


# BUSINESS PLAN [YEAR]



## Wedding Venue

Your dream event, delivered.

 **John Doe**

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 [info@example.com](mailto:info@example.com)

 <http://www.example.com>

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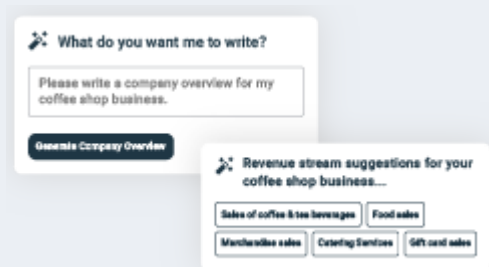
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1.

## Executive Summary

Customer Focus

Success Factors

Financial Summary



## REMEMBER

Before you think about how to start a wedding service, you must create a detailed wedding 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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### Moore Weddings

Moore Weddings, a leading event center is based in Detroit - Michigan, USA. We offer unique and personalized services to all our clients domestic and corporate. We provide wedding event coordination and offer our clients planning expertise as well as an ext

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*Start writing here..*

## Customer Focus

### Moore Weddings

Moore Weddings will primarily serve the residents who live within the city. The demographics of these customers are as follows:

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## Success Factors

### Moore Weddings

Moore Weddings is uniquely qualified to succeed for the following reasons:

- There is currently no high-quality wedding venue in the community we are entering

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# Financial Summary

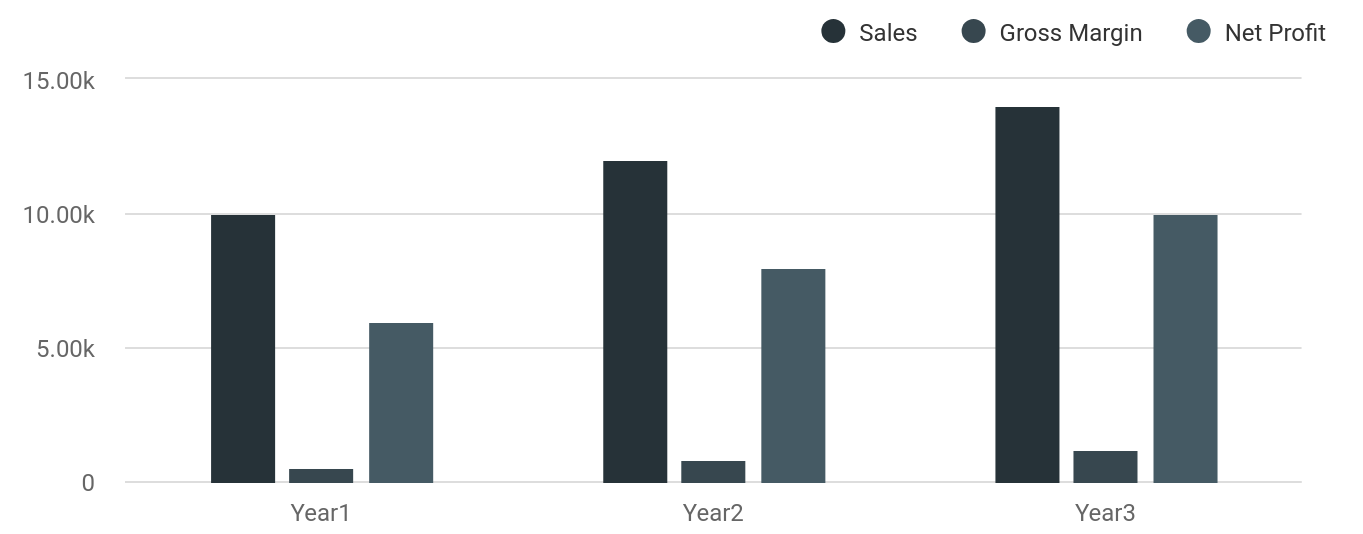
Moore Weddings

Moore Weddings is seeking total funding of \$300,000 to launch the wedding venue. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

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## 3 Year profit forecast



Moore Weddings

Financial Summary

Year 1

Year 2

Year 3

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# 2.

## Company Summary

History

Startup Summary



### Moore Weddings

Finally, our Chief Executive Officer, Ms. John Moore has over 15 years of experience in event coordination as well as in catering. This experience in addition to several certifications in event planning will help take our business to the desired level it intends to achieve.

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## History

### Moore Weddings

Moore Weddings is a dream come true for event organizers, John Moore. In 2015, John Moore started planning weddings in Detroit. One of the most challenging parts was finding the perfect venue that would cater to different couple's ideal weddings. It would take a lot of time and effort to find the perfect venue.


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## Startup Summary

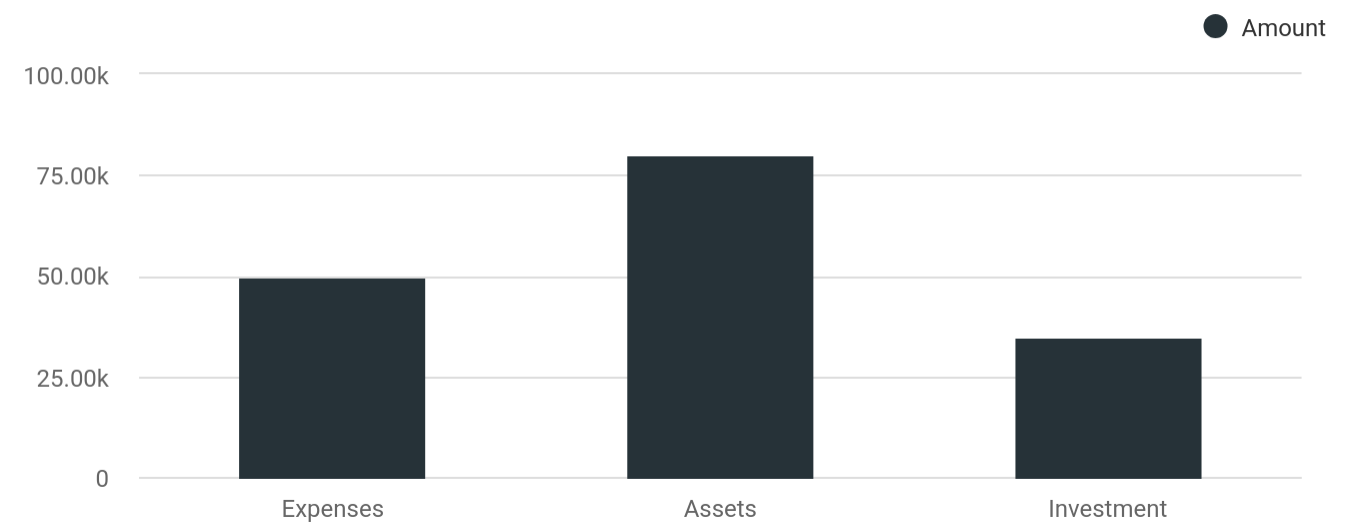
### Moore Weddings

The target of the company is to become the best wedding planner business in New York City within the next five years and to balance the initial cost of the startup with earned profits by the end of the first year.

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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
TOTAL START-UP EXPENSES	\$247,500
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

### Features

## Moore Weddings

Moore Weddings is the one-stop event center that intends to offer our various customers a beautiful experience while also exceeding their expectations with the various services that we intend to offer them at our event center.

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## Features



### Event center

An event center for weddings, business meetings, rehearsal dinners, holiday parties, corporate parties, and fundraisers



### Tables, chairs, China and linens rentals



### Audio/visual equipment rentals



### Event hosts and wait staff



### Caterer



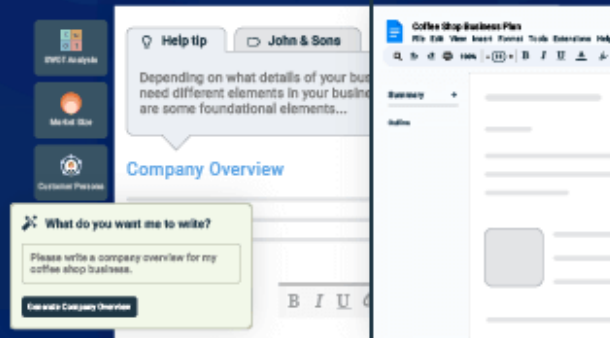
### Consultancy services



### Trainings

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# 4.

## Market Analysis

Industry Analysis

Market Trends

Target Market

Market Segmentation





## REMEMBER

The most important component of an effective wedding 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

## Moore Weddings

The wedding venue industry is expected to grow over the next five years. This trend will be mostly fueled by rising income levels.

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# Market Trends

## Moore Weddings

Every month there is an event of some sort that is being thrown, which makes having an event center one of the best businesses for any entrepreneur to go into. It should however be noted that this industry has peak periods such as during the middle and end of the year.

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# Target Market

## Moore Weddings

The target market for this industry is quite huge as there are events that are being thrown every now and then consisting of different types of the crowd, which makes for a huge customer base for event centers.

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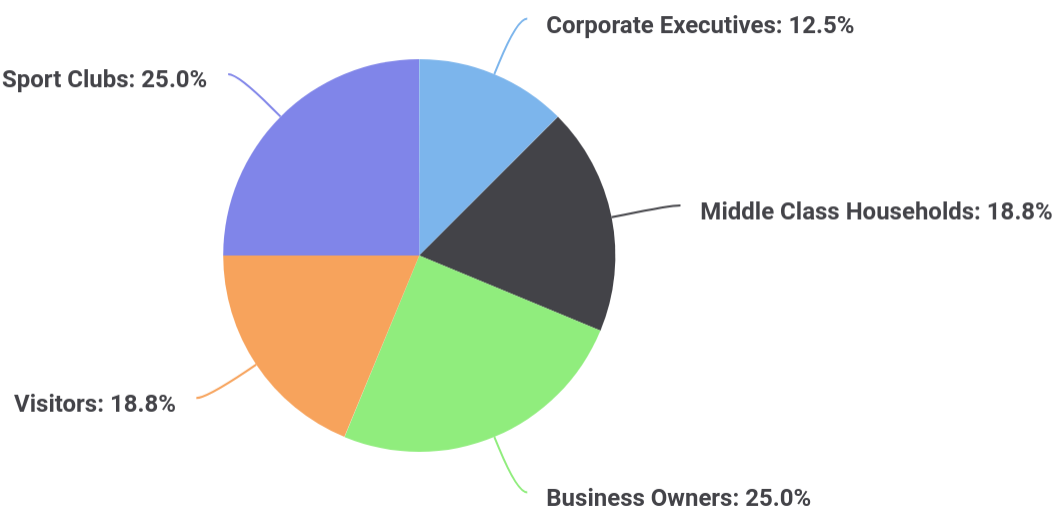
# Market Segmentation

Moore Weddings

Moore Weddings will be a Manhattan-based wedding planning business and will target the community living in the residential zone of the city located at 10 minutes drive from our office. Before starting a wedding planning business it was crucial to analyze

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Moore Weddings

The first target group will be the couples lying in the range of 20-35 years. These couples are usually getting married for the first time and hence are even willing to go to lengths in order to make their wedding day the best day of their lives. These people often

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## Couples aged 20-35 years

Start writing here..

## Moore Weddings

The second target group will be the couples lying in the range of 35-45 years. These couples have a sober nature as compared to the first group and hence the themes of their wedding are more decent and classical. In addition to that, these couples are usually

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### Couples aged 35-45 years

*Start writing here..*

## Moore Weddings

The third category includes senior people with ages more than 45 years. Since the number of such weddings is negligible as compared to the previous two groups, this target group does not play any significant role in defining our marketing strategy.

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### Couples aged 45+ years

*Start writing here..*

## Moore Weddings

	Growth	Year1	Year2	Year3	CAGR

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*Start writing here..*

# 5.

## Strategy & Implementations

Promotions Strategy

Pricing Strategy

Sales 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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# Promotions Strategy

## Moore Weddings

The Company's promotions strategy to reach its target market are the following:

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## Moore Weddings

Moore Weddings will assign salespeople to contact area businesses to see if they can host their upcoming events.

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# Phone Prospecting

*Start writing here..*

## Moore Weddings

We will contact all local and regional area newspapers and television stations to tell them about the wedding venue opening and the unique value proposition of Moore Weddings.

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# Public Relations

*Start writing here..*

#### Moore Weddings

Before opening, Moore Weddings will organize pre-opening events designed for prospective customers and press contacts that will create buzz and awareness for Moore Weddings.

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## Pre-Opening Events

*Start writing here..*

#### Moore Weddings

Moore Weddings will promote itself by distributing marketing materials and participating in local community events, such as trade shows, festivals, and sporting events.

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## Community Events/Organizations

*Start writing here..*

#### Moore Weddings

Moore Weddings will maintain a website and publish a monthly email newsletter to tell local residents, businesses, and past customers about promotions and events.

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## Ongoing Customer Communications

*Start writing here..*

## Pricing Strategy

#### Moore Weddings

When it comes to the rates we intend to charge for our services, we have come up with a pricing strategy that will meet the budget of our clients here in Iowa. There are different packages and categories with varying rates available for all our different

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*Start writing here..*

# Sales Strategy

Moore Weddings

After carrying out a detailed analysis, our experts came up with the following brilliant ideas to advertise and sell ourselves.

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# 6.

## 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 wedding 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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### Moore Weddings

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 wedding 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	\$933,762	\$1,738,895	\$2,716,534
Wedding Venue Bookings	\$244,800	\$300,680	\$428,840
Unit Sales	61	75	107
Unit Price	\$4,000	\$4,000	\$4,000
Catering Services	\$253,620	\$285,720	\$321,920
Unit Sales	127	143	161
Unit Price	\$2,000	\$2,000	\$2,000
Equipment Rentals	\$435,342	\$1,152,495	\$1,965,774
Users	215	414	669
Recurring Charges	\$300	\$300	\$300
Cost Of Sales	\$247,033.42	\$322,118.51	\$412,089.07
General Costs	\$247,033.42	\$322,118.51	\$412,089.07
Venue Operations	\$110,100.71	\$158,399.61	\$216,343.96
Venue Maintenance	\$63,412.61	\$71,454.86	\$80,517.26
Utilities	\$46,688.10	\$86,944.75	\$135,826.70
Catering	\$136,932.71	\$163,718.90	\$195,745.11
Food Supplies	\$91,288.46	\$109,145.93	\$130,496.71
Staff for Catering	\$45,644.25	\$54,572.97	\$65,248.40
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$686,728.58	\$1,416,776.49	\$2,304,444.93

	2024	2025	2026
Gross Margin (%)	73.54%	81.48%	84.83%
Operating Expense	\$630,857.48	\$726,688.31	\$848,013.83
Payroll Expense (Indirect Labor)	\$481,356	\$492,640.08	\$504,198.12
Venue Management	\$130,500	\$134,152.56	\$137,908.08
Venue Manager	\$78,000	\$80,340	\$82,750.20
Event Coordinator	\$52,500	\$53,812.56	\$55,157.88
Catering Staff	\$286,440	\$292,783.20	\$299,271.72
Head Chef	\$61,440	\$63,283.20	\$65,181.72
Catering Team	\$225,000	\$229,500	\$234,090
Maintenance and Cleaning	\$64,416	\$65,704.32	\$67,018.32
Maintenance Crew	\$64,416	\$65,704.32	\$67,018.32
General Expense	\$149,501.48	\$234,048.23	\$343,815.71
Venue Operations	\$37,795.68	\$43,273.55	\$50,414.21
Insurance	\$24,000	\$24,720	\$25,461.60
Cleaning and Maintenance	\$13,795.68	\$18,553.55	\$24,952.61
Marketing and Advertising	\$90,494.10	\$153,138.62	\$235,850.23
Social Media Advertising	\$46,688.10	\$86,944.75	\$135,826.70
Bridal Shows Participation	\$43,806	\$66,193.87	\$100,023.53
Administrative and General	\$21,211.70	\$37,636.06	\$57,551.27
Office Supplies	\$2,536.46	\$2,858.16	\$3,220.59
Legal and Professional Fees	\$18,675.24	\$34,777.90	\$54,330.68
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>\$55,871.10</b>	<b>\$690,088.18</b>	<b>\$1,456,431.12</b>
<b>Additional Expense</b>	<b>\$30,440.44</b>	<b>\$28,819.41</b>	<b>\$27,115.41</b>
Long Term Depreciation	\$26,160	\$26,160	\$26,160
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>\$29,711.10</b>	<b>\$663,928.18</b>	<b>\$1,430,271.12</b>
Interest Expense	\$4,280.43	\$2,659.39	\$955.41
<b>EBT</b>	<b>\$25,430.66</b>	<b>\$661,268.77</b>	<b>\$1,429,315.71</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$908,331.34</b>	<b>\$1,077,626.23</b>	<b>\$1,287,218.29</b>
<b>Net Income</b>	<b>\$25,430.66</b>	<b>\$661,268.77</b>	<b>\$1,429,315.71</b>
<b>Net Income (%)</b>	<b>2.72%</b>	<b>38.03%</b>	<b>52.62%</b>
Retained Earning Opening	\$0	(\$54,569.34)	\$556,699.43
Owner's Distribution	\$80,000	\$50,000	\$50,000
<b>Retained Earning Closing</b>	<b>(\$54,569.34)</b>	<b>\$556,699.43</b>	<b>\$1,936,015.14</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$933,762</b>	<b>\$1,738,895</b>	<b>\$2,716,534</b>
<b>Cash Paid</b>	<b>\$882,171.34</b>	<b>\$1,051,466.24</b>	<b>\$1,261,058.30</b>

	2024	2025	2026
COS & General Expenses	\$396,534.90	\$556,166.75	\$755,904.77
Salary & Wages	\$481,356	\$492,640.08	\$504,198.12
Interest	\$4,280.43	\$2,659.39	\$955.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>\$51,590.66</b>	<b>\$687,428.76</b>	<b>\$1,455,475.70</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>\$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>\$111,684.64</b>	<b>\$83,305.67</b>	<b>\$85,009.66</b>
Loan Capital	\$31,684.65	\$33,305.69	\$35,009.66
Dividends & Distributions	\$80,000	\$50,000	\$50,000
<b>Net Cash From Financing</b>	<b>\$38,315.36</b>	<b>(\$83,305.67)</b>	<b>(\$85,009.66)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$510,093.98)	\$94,029.11
Cash In	\$1,083,762	\$1,738,895	\$2,716,534

	2024	2025	2026
Cash Out	\$1,593,855.98	\$1,134,771.91	\$1,346,067.96
Change in Cash	(\$510,093.98)	\$604,123.09	\$1,370,466.04
<b>Ending Cash</b>	<b>(\$510,093.98)</b>	<b>\$94,029.11</b>	<b>\$1,464,495.15</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$63,746.02</b>	<b>\$641,709.11</b>	<b>\$1,986,015.15</b>
<b>Current Assets</b>	<b>(\$510,093.98)</b>	<b>\$94,029.11</b>	<b>\$1,464,495.15</b>
Cash	(\$510,093.98)	\$94,029.11	\$1,464,495.15
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$573,840</b>	<b>\$547,680</b>	<b>\$521,520</b>
Gross Long Term Assets	\$600,000	\$600,000	\$600,000
Accumulated Depreciation	(\$26,160)	(\$52,320)	(\$78,480)
<b>Liabilities &amp; Equity</b>	<b>\$63,746.01</b>	<b>\$641,709.09</b>	<b>\$1,986,015.14</b>
<b>Liabilities</b>	<b>\$68,315.35</b>	<b>\$35,009.66</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,305.69</b>	<b>\$35,009.66</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,305.69	\$35,009.66	\$0
<b>Long Term Liabilities</b>	<b>\$35,009.66</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,009.66	\$0	\$0

	2024	2025	2026
<b>Equity</b>	<b>(\$4,569.34)</b>	<b>\$606,699.43</b>	<b>\$1,986,015.14</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	(\$54,569.34)	\$556,699.43	\$1,936,015.14
<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%
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%

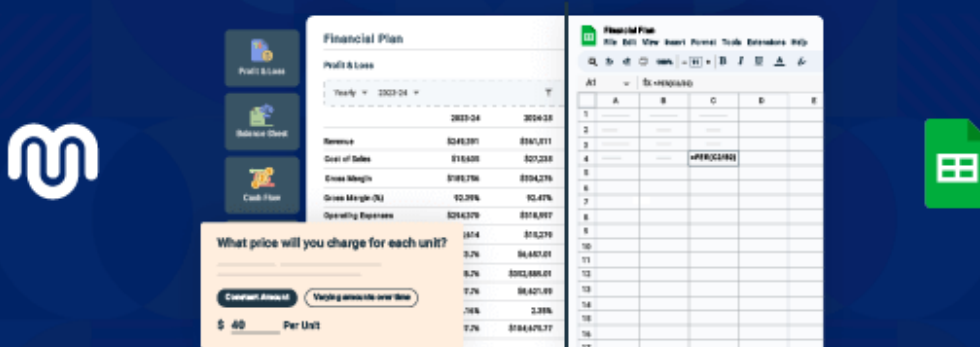
	Year 1	Year 2	Year 3	Industry Profile
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total 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.
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.



	Year 1	Year 2	Year 3	Industry Profile
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 compares Upmetrics and Financial Spreadsheets. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for Profit & Loss, Balance Sheet, and Cash Flow. The main area shows a 'Financial Plan' with a 'Profit & Loss' tab. It displays a table with columns for 'Yearly' (2023-24) and '2024-25'. 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. On the right is a screenshot of a financial spreadsheet, which is cluttered with many cells and formulas, making it difficult to navigate. A green Google Sheets icon is also visible next to the spreadsheet image.

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](#)

# Create a winning business plan that gets you funded

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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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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