



# Vending Machine

We serve it, you deserve it.

Business Plan  
[YEAR]



**John Doe**



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<http://www.example.com>

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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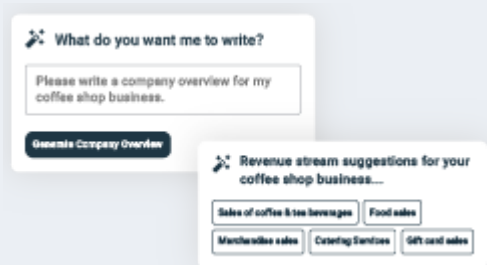
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1.

# Executive Summary

Mission statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



## REMEMBER

Before you think about how to start a Vending machine company service, you must create a detailed Vending machine business plan. It will not only guide you in the initial phases of your startup but will also

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### First Tech Vending

First Tech Vending Company is a business enterprise in the retailing industry that specializes in leveraging the vending machine retailing model. Although our business will be based in Detroit, Michigan where we were able to secure a 40 by 40 feet warehouse, w

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## Mission statement

### First Tech Vending

Our mission is to establish a vending machines business that will make available a wide range of goods and products from top manufacturing brands at affordable prices to the residence of Detroit, Michigan, and other key cities in the United States and Canada

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## Vision Statement

### First Tech Vending

Our vision is to build a vending machine business that will have an active presence all over Detroit, Michigan, and other key cities both in the United States of America and Canada

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## Customer Focus

### First Tech Vending

First Tech Vending Company will primarily serve the Orleans area. The business and residential demographics of the area are as follows:

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## Success Factors

### First Tech Vending

First Tech Vending Company is uniquely qualified to succeed for the following reasons:

- The city has multiple businesses, schools, and establishments that are great locations for

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## Financial Summary

### First Tech Vending

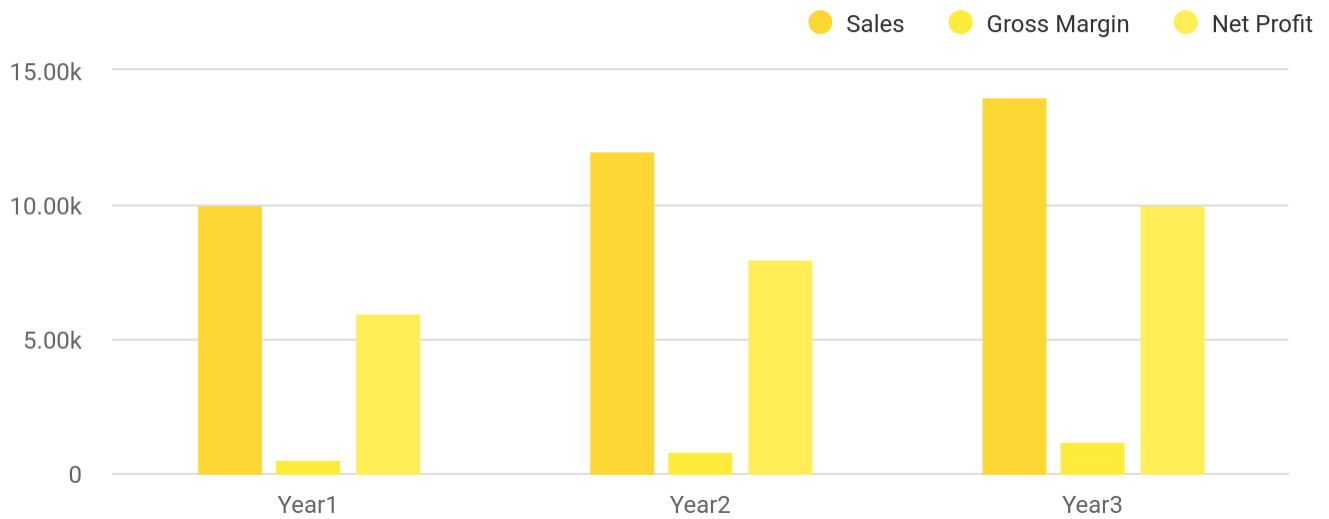
First Tech Vending Company is seeking total funding of \$45,000 of capital to launch.

Specifically, these funds will be used as follows:

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## 3 Year profit forecast



First Tech Vending

Financial Summary	Year 1	Year 2	Year 3
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Start writing here..



# 2.

## Company Summary

History

Startup Summary

### ☐ First Tech Vending

First Tech Vending Company is a family business that is owned by John Moore and their Family. The business will be managed by his son Johnny Moore, a graduate of Business Administration who has extensive experience working with one of the

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## History

### ☐ First Tech Vending

First Tech Vending Company was established by James Moore in 1995. Living in the busy area of Detroit, John Moore is always on the go and looking for a quick snack or drink, but can never find one. So, he decided to start a vending machine business to provide


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## Startup Summary

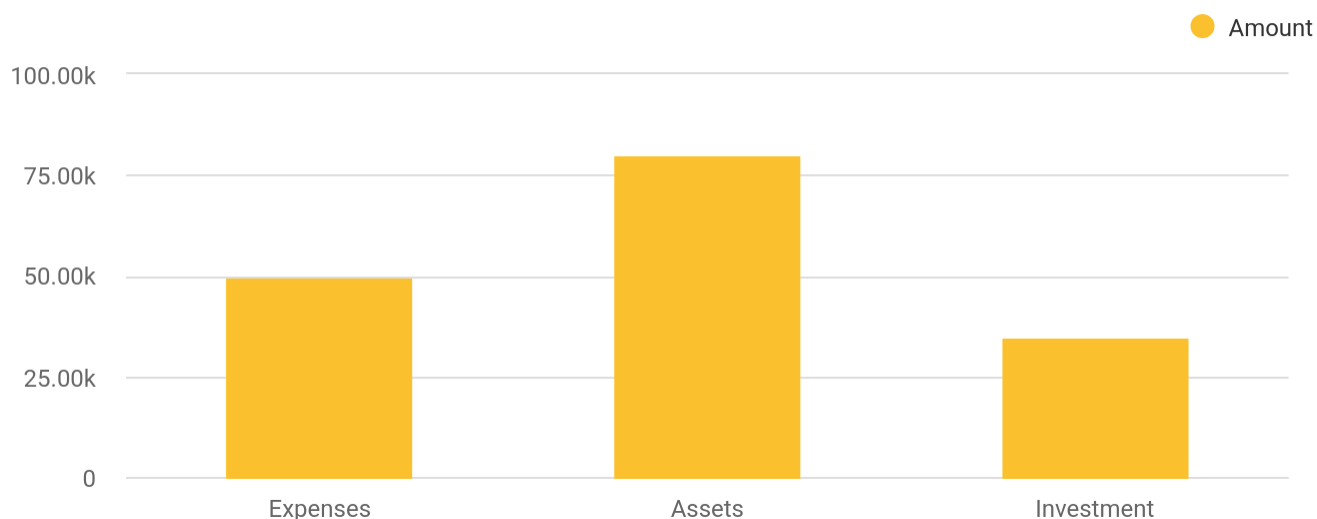
### ☐ First Tech Vending

The company will buy used vending machines for a startup which will then be installed in several regions in Manhattan. Nearly 35% of machines will be located in the residential zone while the remaining will be distributed in the commercial zone as well

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## Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

Start-up Expenses	Amount
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
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	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services

📁 **First Tech Vending**

First Tech Vending Company is in the vending machines cum retailing industry for the purpose of making profits and we will ensure we go all the way to make available a wide range of goods and products from top manufacturing brands in the United States and

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**Groceries**



**Drinks**



**Snacks**



**Children's toys**



**Beauty products and cosmetics**



**Fruits**



**Vegetables**



**Handkerchiefs**



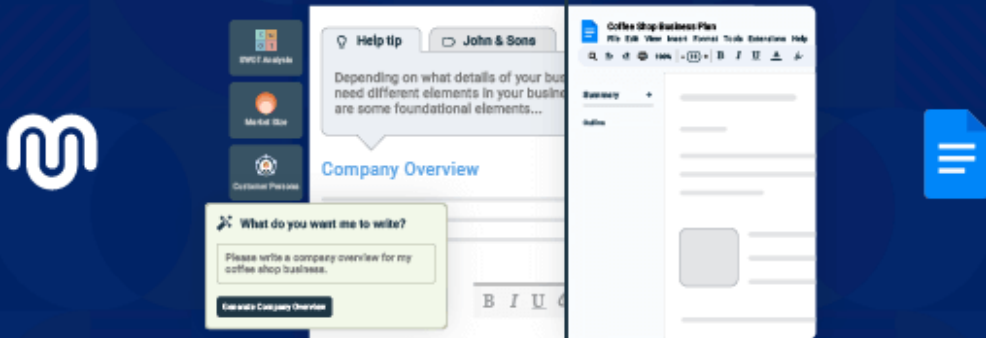
**Towels**



**Flowers**

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# 4.

## Market Analysis

Industry Analysis

Market Trends

Target Market

Market Segmentation



## REMEMBER

The most important component of an effective Vending machine services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself.

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## Industry Analysis

### First Tech Vending

The Vending Machine industry has experienced growth over the past few years. The growth in the healthy eating index is a driving factor of change for the industry. When the healthy eating index increases, consumers eat less junk food, which industry operators...

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## Market Trends

### First Tech Vending

Retailing business has been in existence for as long as humans started trading goods, but one thing is certain, the retailing industry is still evolving especially with the advent of technology. The introduction of technology is of course what gave birth to vending...

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## Target Market

### First Tech Vending

We do want to reach those we have set out to meet their needs, hence, we will leave no stone unturned in identifying who they really are. Perhaps the vending machines business / retailing industry have the widest range of customers; everybody on planet earth...

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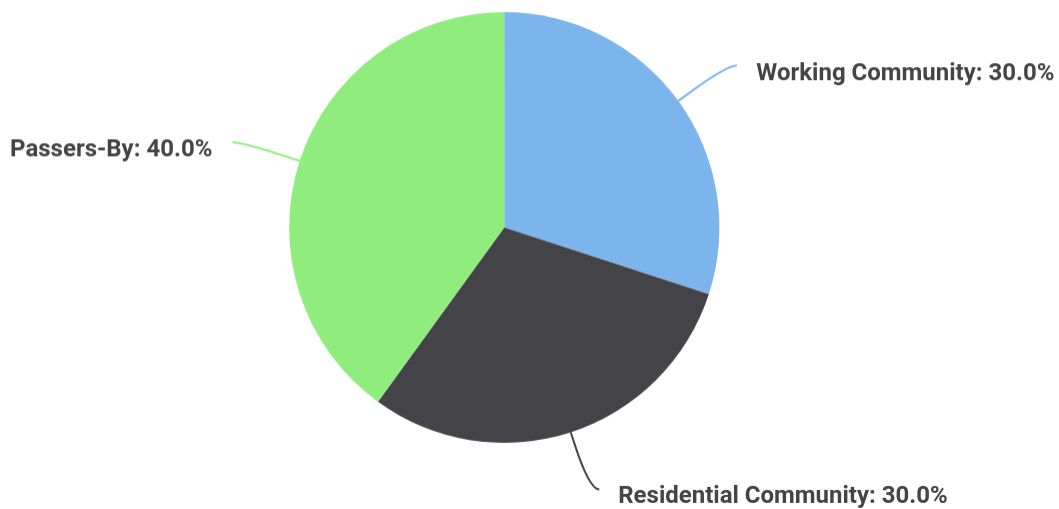
# Market Segmentation

## First Tech Vending

Our marketing experts have identified the following type of target audience which can become our potential customers.

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## First Tech Vending

The first category includes the workers and employees who work in the businesses or offices in Manhattan. This group leads a strenuous life, burdened with plenty of work and thousands of matters to think upon. Due to their busy routine, most of the time they


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## Working Community

Start writing here..

## First Tech Vending

The second group of our target customers will be the residential community. This group comprises children, teens, adults, and senior citizens. They also use vending machines to conveniently get their required products as compared to visiting the s

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## Residential Community

Start writing here..

### First Tech Vending

The third category includes those people who do not work or reside in our target areas but have come to for any business purpose or commercial activity. This group also often tends to stop by vending machines for having a quick snack, beverages, or cigarette

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## Passers-by

Start writing here..

### First Tech Vending

The third category includes those people who do not work or reside in our target areas but have come to for any business purpose or commercial activity. This group also often tends to stop by vending machines for having a quick snack, beverages or cigarette

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Start writing here..

# 5.

## SWOT Analysis

## First Tech Vending

Our intention of starting our vending machine business with a dozen vending machine installed in strategic locations around Detroit, Michigan is to test run the business for a period of 3 to 6 months to know if we will invest more money, expand the business and

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### Strength

The strategic locations we intend to install our vending machines, the business model we will be operating on, ease of payment, wide range of products, and our excellent customer service culture will definitely count as a strong strength for First Tech Vending Company.

### Weakness

A major weakness that may count against us is the fact that we are a new vending machine business and we don't have the financial capacity to compete with multi-billion dollar retail outlets that also run a vending machines business when it comes to retailing at rock bottom prices for all their goods.

### Opportunity

The fact that we are going to install our vending machines in some of the busiest streets in Detroit, Michigan, provides us with unlimited opportunities to sell our products to a large number of people.

We have been able to conduct thorough feasibility studies and market surveys and we know what our potential clients will be looking for when they visit our vending machine locations; we are well-positioned to take on the opportunities that will come our way.

### Threat

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new retail outlet or new vending machines in the same location where ours is located.

# 6.

## Strategy & Implementations

Advertising Strategy

Pricing Strategy



## 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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## Advertising Strategy

### First Tech Vending

We are quite aware of the enormous returns a good publicity strategy can bring back to our business. So, despite the fact that our vending machines will be well located, we will still go ahead to intensify publicity for the business. We are going to explore

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## Pricing Strategy

### First Tech Vending

Pricing is one of the key factors that gives leverage to vending machine business, it is normal for consumers to go to places (vending machines outlets or retail outlets) where they can get goods at a cheaper price which is why big players in the retail industry

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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 a vending machine service 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 covered.

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### First Tech Vending

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 vending machine service business start-up, no equity funding or outside loans will be required.

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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
<b>Revenue</b>	<b>\$308,449.78</b>	<b>\$859,927.83</b>	<b>\$1,786,411.99</b>
Snack Sales	\$64,054.70	\$136,378.90	\$290,363.40
Unit Sales	25,622	54,552	116,145
Unit Price	\$2.50	\$2.50	\$2.50
Beverage Sales	\$81,186.38	\$137,682.23	\$233,492.98
Unit Sales	23,196	39,338	66,712
Unit Price	\$3.50	\$3.50	\$3.50
Healthy Options Sales	\$163,208.70	\$585,866.70	\$1,262,555.61
Users	9,016	23,450	46,560
Recurring Charges	\$3	\$3	\$3
<b>Cost Of Sales</b>	<b>\$48,218.24</b>	<b>\$85,578.06</b>	<b>\$169,404.60</b>
General Costs	\$48,218.24	\$85,578.06	\$169,404.60
Snack-Related Costs	\$25,422.50	\$53,096.39	\$99,622.61
Snack Purchase Costs	\$10,000	\$10,100	\$10,302
Snack Delivery Charges	\$15,422.50	\$42,996.39	\$89,320.61
Beverage-Related Costs	\$22,795.74	\$32,481.67	\$69,781.99
Beverage Purchase Costs	\$12,000	\$12,120	\$12,362.40
Beverage Delivery Charges	\$10,795.74	\$20,361.67	\$57,419.59
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$260,231.54</b>	<b>\$774,349.77</b>	<b>\$1,617,007.39</b>

	2024	2025	2026
<b>Gross Margin (%)</b>	<b>84.37%</b>	<b>90.05%</b>	<b>90.52%</b>
<b>Operating Expense</b>	<b>\$275,622.27</b>	<b>\$321,892.76</b>	<b>\$384,227.28</b>
Payroll Expense (Indirect Labor)	\$205,500	\$231,960	\$260,023.56
Management Team	\$127,500	\$132,600	\$137,904
General Manager	\$67,500	\$70,200	\$73,008
Operations Manager	\$60,000	\$62,400	\$64,896
Maintenance Staff	\$36,000	\$55,890	\$77,128.08
Vending Machine Technician	\$36,000	\$55,890	\$77,128.08
Administrative Staff	\$42,000	\$43,470	\$44,991.48
Administrative Assistant	\$42,000	\$43,470	\$44,991.48
General Expense	\$70,122.27	\$89,932.76	\$124,203.72
Vending Machine Maintenance	\$39,804.70	\$40,833.17	\$45,218.93
Vending Machine Servicing	\$3,804.70	\$4,287.13	\$4,830.73
Vending Machine Parts Replacement	\$36,000	\$36,546.04	\$40,388.20
Location Rent	\$18,106.31	\$22,963.18	\$29,123.01
Monthly Rent for Locations	\$18,106.31	\$22,963.18	\$29,123.01
Marketing and Advertising	\$12,211.26	\$26,136.41	\$49,861.78
Online Advertising	\$7,711.26	\$21,498.20	\$44,660.33
Promotional Materials	\$4,500	\$4,638.21	\$5,201.45
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$15,390.69)</b>	<b>\$452,457.05</b>	<b>\$1,232,780.15</b>
<b>Additional Expense</b>	<b>\$12,082.93</b>	<b>\$10,148.77</b>	<b>\$8,095.31</b>
Long Term Depreciation	\$6,936	\$6,936	\$6,936
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$22,326.69)</b>	<b>\$445,521.05</b>	<b>\$1,225,844.15</b>
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
<b>EBT</b>	<b>(\$27,473.62)</b>	<b>\$442,308.28</b>	<b>\$1,224,684.84</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$335,923.44</b>	<b>\$417,619.59</b>	<b>\$561,727.19</b>
<b>Net Income</b>	<b>(\$27,473.62)</b>	<b>\$442,308.28</b>	<b>\$1,224,684.84</b>
<b>Net Income (%)</b>	<b>(8.91%)</b>	<b>51.44%</b>	<b>68.56%</b>
Retained Earning Opening	\$0	<b>(\$155,473.62)</b>	\$158,834.66
Owner's Distribution	\$128,000	\$128,000	\$128,000
<b>Retained Earning Closing</b>	<b>(\$155,473.62)</b>	<b>\$158,834.66</b>	<b>\$1,255,519.50</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$308,449.82</b>	<b>\$859,927.87</b>	<b>\$1,786,412.03</b>
<b>Cash Paid</b>	<b>\$328,987.44</b>	<b>\$410,683.59</b>	<b>\$554,791.19</b>
COS & General Expenses	\$118,340.51	\$175,510.82	\$293,608.32

	2024	2025	2026
Salary & Wages	\$205,500	\$231,960	\$260,023.56
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$20,537.62)</b>	<b>\$449,244.28</b>	<b>\$1,231,620.84</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$35,000)</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>\$159,359.35</b>	<b>\$161,293.51</b>	<b>\$163,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$128,000	\$128,000	\$128,000
<b>Net Cash From Financing</b>	<b>(\$9,359.35)</b>	<b>(\$161,293.51)</b>	<b>(\$163,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$64,896.97)	\$223,053.80
Cash In	\$458,449.82	\$859,927.87	\$1,786,412.03
Cash Out	\$523,346.79	\$571,977.10	\$718,138.31

	2024	2025	2026
Change in Cash	(\$64,896.97)	\$287,950.77	\$1,068,273.72
<b>Ending Cash</b>	<b>(\$64,896.97)</b>	<b>\$223,053.80</b>	<b>\$1,291,327.52</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$36,832.97)</b>	<b>\$244,181.80</b>	<b>\$1,305,519.52</b>
<b>Current Assets</b>	<b>(\$64,896.97)</b>	<b>\$223,053.80</b>	<b>\$1,291,327.52</b>
Cash	(\$64,896.97)	\$223,053.80	\$1,291,327.52
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$28,064</b>	<b>\$21,128</b>	<b>\$14,192</b>
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$6,936)	(\$13,872)	(\$20,808)
<b>Liabilities &amp; Equity</b>	<b>(\$36,832.96)</b>	<b>\$244,181.80</b>	<b>\$1,305,519.50</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>(\$105,473.62)</b>	<b>\$208,834.66</b>	<b>\$1,305,519.50</b>

	2024	2025	2026
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	(\$155,473.62)	\$158,834.66	\$1,255,519.50
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

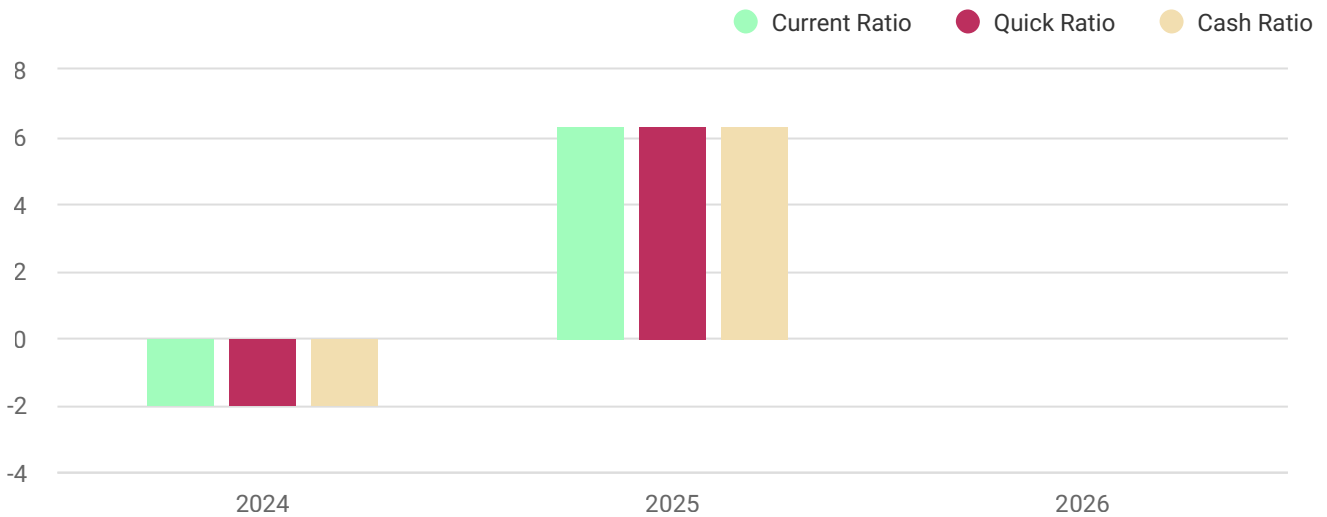
### Ratio Analysis

	2024	2025	2026
<b>Liquidity Ratio</b>			
Current Ratio	(1.95)	6.31	0
Quick Ratio	(1.95)	6.31	0
Cash Ratio	(1.95)	6.31	0
<b>Profitability Ratio</b>			
<b>Margin Ratio</b>			
Gross Margin (%)	84.37%	90.05%	90.52%
Operating Margin (%)	(7.24%)	51.81%	68.62%
Pretax Margin (%)	(8.91%)	51.44%	68.56%
Net Profit Margin (%)	(8.91%)	51.44%	68.56%
Cash Flow Margin (%)	(6.66%)	52.24%	68.94%
<b>Return Ratio</b>			
Return on Assets (%)	74.59%	169.89%	125.58%



	2024	2025	2026
Return on Equity (%)	26.05%	198.64%	125.58%
Return on Capital Employed (%)	31.84%	202.65%	126.31%
<b>Efficiency Ratio</b>			
Asset Turnover Ratio	9.78	34.96	101.16
Inventory Turnover Ratio	0	0	0
Accounts Receivable Turnover Ratio	0	0	0
Accounts Payable Turnover Ratio	0	0	0
<b>Coverage Ratio</b>			
Interest Coverage Ratio	(4.34)	138.67	1,057.41
Debt Service Coverage Ratio	(0.61)	12.20	33.58
Assets Coverage Ratio	(0.54)	6.91	0
<b>Leverage Ratio</b>			
Debt To Assets Ratio	(1.86)	0.14	0
Debt To Equity Ratio	(0.65)	0.17	0
Debt To Capital Ratio	(1.86)	0.14	0
Debt To EBITDA Ratio	(4.46)	0.08	0
Assets To Equity Ratio	0.35	1.17	1

## Ratio Analysis



## 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 screenshot displays the Upmetrics interface. On the left, there are navigation buttons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area shows a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-24. Below the statement is a form asking 'What price will you charge for each unit?' with a 'Comment' field and a 'View price list on the go' button. The price is set to '\$ 60 Per Unit'. On the right, a spreadsheet view of the same data is shown 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.

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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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