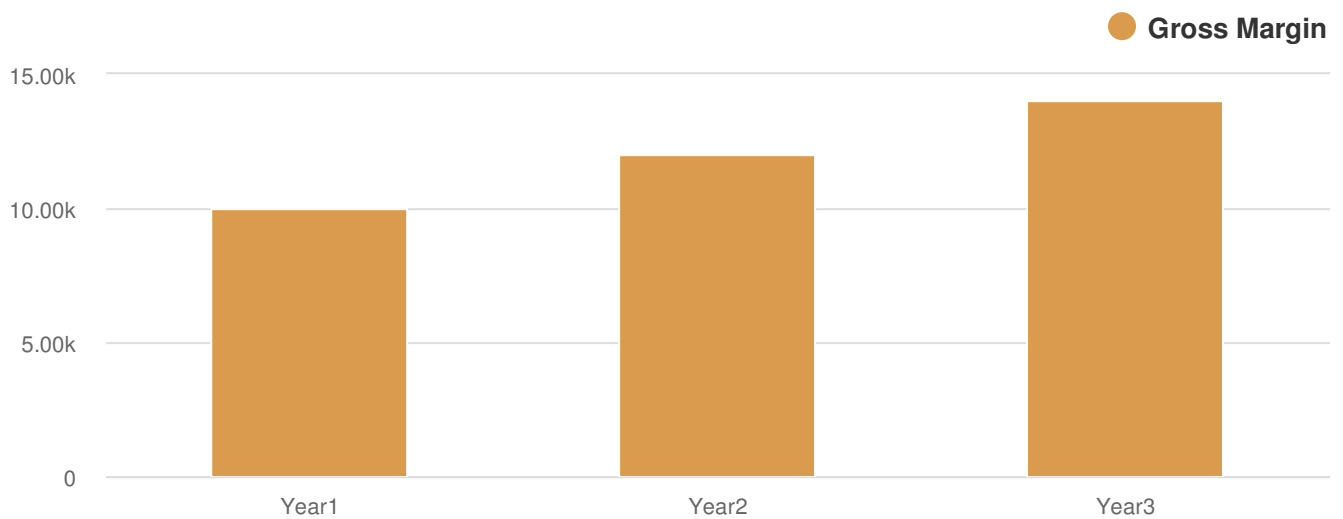
Profit

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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