






# Social Media Marketing

*Grow with your audience*


# Business Plan [YEAR]

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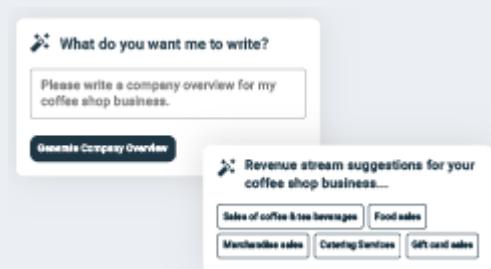
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1.

# Executive Summary

The Business

Management

Customers

Business Target



### REMEMBER

Before you think about how to start a social media management business, you must create a detailed social media management business plan. It will not only guide you in the initial phases of your start

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#### Ex :: Rebox

Rebox Consultants is a U.S based and world-class social media marketing company. We have been able to secure a standard and well – positioned office facility in a central business district in Austin, Texas.

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*Start writing here..*

## The Business

#### Ex :: Rebox

Rebox Consultants is a social media management company based in Austin, Texas. The company will provide wide-ranging services for all major platforms including but not limited to Facebook, Instagram, Twitter, Pinterest, and YouTube.

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*Start writing here..*

## Management

#### Ex :: Rebox

Rebox Consultants is owned by Natalie Gordon, a digital marketing guru. Natalie will hire an experienced social media team of graphic designers, SEO specialists, and content writers. She will also work with freelance service providers located around the world.

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*Start writing here..*

## Customers

Ex :: Rebox

Rebox Consultants will provide social media management services to businesses located around the world, ranging from small startups to multinational corporations.

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## Business Target

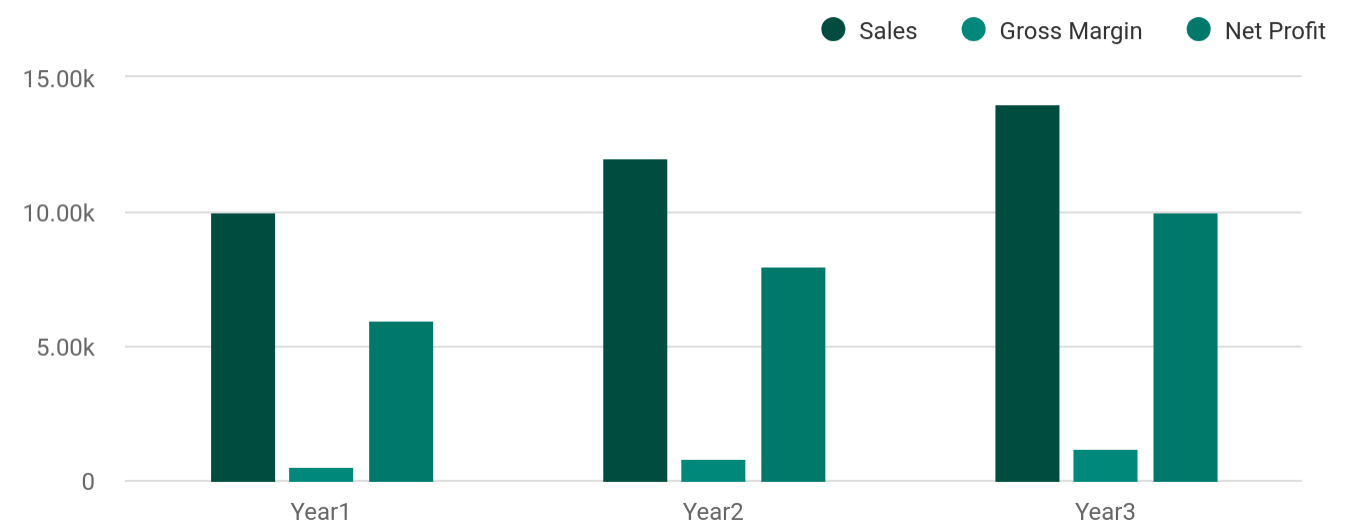
Ex :: Rebox

Our target is to become one of the top social media management group with the next 2-3 years. We also aim to achieve a net profit margin of \$10k per month by the end of the first year, \$15k per month by the end of the second year, and so on every year.

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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.

## Company Summary

Company Owner

Why the business is being started?

How the business will be started?

## Company Owner

Ex :: Rebox

Rebox Consultants is owned by Natalie Gordon, a digital marketing guru. After completing her bachelor in Digital Advertising, Natalie worked with several marketing giants for more than 10 years. She served in a variety of positions ranging from technical to m

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## Why the business is being started?

Ex :: Rebox

Natalie is a well-known figure in the world of marketing and is famous for designing innovative social media marketing strategies. Her passion for digital marketing is what led her to start her own business. Being highly experienced in this field, she knows how t

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## How the business will be started?

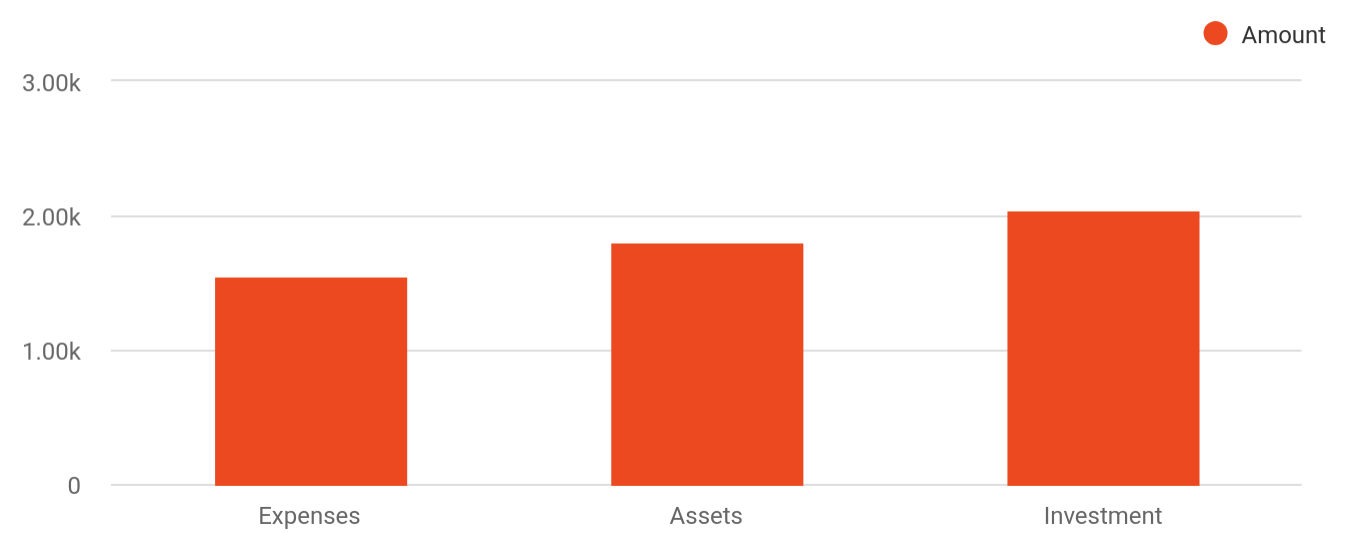
Ex :: Rebox

Rebox Consultants will be located in Austin, Texas. A working space that was previously in use by a Web Hosting firm will be acquired on lease. It will serve as our company headquarter, though our team will also be working remotely. Natalie will hire an exp

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## Startup cost



Cost distribution	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

## Startup Requirements

The detailed startup requirements are given below:

Start-up Expenses	Amount
Legal	\$55300
Consultants	\$0
Insurance	\$32750
Rent	\$32500
Research and Development	\$32750
Equipment Expense	\$32750
Signs	\$1250
TOTAL START-UP EXPENSES	\$187300
Start-up Assets	\$220875
Cash Required	\$332500
Start-up Inventory	\$32625

Start-up Expenses	Amount
Other Current Assets	\$232500
Long-term Assets	\$235000
TOTAL ASSETS	\$121875
Total Requirements	\$245000
START-UP FUNDING	
START-UP FUNDING	\$273125
Start-up Expenses to Fund	\$151875
Start-up Assets to Fund	\$123000
TOTAL FUNDING REQUIRED	\$0
Assets	\$23125
Non-cash Assets from Start-up	\$18750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$18750
Cash Balance on Starting Date	\$21875
TOTAL ASSETS	\$373125
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$620125
Planned Investment	\$620125
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0

Start-up Expenses	Amount
TOTAL PLANNED INVESTMENT	\$620125
The loss at Start-up (Start-up Expenses)	\$313125
TOTAL CAPITAL	\$251875
TOTAL CAPITAL AND LIABILITIES	\$251875
Total Funding	\$255000

# 3.

## Products

Products and services

Ex :: Rebox

Rebox Consultants will provide wide-ranging social media management services for all major platforms including but not limited to Facebook, Instagram, Twitter, Pinterest, and YouTube. Our primary services, as highlighted by our social media consulting business plan, are as follows:

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## Products and services



**Advertising and branding services**



**Marketing consultation and advisory services**



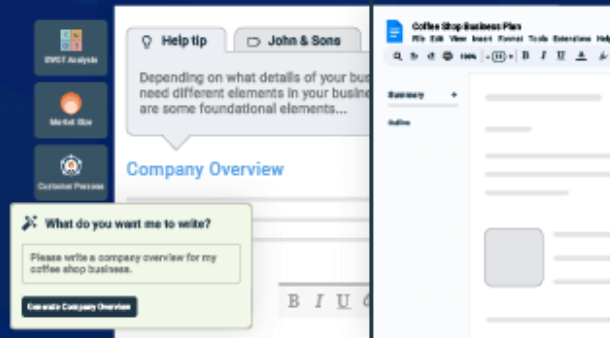
**Blogging and specialty services**



**Social media profile management services**

# 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.



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# 4.

## Marketing Analysis

Market Trends

Marketing Segmentation

Business Target

Product Pricing



#### REMEMBER

Marketing analysis of your startup is an important part of your business plan as it indicates who your future customers will be and how you can attract them toward you. Owing to its nature, marketing analysis is a continuous process.

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## Market Trends

#### Ex :: Rebox

According to IBIS World, the US advertising industry generates revenue of more than \$54.5 billion annually. A major part of this astronomical amount is contributed by the social media advertising industry. That's why any business in this niche can prove effective.

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## Marketing Segmentation

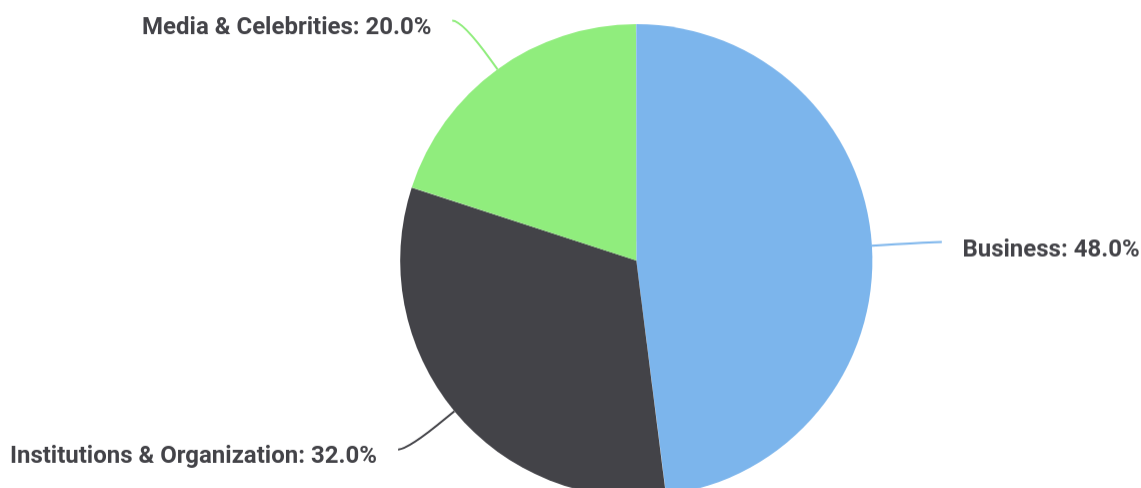
#### Ex :: Rebox

Rebox Consultants will provide social media management services to businesses located around the world. We will be serving companies ranging from small startups to multinational corporations. Our potential customers are divided into the following target segments:

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*Start writing here..*


## Marketing share



Segments	Market share
Business	48
Institutions & Organization	32
Media & Celebrities	20

Ex :: Rebox

The primary category of our customers will be the owners of both small and large businesses located across the globe. We will manage their social media profiles across all platforms such as their Facebook, Instagram, Twitter, Pinterest, and YouTube accounts.

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## Businesses

Start writing here..

Ex :: Rebox

Our second target group will comprise of various institutions and organizations located around the world. We will provide social media management services to both public and private sector organizations such as schools, colleges and universities, political parties, etc.


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## Institutions & Organizations

Start writing here..

Ex :: Rebox

Our third target group will be media groups such as magazines, newspapers, and digital media outlets. We will also manage the social media accounts of all kinds of celebrities including but not limited to actors, sportsperson, and politicians.

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## Media & Celebrities

Start writing here..

### Market Analysis

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
---------------------	--------	--------	--------	--------	--------	--------	------

## Market Analysis

Businesses	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Institutions & Organisations	32%	12 867	14 433	15 999	17 565	19 131	15,32%
Media & Celebrities	20%	11 433	13 344	16 553	18 745	20 545	13,43%
<b>Total</b>	100%	46 634	60 121	76 217	88 854	106 108	9,54%

## Business Target

Ex :: Rebox

We aim to become one of the top social media management group with the next 2-3 years. Our other business targets are as follows:

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## Product Pricing

Ex :: Rebox

After considering the market demands, we will be charging almost the same prices as charged by our leading competitors. But we will be offering several discounts to introduce our services.

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*Start writing here..*

5.

Strategy

Competitive Analysis

Sales Strategy



## REMEMBER

After you have identified your target audience, the next step is to attract them towards you and convert them into loyal customers. It can only be achieved using a brilliant sales strategy.

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## Competitive Analysis

### Ex :: Rebox

Social media is undoubtedly the face of any business. No matter how good a business is, customers judge it from its social media content as well as the number of its social media followers. Moreover, it is also very important for all businesses, irrespe

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## Sales Strategy

### Ex :: Rebox

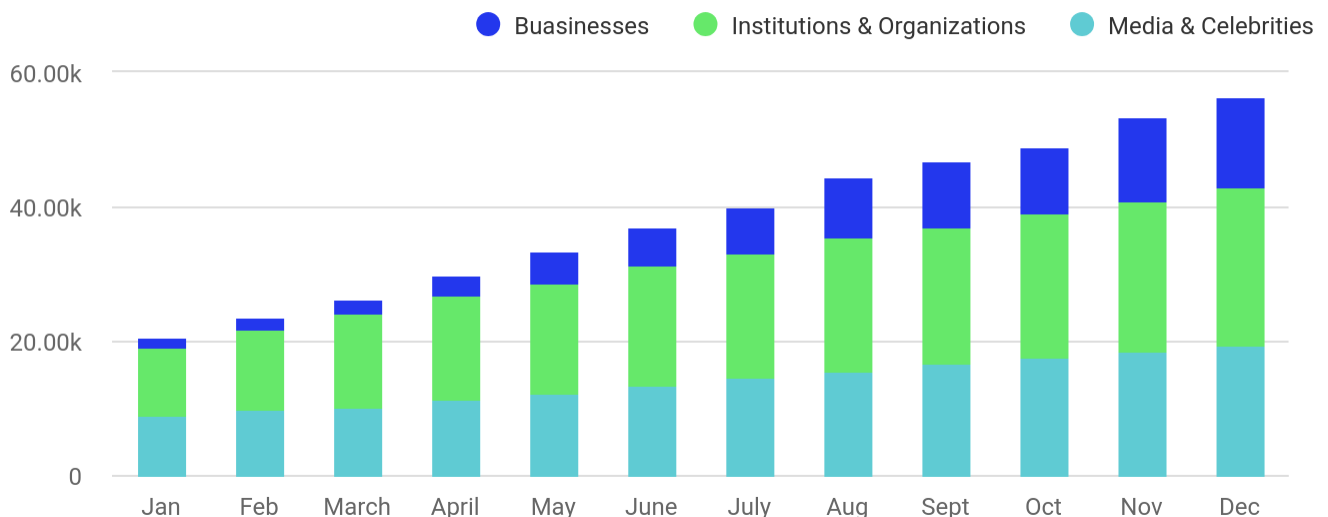
Here is how we will be converting our target audience into our customers.

- We will advertise our services through all platforms, especially by social media

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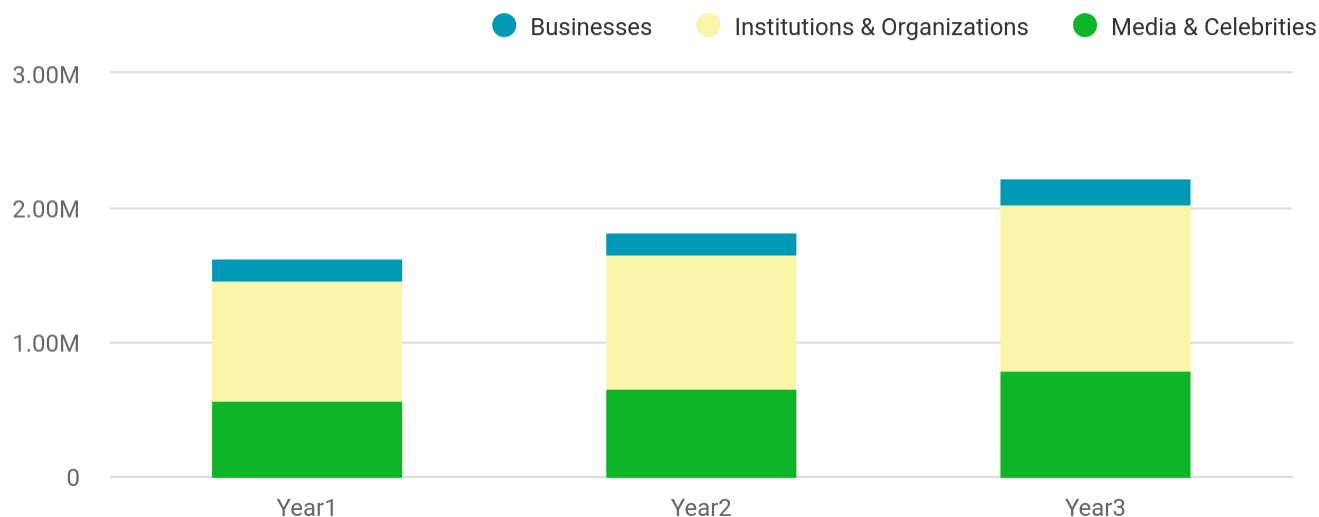
Start writing here..

## Sales Monthly



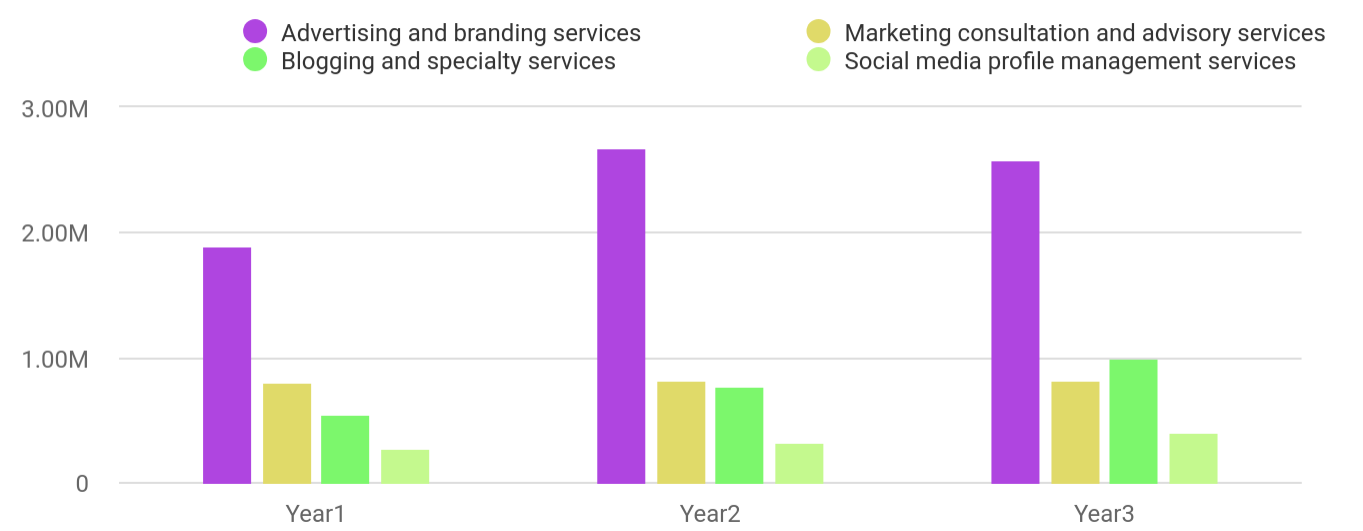
Month	Buusinesses	Institutions & Organizations	Media & Celebrities
Jan	1,550	10,000	8,956
Feb	1,800	12,000	9,845
March	2,050	14,000	10,245
April	3,050	15,457	11,452
May	4,500	16,457	12,345
June	5,740	17,845	13,457
July	6,874	18,652	14,569
Aug	8,956	19,874	15,654
Sept	9,854	20,145	16,784
Oct	10,000	21,457	17,564
Nov	12,457	22,356	18,654
Dec	13,547	23,458	19,541

## Sales Yearly



Financial Year	Businesses	Institutions & Organizati...	Media & Celebrities
Year1	158,745	895,665	568,654
Year2	164,548	1,004,512	658,457
Year3	186,541	1,245,587	784,512

## Sales Forecast



Financial Year	Advertising and b...	Marketing consult...	Blogging and spe...	Social media profi...
Year1	1,887,030	802,370	539,320	265,450
Year2	2,680,320	815,430	770,230	322,390
Year3	2,588,240	823,540	1,002,310	393,320



6.

## Personnel plan

Company Staff

Average Salary of Employees



## REMEMBER

You will need to hire a highly trained staff for starting a social media management business due to the intensity of competition in this niche. It must be done before you think about other aspects

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## Company Staff

Ex :: Rebox

Natalie will manage the business herself and will be hiring the following people on a contract basis.

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*Start writing here..*

## Average Salary of Employees

Personnel Plan	Year 1	Year 2	Year 3
Accountant	\$85 000	\$95 000	\$105 000
Receptionist	\$50 000	\$55 000	\$60 000
Graphic Artists	\$187 000	\$194 000	\$201 000
SEO Specialists	\$150 000	\$155 000	\$165 000
Content Writers	\$145 000	\$152 000	\$159 000
Assistants	\$85 000	\$95 000	\$105 000
<b>Total Salaries</b>	<b>\$295 000</b>	<b>\$307 000</b>	<b>\$324 000</b>

# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The success of a business heavily depends on its financial plan because it helps you take all major decisions about your startup. A good financial plan must include all expenses of your startup as well as

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## Important Assumptions

	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>\$704,851.22</b>	<b>\$1,086,924.22</b>	<b>\$1,700,037.45</b>
Social Media Management Services	\$238,875	\$429,135	\$770,340
Unit Sales	159	286	514
Unit Price	\$1,500	\$1,500	\$1,500

	2024	2025	2026
Content Creation and Strategy	\$425,740	\$606,760	\$864,980
Unit Sales	213	303	432
Unit Price	\$2,000	\$2,000	\$2,000
Training and Workshops	\$40,236.22	\$51,029.22	\$64,717.45
<b>Cost Of Sales</b>	<b>\$73,642.55</b>	<b>\$94,063.22</b>	<b>\$126,209.02</b>
General Costs	\$73,642.55	\$94,063.22	\$126,209.02
Content Creation Costs	\$59,242.55	\$79,375.22	\$111,227.26
Graphic Design Services	\$24,000	\$25,029	\$26,225.40
Video Production Services	\$35,242.55	\$54,346.22	\$85,001.86
Platform and Tooling Costs	\$14,400	\$14,688	\$14,981.76
Social Media Management Tools	\$9,600	\$9,792	\$9,987.84
Website Hosting and Maintenance	\$4,800	\$4,896	\$4,993.92
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$631,208.67</b>	<b>\$992,861</b>	<b>\$1,573,828.43</b>
<b>Gross Margin (%)</b>	<b>89.55%</b>	<b>91.35%</b>	<b>92.58%</b>
<b>Operating Expense</b>	<b>\$648,350.27</b>	<b>\$715,959.26</b>	<b>\$815,064.76</b>
Payroll Expense (Indirect Labor)	\$498,120	\$515,234.40	\$533,009.40
Management Team	\$230,400	\$241,056	\$252,210.24
General Manager	\$144,000	\$151,200	\$158,760

	2024	2025	2026
Marketing Manager	\$86,400	\$89,856	\$93,450.24
Creative Team	\$110,400	\$113,712	\$117,123.36
Graphic Designer	\$62,100	\$63,963	\$65,881.92
Content Writer	\$48,300	\$49,749	\$51,241.44
Support Staff	\$157,320	\$160,466.40	\$163,675.80
Administrative Assistant	\$41,400	\$42,228	\$43,072.56
Customer Support Representative	\$115,920	\$118,238.40	\$120,603.24
General Expense	\$149,230.67	\$200,724.87	\$282,055.36
Marketing and Advertising Costs	\$82,485.13	\$120,932.41	\$182,488.56
Online Advertising	\$70,485.13	\$108,692.41	\$170,003.76
Print Media Advertising	\$12,000	\$12,240	\$12,484.80
Office and Administration	\$39,600	\$40,596	\$41,619.96
Office Rent	\$30,000	\$30,900	\$31,827
Utilities	\$9,600	\$9,696	\$9,792.96
Technology and Communication	\$27,145.54	\$39,196.46	\$57,946.84
Software Subscriptions	\$6,000	\$6,588.75	\$6,945.72
Communication Expenses	\$21,145.54	\$32,607.71	\$51,001.12
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$999.60	\$0	\$0
<b>EBITDA</b>	<b>(\$17,141.60)</b>	<b>\$276,901.74</b>	<b>\$758,763.67</b>
<b>Additional Expense</b>	<b>\$9,616.80</b>	<b>\$7,373.24</b>	<b>\$4,967.49</b>
Long Term Depreciation	\$3,600	\$3,600	\$3,600

	2024	2025	2026
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$20,741.60)	\$273,301.74	\$755,163.67
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	(\$26,758.40)	\$269,528.50	\$753,796.18
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$731,609.62</b>	<b>\$817,395.72</b>	<b>\$946,241.27</b>
<b>Net Income</b>	<b>(\$26,758.40)</b>	<b>\$269,528.50</b>	<b>\$753,796.18</b>
<b>Net Income (%)</b>	<b>(3.80%)</b>	<b>24.80%</b>	<b>44.34%</b>
Retained Earning Opening	\$0	(\$44,758.40)	\$216,770.10
Owner's Distribution	\$18,000	\$8,000	\$8,000
<b>Retained Earning Closing</b>	<b>(\$44,758.40)</b>	<b>\$216,770.10</b>	<b>\$962,566.28</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$704,851.22</b>	<b>\$1,086,924.22</b>	<b>\$1,700,037.45</b>
<b>Cash Paid</b>	<b>\$727,010.02</b>	<b>\$813,795.72</b>	<b>\$942,641.27</b>
COS & General Expenses	\$222,873.22	\$294,788.08	\$408,264.38
Salary & Wages	\$498,120	\$515,234.40	\$533,009.40
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
<b>Net Cash From Operations</b>	<b>(\$22,158.80)</b>	<b>\$273,128.50</b>	<b>\$757,396.18</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$21,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$21,000)</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
<b>Amount Paid</b>	<b>\$49,035.72</b>	<b>\$41,279.28</b>	<b>\$43,685.02</b>
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$18,000	\$8,000	\$8,000
<b>Net Cash From Financing</b>	<b>\$100,964.28</b>	<b>(\$41,279.28)</b>	<b>(\$43,685.02)</b>
<b>Summary</b>			
Starting Cash	\$0	\$57,805.48	\$289,654.70
Cash In	\$854,851.22	\$1,086,924.22	\$1,700,037.45
Cash Out	\$797,045.74	\$855,075	\$986,326.29
Change in Cash	\$57,805.48	\$231,849.22	\$713,711.16
<b>Ending Cash</b>	<b>\$57,805.48</b>	<b>\$289,654.70</b>	<b>\$1,003,365.86</b>



# Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$74,205.88</b>	<b>\$302,455.10</b>	<b>\$1,012,566.26</b>
<b>Current Assets</b>	<b>\$57,805.88</b>	<b>\$289,655.10</b>	<b>\$1,003,366.26</b>
Cash	\$57,805.48	\$289,654.70	\$1,003,365.86
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0.40	\$0.40	\$0.40
<b>Long Term Assets</b>	<b>\$16,400</b>	<b>\$12,800</b>	<b>\$9,200</b>
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$3,600)	(\$7,200)	(\$10,800)
<b>Liabilities &amp; Equity</b>	<b>\$74,205.89</b>	<b>\$302,455.12</b>	<b>\$1,012,566.28</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>\$5,241.60</b>	<b>\$266,770.10</b>	<b>\$1,012,566.28</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

	2024	2025	2026
Retained Earnings	(\$44,758.40)	\$216,770.10	\$962,566.28
Check	\$0	\$0	\$0

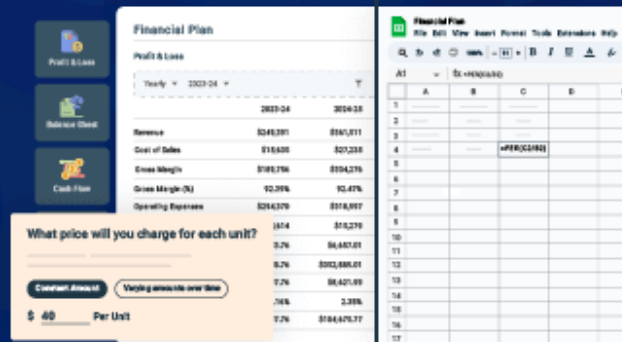
## Business Ratios

	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

	Year 1	Year 2	Year 3	Industry Profile
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	Year 1	Year 2	Year 3	
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
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.

# 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 2023-04. It shows a table with columns for '2023-04' and '2024-04'. 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' button is also visible.

	2023-04	2024-04
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.4%
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.

[Start your planning today](#)

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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.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

## Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

## Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

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Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

## Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



**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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