




# RV Park


We're the only RV Park in town with full hookup


# Business Plan [YEAR]

## Prepared By

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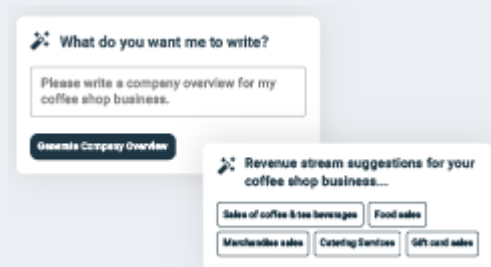
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# 1.

## Executive Summary

Mission Statement

Vision Statement

Products and Services

Customer Focus

Management Team

Success Factors

Financial Summary



## REMEMBER

Before you think about how to start an RV Park service, you must create a detailed RV Park 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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### Amazia RV Park

Amazia RV Park will be a licensed and registered RV park startup. The business will be based in Los Angeles and will have its setup at 3 locations throughout Los Angeles. Amazia RV Parks, LLC is a standard and well-equipped campground and recreational vehicle

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## Mission Statement

### Amazia RV Park

Our mission for establishing Amazia RV Park, LLC is to create a movement in the community that supports the total engagement of family in fun-filled camping and recreational activities.

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## Vision Statement

### Amazia RV Park

Our Vision of starting Amazia RV Park, LLC is to build a world-class campground and recreational facility and also to contribute our quota in encouraging families and residence in Los Angeles – California to actively engage in camping and fun-filled

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# Products and Services

Amazia RV Park

Amazia RV Park provides its customers with electrical, water, and sewer hookup to supply each RV with its basic needs. It also offers basic camping equipment rentals for those who wish to camp instead. Its offerings include:

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## Services

Single Campsite

Double Campsite

Cabins

Basic RV Hookup

Full RV hookup

# Customer Focus

Amazia RV Park

Amazia RV Park will primarily serve the leisure travel market. This market seeks comfortable, family-friendly travel accommodations and services.


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## Management Team

### Amazia RV Park

Amazia RV Park is led by John Moore who holds a degree in Business Management and has worked as a manager for Voot RV Park for 10 years.

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## Success Factors

### Amazia RV Park

Amazia RV Park is uniquely qualified to succeed for the following reasons:

- There is currently no other RV park in the community we are entering, so we will be the

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## Financial Summary

### Amazia RV Park

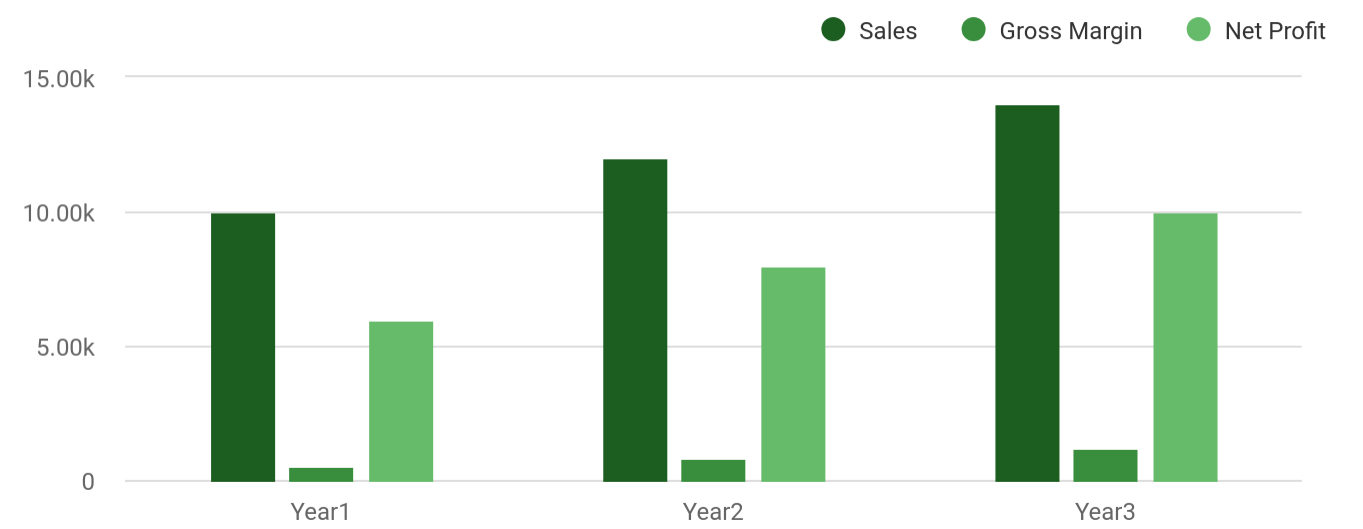
Amazia RV Park is seeking total funding of \$260,000 to launch its location. The capital will be used for funding capital expenditures, salaries, marketing expenses, and working capital.

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### 3 Year profit forecast



Amazia RV Park

Financial Summary	Year 1	Year 2	Year 3
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# 2.

## Company Summary

### Products and Services

#### Amazia RV Park

Amazia RV Park, LLC is a business that is owned and managed by John Moore and his immediate family members. John has a degree in Business Management coupled with over 7 years of hands-on experience in the campgrounds and RV parks industry.

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## Products and Services

#### Amazia RV Park

Amazia RV Park, LLC is in the campgrounds and RV parks industry to provide camping and recreational facilities for residents of Los Angeles – California which is why we have been able to put up a facility that can help us achieve the goal.

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# 3.

## Market Analysis

Industry Analysis

Market Trends

Target Market



## REMEMBER

The most important component of an effective RV Park business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from the internet.

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# Industry Analysis

## Amazia RV Park

Over the past five years, the RV Parks industry has experienced steady growth. The industry is primarily driven by travel-related trends because trips to campgrounds and RV parks are considered cost-efficient alternatives to traditional vacations. An increase in the number of people traveling to campgrounds and RV parks has led to a significant increase in the number of people visiting these facilities.

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# Market Trends

## Amazia RV Park

The Campgrounds and RV Parks industry has indeed benefited from recent marketing campaigns which are targeted towards encouraging people to participate in recreation activities and camping, as well as consumer trends toward healthy living and outdoor activities.

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# Target Market

## Amazia RV Park

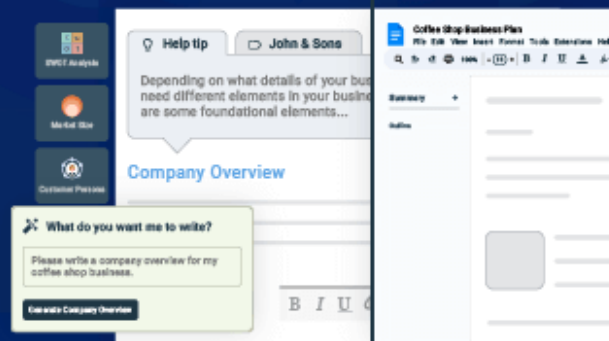
The target market for campgrounds and RV parks cuts across people from different backgrounds. The fact that people visit or register in campgrounds and recreational facilities for various reasons makes marketing the business interesting. The target market for campgrounds and RV parks is diverse and includes people of all ages, genders, and ethnicities.

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# 4.

## Customer Analysis

Demographic Profile of Target Market

Customer Segmentation

# Demographic Profile of Target Market

Amazia RV Park

Amazia RV Park, LLC will primarily serve the leisure travel market. This market seeks comfortable, family-friendly travel accommodations and services.

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# Customer Segmentation

Amazia RV Park

We will primarily target the following customer segments:

- **Families:** The business will attract families who want to have fun together in the

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# 5.

## Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Sales Forecast



## REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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## Sales Strategy

### Amazia RV Park

To attract our target customers, we will:

- Establish a strong web presence by hiring an SEO content writer and a web developer.

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## Advertising Strategy

### Amazia RV Park

Amazia RV Park, LLC expects its primary target market to be individuals living within the state, and then travelers from the surrounding states. The Company's promotions strategy to reach these individuals includes:

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### Amazia RV Park

We will contact all local and regional area newspapers and television stations to tell them about the park opening and unique value proposition of Amazia RV Park, LLC.

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## Public Relations

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#### Amazia RV Park

Amazia RV Park, LLC will initially advertise on travel websites, which are frequently being used these days to book travel due to their ease of use and reviews.


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## Advertising

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#### Amazia RV Park

Amazia RV Park, LLC will maintain a website and publish a monthly email newsletter to tell customers about new events, services, and more.


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## Ongoing Customer Communications

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#### Amazia RV Park

Before opening the RV park, Amazia RV Park, LLC will organize pre-opening events designed for local merchants and press contacts to create buzz and awareness for Amazia RV Park, LLC.

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## Pre-Opening Events

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## Pricing Strategy

#### Amazia RV Park

Our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than what our competitors are charging as gate fees or members fee.

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# Sales Forecast

## Sales



Financial Year	Sanitation Services	Laundry Facility	Provision of Food...	Recreational Acti...
Year1	42,000	36,000	26,000	31,000
Year2	44,520	38,160	27,560	32,860
Year3	47,191	40,450	29,214	34,832

# 6.

## Operations Plan

Functional Roles

Milestones

## Functional Roles

### Amazia RV Park

In order to execute on Amazia RV Park, LLC's business model, the Company needs to perform many functions including the following:

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### Amazia RV Park

- Facility Managers
- Sales manager

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## Service Functions

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### Amazia RV Park

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Hiring and training staff

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## Administrative Functions

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## Milestones

### Amazia RV Park

Amazia RV Park, LLC's long-term goal is to be the best RV park in the City and let people from all over the country experience our great services.

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# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of an RV Park business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the

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### Amazia RV Park

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the RV Park business start-up, no equity funding or outside loans will be required. With the help of fir

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<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
Revenue	\$649,267	\$1,455,202.70	\$2,436,310.60
RV Parking Fees	\$90,000	\$98,566.50	\$167,982
Unit Sales	1,800	1,971	3,360
Unit Price	\$50	\$50	\$50
Childcare Services	\$108,000	\$118,432.20	\$166,656.60
Unit Sales	1,800	1,974	2,778
Unit Price	\$60	\$60	\$60
Membership Subscriptions	\$451,267	\$1,238,204	\$2,101,672
Users	682	1,341	2,120
Recurring Charges	\$100	\$100	\$100
Cost Of Sales	\$219,993.74	\$457,736.19	\$746,788.48
General Costs	\$219,993.74	\$457,736.19	\$746,788.48
Park Maintenance	\$77,155	\$137,591.59	\$210,800.14
Landscaping Costs	\$45,448.69	\$101,864.19	\$170,541.74
Utility Costs	\$31,706.31	\$35,727.40	\$40,258.40
Service Provision	\$142,838.74	\$320,144.60	\$535,988.34
Childcare Supplies	\$77,912.04	\$174,624.33	\$292,357.28
RV Park Upkeep Costs	\$64,926.70	\$145,520.27	\$243,631.06
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$429,273.26	\$997,466.51	\$1,689,522.12

	2024	2025	2026
<b>Gross Margin (%)</b>	<b>66.12%</b>	<b>68.54%</b>	<b>69.35%</b>
<b>Operating Expense</b>	<b>\$542,947.52</b>	<b>\$560,750.91</b>	<b>\$579,570.25</b>
Payroll Expense (Indirect Labor)	\$431,700	\$444,678	\$458,060.28
Sales Team	\$202,500	\$207,900	\$213,448.68
Full-Time Sales Staff	\$135,000	\$139,050	\$143,221.68
Part-Time Assistants	\$67,500	\$68,850	\$70,227
Maintenance Team	\$114,000	\$117,420	\$120,942.72
Bike Technicians	\$114,000	\$117,420	\$120,942.72
Administrative Staff	\$115,200	\$119,358	\$123,668.88
Store Manager	\$70,200	\$73,008	\$75,928.32
Administrative Assistant	\$45,000	\$46,350	\$47,740.56
General Expense	\$111,247.52	\$116,072.91	\$121,509.97
Facility Operations	\$42,682.53	\$44,291.10	\$46,103.44
Utility Bills	\$30,000	\$30,000	\$30,000
Cleaning Services	\$12,682.53	\$14,291.10	\$16,103.44
Marketing and Advertising	\$43,364.99	\$46,581.81	\$50,206.53
Digital Marketing	\$25,364.99	\$28,581.81	\$32,206.53
Print Media Ads	\$18,000	\$18,000	\$18,000
Maintenance and Upkeep	\$25,200	\$25,200	\$25,200
Equipment Maintenance	\$10,800	\$10,800	\$10,800
Park Upkeep	\$14,400	\$14,400	\$14,400
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$113,674.26)</b>	<b>\$436,715.60</b>	<b>\$1,109,951.87</b>
<b>Additional Expense</b>	<b>\$27,917.45</b>	<b>\$26,040.46</b>	<b>\$24,027.77</b>
Long Term Depreciation	\$18,240	\$18,240	\$18,240
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$131,914.26)</b>	<b>\$418,475.60</b>	<b>\$1,091,711.87</b>
Interest Expense	\$9,677.46	\$7,800.47	\$5,787.80
<b>EBT</b>	<b>(\$141,591.71)</b>	<b>\$410,675.14</b>	<b>\$1,085,924.10</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$790,858.71</b>	<b>\$1,044,527.56</b>	<b>\$1,350,386.50</b>
<b>Net Income</b>	<b>(\$141,591.71)</b>	<b>\$410,675.14</b>	<b>\$1,085,924.10</b>
<b>Net Income (%)</b>	<b>(21.81%)</b>	<b>28.22%</b>	<b>44.57%</b>
Retained Earning Opening	\$0	(\$161,591.71)	\$229,083.43
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$161,591.71)</b>	<b>\$229,083.43</b>	<b>\$1,295,007.53</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$649,267</b>	<b>\$1,455,202.70</b>	<b>\$2,436,310.60</b>
<b>Cash Paid</b>	<b>\$772,618.71</b>	<b>\$1,026,287.56</b>	<b>\$1,332,146.50</b>
COS & General Expenses	\$331,241.26	\$573,809.10	\$868,298.45
Salary & Wages	\$431,700	\$444,678	\$458,060.28
Interest	\$9,677.46	\$7,800.47	\$5,787.80
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$123,351.71)</b>	<b>\$428,915.14</b>	<b>\$1,104,164.10</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$600,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$600,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$200,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$150,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$45,964.71</b>	<b>\$47,841.70</b>	<b>\$49,854.39</b>
Loan Capital	\$25,964.70	\$27,841.69	\$29,854.36
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$154,035.29</b>	<b>(\$47,841.70)</b>	<b>(\$49,854.39)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	(\$569,316.42)	(\$188,242.98)
Cash In	\$849,267	\$1,455,202.70	\$2,436,310.60
Cash Out	\$1,418,583.42	\$1,074,129.26	\$1,382,000.89
Change in Cash	(\$569,316.42)	\$381,073.44	\$1,054,309.71
<b>Ending Cash</b>	<b>(\$569,316.42)</b>	<b>(\$188,242.98)</b>	<b>\$866,066.73</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$12,443.58</b>	<b>\$375,277.02</b>	<b>\$1,411,346.73</b>
<b>Current Assets</b>	<b>(\$569,316.42)</b>	<b>(\$188,242.98)</b>	<b>\$866,066.73</b>
Cash	(\$569,316.42)	(\$188,242.98)	\$866,066.73
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$581,760</b>	<b>\$563,520</b>	<b>\$545,280</b>
Gross Long Term Assets	\$600,000	\$600,000	\$600,000
Accumulated Depreciation	(\$18,240)	(\$36,480)	(\$54,720)
<b>Liabilities &amp; Equity</b>	<b>\$12,443.60</b>	<b>\$375,277.04</b>	<b>\$1,411,346.78</b>
<b>Liabilities</b>	<b>\$124,035.31</b>	<b>\$96,193.61</b>	<b>\$66,339.25</b>
<b>Current Liabilities</b>	<b>\$27,841.69</b>	<b>\$29,854.36</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$27,841.69	\$29,854.36	\$0
<b>Long Term Liabilities</b>	<b>\$96,193.62</b>	<b>\$66,339.25</b>	<b>\$66,339.25</b>
Long Term Debt	\$96,193.62	\$66,339.25	\$66,339.25
<b>Equity</b>	<b>(\$111,591.71)</b>	<b>\$279,083.43</b>	<b>\$1,345,007.53</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	(\$161,591.71)	\$229,083.43	\$1,295,007.53
<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%
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%

	Year 1	Year 2	Year 3	Industry Profile
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.
<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.

	Year 1	Year 2	Year 3	Industry Profile
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 Upmetrics and a traditional financial spreadsheet. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar containing icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-04. It includes a table with columns for 'Revenue', 'Cost of Sales', 'Gross Margin', and 'Operating Expenses', with values like \$241,391 and \$194,376. Below this is a 'What price will you charge for each unit?' section with a 'Constant Assumed' button and a 'Varying amounts over time' button. On the right is a screenshot of a traditional financial spreadsheet, which is cluttered with many empty cells and a complex formula bar showing '=PER(C2:160)'. The spreadsheet has a standard grid layout with columns A through E and rows 1 through 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.

[Start your planning today](#)



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

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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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