






Taxi Company

Travel securely with us


Business Plan [YEAR]

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

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1.

Executive Summary

Introduction

Mission Statement

Vision Statement

Objectives

Financial Highlights

Highlights



REMEMBER

Before you think about how to start a Taxi business, you must create a detailed Taxi 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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Introduction



TIP

Metro Cabs specializes in providing customers with chauffeuring/taxi services within 50 miles of its office location. The Company is registered as a corporation and located in the State of New York. The Company charges its customers on a per-mile basis, or for longer trips on a flat fee basis. Additionally, Metro Cabs directly employs its staff of

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Mission Statement



TIP

Our mission as a cab services company is to develop a highly successful, profitable business which provides quality automobile transportation services in our city and to become a standard for an ideal taxi services business not only in the State of New York but also throughout the United States of America and Canada where we intend launching our business an

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Vision Statement



TIP

Our vision is to become the number one taxi cab services company in the whole of New York with an active presence in key cities all around the State of New York.

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Objectives



TIP

The company's goal in the next year is to pursue an aggressive marketing campaign and from that, penetrate at least 65% of the market share. The company's goal in the next two to five years is to be the top-rated ground transportation company in the New York Metro Area by continuously monitoring, evaluating, and following up on customer

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Financial Highlights



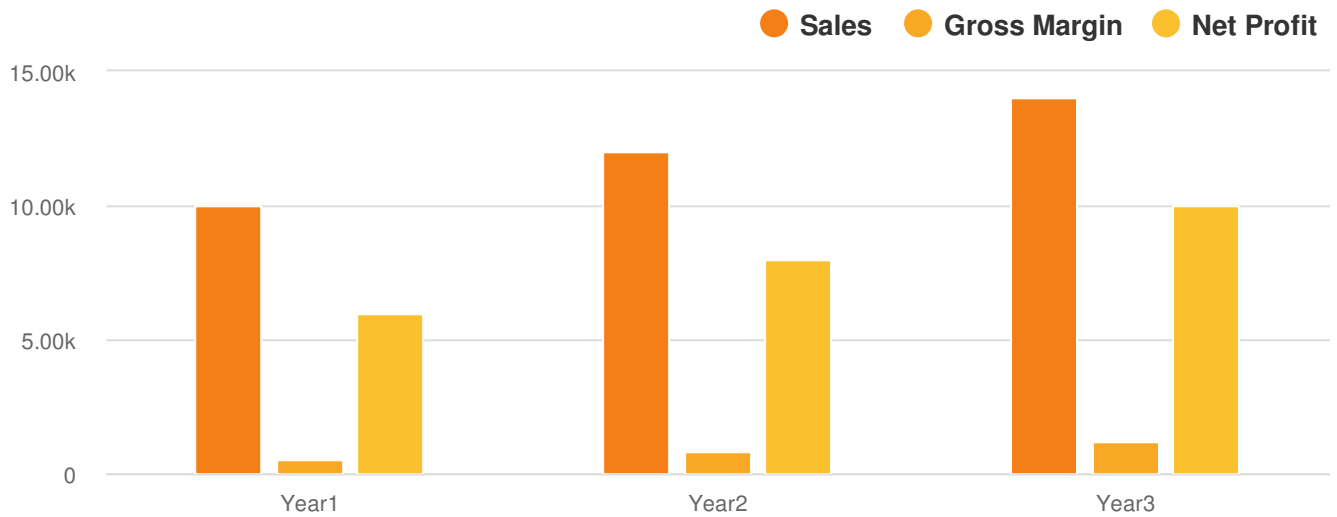
TIP

The company is seeking \$2.5 million of financing to fund the acquisition of the Mighty Cab Association and its initial operations. This funding will cover the purchase of Mighty Cab, marketing, purchase of extra vehicles, software, and hardware. Projected revenues for 2020 to 2022 are \$200,000, \$1.5 million, and \$2.2 million, respectively.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

Highlights



TIP

Highlights of Metro Cabs

Technology. Metro Cabs has a unique Global Positioning System (GPS) that pinpoints the nearest driver, thus allowing the driver to give an accurate ETA.

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2.

Business Summary

Company Strategy

Startup - Summary

Risks

Value Proposition



TIP

Metro Cabs is a standard, licensed and registered Taxi cab Services Company that will be based in New York – United States of America and we will have an active presence in other cities such as Green acres City, Miami, Jacksonville, Clearwater, Tampa, Fort Lauderdale, North Miami, West Palm Beach, Palm Harbor, Deltona, Orlando, Palm Bay, and Panama C

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Company Strategy



TIP

Metro Cabs' strategy is to saturate the market with television ads depicting the company as a premier taxi service. The company will leverage the newest in-car technology to dominate the credit card segment of the market. Metro Cabs will dominate the market because no other company has this unique feature.

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Startup - Summary



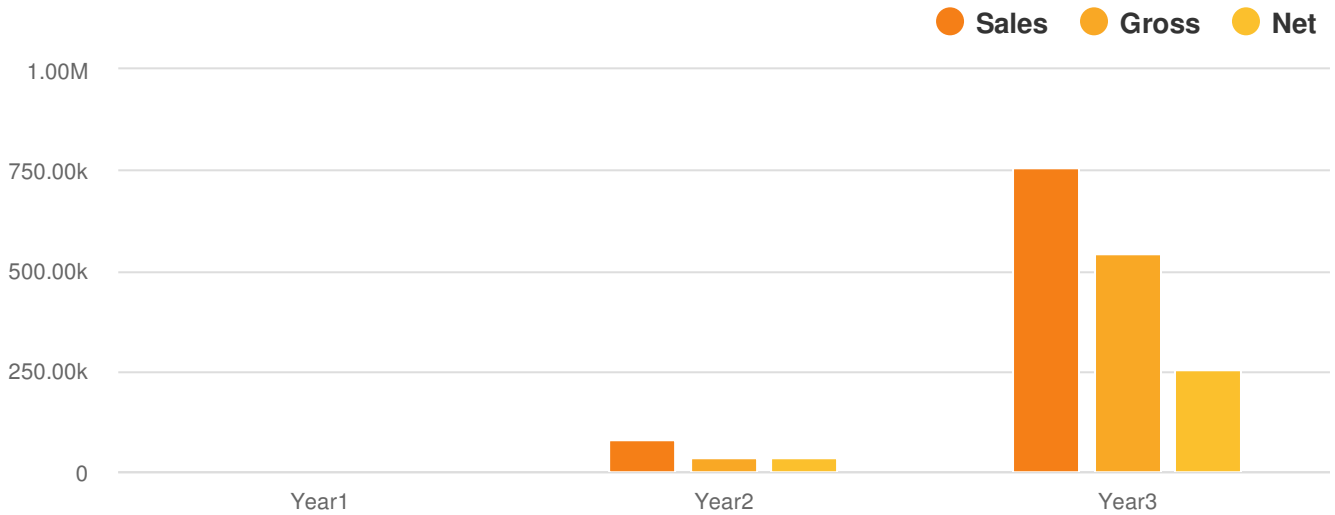
TIP

As can be seen in the chart and table below, the company performed well in its first year, but sales have not been fully actualized. That is the intent of this plan: to increase sales by utilizing our competitive advantages and by the acquisition of a rival taxi company.

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Past Performance



Financial Year	Sales	Gross	Net
Year1	0	0	0
Year2	78451	35452	35468
Year3	754121	542151	254785

PAST PERFORMANCE	2017	2018	2019
Sales	\$0	\$0	\$100,000
Gross Margin	\$0	\$0	\$60,000
Gross Margin %	0.00%	0.00%	60.00%
Operating Expenses	\$0	\$0	\$20,000
BALANCE SHEET			
Current Assets			
Cash	\$0	\$0	\$45,000
Other Current Assets	\$0	\$0	\$13,400
TOTAL CURRENT ASSETS	\$0	\$0	\$58,400
Long-term Assets			
Long-term Assets	\$0	\$0	\$75,000
Accumulated Depreciation	\$0	\$0	\$10,000
TOTAL LONG-TERM ASSETS	\$0	\$0	\$65,000

PAST PERFORMANCE	2017	2018	2019
Total Assets	\$0	\$0	\$123,400
Current Liabilities			
Accounts Payable	\$0	\$0	\$23,600
Current Borrowing	\$0	\$0	\$10,000
Other Current Liabilities (interest free)	\$0	\$0	\$25,400
TOTAL CURRENT LIABILITIES	\$0	\$0	\$59,000
Long-term Liabilities	\$0	\$0	\$25,000
TOTAL LIABILITIES	\$0	\$0	\$84,000
Paid-in Capital	\$0	\$0	\$37,000
Retained Earnings	\$0	\$0	\$2,400
Earnings	\$0	\$0	\$0
TOTAL CAPITAL	\$0	\$0	\$39,400
Total Capital and Liabilities	\$0	\$0	\$123,400
Other Inputs			
Payment Days	0	0	30

Risks



TIP

The company recognizes that it is subject to both market and technological risks. The company's view of its risks, as well as how each is being addressed, is as follows:

Lockout in the industry for new cab companies.

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Value Proposition



TIP

Metro Cabs' products and services offer the following advantages to customers:

Convenience. Metro Cabs' products and services provide the driver and the customer with the convenience of a credit/debit card

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3.

Products and Services

Service Description

Technology

Future Services



REMEMBER

Before starting a Taxi company, you must take many things into consideration such as you must consider what types of taxi services will you be providing to your passengers. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start a Taxi business.

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TIP

Metro Cabs provides taxi services utilizing computer dispatch to help with timely pickup and quality customer care. The software and hardware systems used by Metro Cabs give customers convenience by allowing them to use credit and debit cards in the taxi.

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Service Description



TIP

The taxi driver is often the first contact that a visitor has with New York and as such, Metro Cabs realizes the importance of first impressions and customer care. The company's customer-oriented philosophy and its commitment to service are reflected in the careful selection of drivers and the comprehensive training program. Customers can expect the following

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Taxi Cab Services

Start writing here...



TIP

This division of Metro Cabs deals with the pure maintenance of vehicles. Drivers will be charged at discounted rates for tune-ups, wheel alignments, and other repairs.

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Maintenance/Repair Services

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Technology



TIP

Global Positioning System. Metro Cabs has a unique Global Positioning System (GPS) that pinpoints the nearing driver thus allowing the driver to give an accurate estimated time of arrival.

Radio System. Reliable communications are essential. To unlock help try Upmetrics!

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Future Services



TIP

Metro Cabs plans to respond to market needs by following up with taxi plus (wheelchair accessible taxi vans with credit card access inside) with the next 5 years. Metro Cabs believes it can capture this niche and again in overall market share. Additional plans for next-generation products and services include rent to own options for our drivers. The intro

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4.

Market Analysis

Market Segmentation

Service Business Analysis



REMEMBER

The most important component of an effective Taxi business plan is its accurate market analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from this Taxi business plan sample or other Taxi business plans available online.

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TIP

The company's emphasis is on the dispatch, mobile data, and credit/debit card markets of the taxi industry. In aggregate, these markets are believed to represent potential sales in excess of \$119 million as of March 2020. Within these markets, Metro Cabs will focus on the more lucrative credit/debit card segment. This segment, when introduced into any a

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Market Segmentation



TIP

Metro Cabs' focus will be on the credit card market with target customers in the low to mid-income range in the Metropolitan New York area. The target customers are motivated to use our services over that of competitors because of the convenience and quality associated with our services.

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Customers and Target Markets

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TIP

We believe our customers choose our cab service based on the following criteria:

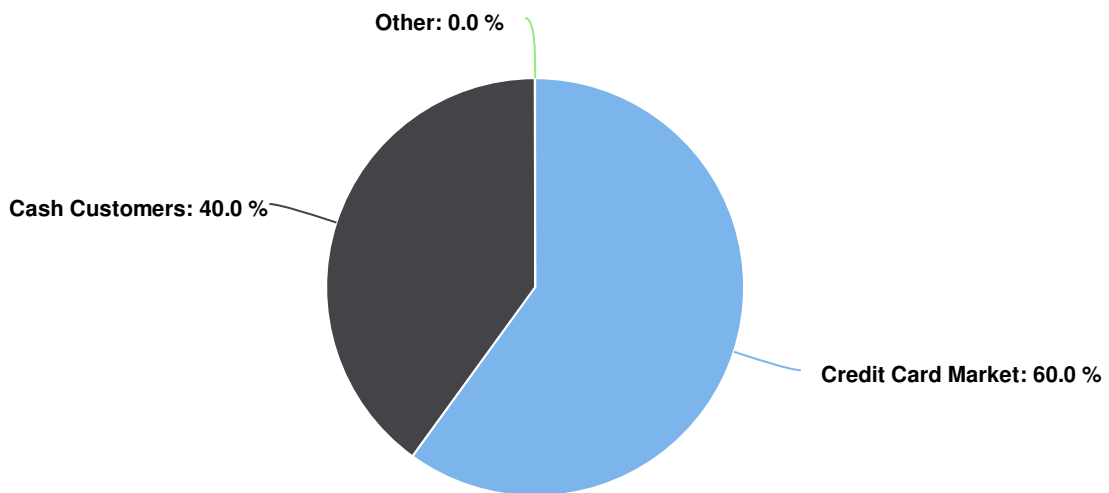
Performance. We work with one goal in mind: to get customers where they want to go, when they want to go, promptly, efficiently, and affordably.

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Customer Buying Criteria

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Market Analysis



Financial Year	Units Sold
Credit Card Market	60
Cash Customers	40
Other	0

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Credit Card Market	25%	200,000	250,000	312,500	390,625	488,281	25.00%
Cash Customers	10%	100,000	110,000	121,000	133,100	146,410	10.00%
Other	0%	0	0	0	0	0	0.00%
Total	20.60%	300,000	360,000	433,500	523,725	634,691	20.60%

Service Business Analysis



TIP

Market 1-Taxi Cabs

This category covers establishments engaged primarily in furnishing passenger transportation by automobiles not operated on regular schedules or between fixed terminals. Taxicab fleet owners and organizati

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TIP

Competitive threats come from existing taxi cab companies in the New York area. Their weaknesses are, however, that they do not have the credit/debit card payment option, and some still use the radio dispatch system.

Transportation, Inc. has computer-aided dispatch but no credit card processing capabilities. Capital Cab, Yellow Cab, and Diamond

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Competition and Buying Patterns

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5.

Strategy

Sales Strategy

Marketing Strategy

Strategic Alliances



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 clients. Like marketing analysis, sales strategy is also an important component of a Taxi business startup and must be properly planned before you think about starting your own Taxi Business. To unlock help try Upmetrics!

Sales Strategy



TIP

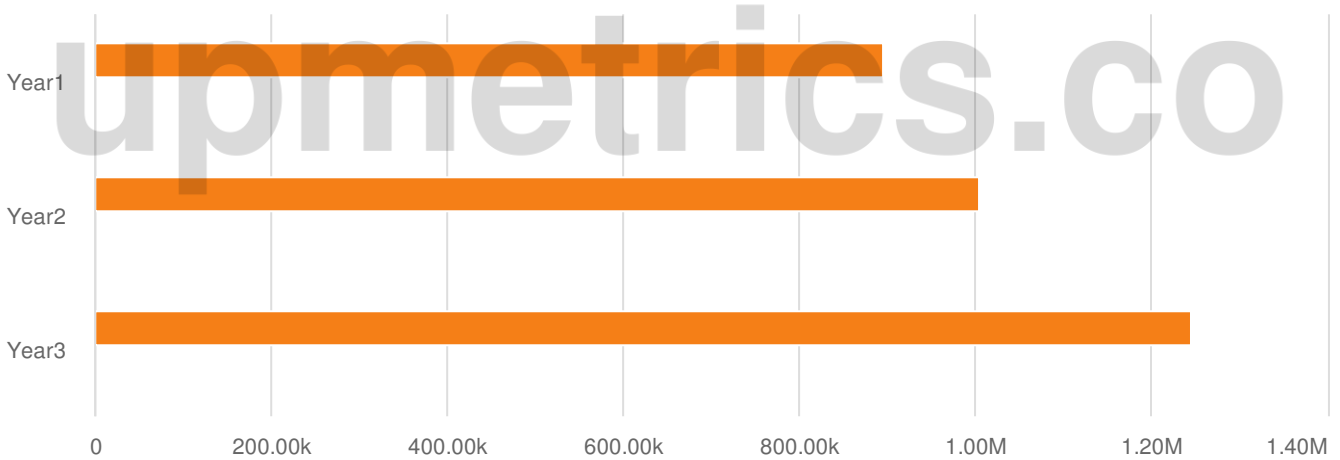
At Metro Cabs, the sales process is the same for each of Metro Cabs' two areas: taxi cab services and maintenance and repair services. The company intends to establish its presence online by developing a website from which sales will be generated. The District of Columbia Cab Commission regulates pricing for taxi cab services. To unlock help try Upmetrics!

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Sales Yearly



● All Services ● Other



Financial Year	All Services	Other
Year1	895665	0
Year2	1004512	0
Year3	1245587	0

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Sales	Year 1	Year 2	Year 3
All services	\$200,000	\$1,500,000	\$2,200,000
Other	\$0	\$0	\$0
TOTAL SALES	\$200,000	\$1,500,000	\$2,200,000
Direct Cost of Sales			
All services	\$65,000	\$125,000	\$100,000
Other	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$65,000	\$125,000	\$100,000

Marketing Strategy



TIP

Marketing Strategy

Metro Cabs markets its products and services as solutions to transportation needs in the city of New York. Other target markets include customers in the low to the mid-income range. Direct mailings and te

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TIP

Metro Cabs plans to communicate through direct mail and television advertising to generate sales. TCI MEDIA Services and Val-Pak Direct Marketing will spearhead the marketing campaign. The key message associated with our products and services is cleaner, efficient, flexible, and convenient taxi cabs.

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Marketing Programs

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Strategic Alliances



TIP

The company has strategic alliances with King Communications, Surfside Systems, and Commercial Electronic Services. These alliances are valuable to Metro Cabs because they allow the company to get updates on technology and added tech support, and they are valuable to the ally firms because Metro Cabs is a growing customer. All agreements come v

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6.

Management Plan

Organization

Officers and Key Employees



REMEMBER

The management plan is also an important component of a Taxi business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start a Taxi Business. The management plan of the Taxi business is as follows.

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Organization



TIP

The company's management philosophy is based on responsibility and mutual respect. Metro Cabs has an environment and structure that encourages productivity and respect for customers and fellow employees. The Metro Cabs team is organized into two groups:

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Officers and Key Employees

Metro Cabs' management is highly experienced and qualified. Key members of Metro Cabs' management teams, their backgrounds, and responsibilities are as follows.

- Mr. Kennedy Williams, President, and CEO.
- Mr. Peter Jackson, Senior Vice President - Operations.
- Ms. Glenda Jones, Call Center Supervisor.

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Taxi Cabs & Administrative	\$108,696	\$365,217	\$395,652
Maintenance & Repair	\$108,695	\$156,522	\$169,565
Total People	8	17	20
Total Payroll	\$217,391	\$521,739	\$565,217

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 a Taxi 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 earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for starting a Taxi

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TIP

The company is seeking \$2.5 million of financing to fund the acquisition of the Mighty Cab Association and its initial operations. This funding will cover the purchase of Mighty Cab, marketing, purchase of extra vehicles, software, and hardware.

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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

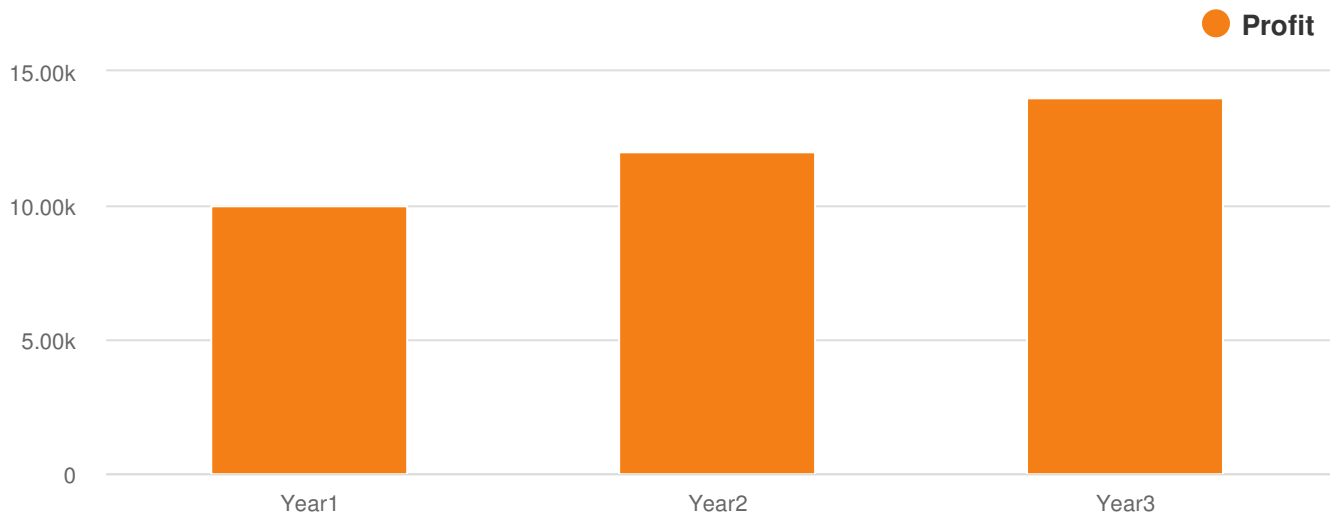
Brake-even Analysis

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

Projected Profit and Loss

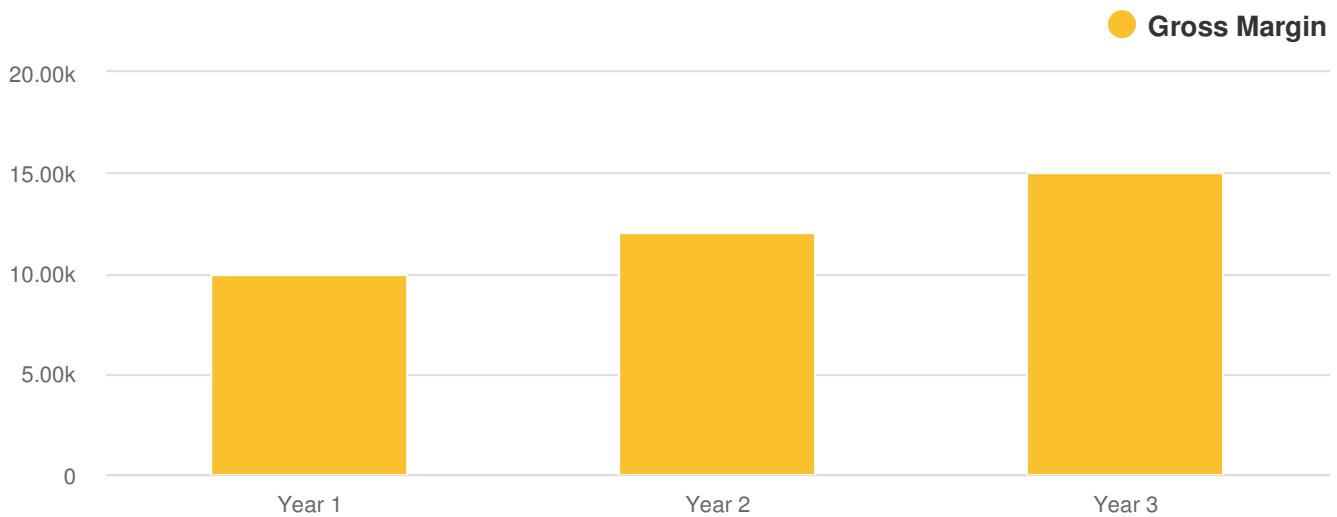
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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
Year 1	10000
Year 2	12000
Year 3	15000

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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With Upmetrics you don't have to worry about navigating complex spreadsheets. Just input your numbers and we'll provide you with well-structured financial reports that you and your investors understand.

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Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

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