



# Artist Business Plan

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# Business Plan

2023

Prepared By

John Doe



*Creating Art, Inspiring Souls*

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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# Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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1.

# Executive Summary



## REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

### Help tip

### Artist Business Plan

Start your executive summary by introducing your idea behind starting an art business and explaining what it does.

To unlock help try Upmetrics!

*Start writing here..*

## Market opportunity

### Help tip

### Artist Business Plan

Describe the target market in brief, and explain the demographics, geographic location, and psychographic attributes of your customer.

To unlock help try Upmetrics!

*Start writing here..*

## Services Offered

### Help tip

### Artist Business Plan

Describe in detail the products or services you will provide, for example, paintings, sketches, customized services, greeting cards, or something else. Also, incorporate all the details about the raw material you will use keeping quality in your mind.

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*Start writing here..*

 **Help tip**

Name all the key members of your management team with their duties, responsibilities, and qualifications.

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## Management team



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### JOHN DOE

Founder & CEO - [john.doe@example.com](mailto:john.doe@example.com)

A renowned artist with a passion for innovation, John steers the strategic direction of the studio.



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### JANE SMITH

Operations Manager - [jane.smith@example.com](mailto:jane.smith@example.com)

With her impeccable organizational skills and a background in art curation, Jane ensures smooth day-to-day operations.



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### ALICE BROWN

Lead Artist - [alice.brown@example.com](mailto:alice.brown@example.com)

A maestro in contemporary art, Alice brings her expertise and creative touch to our portfolio.



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### ROBERT GREEN

Marketing & Outreach - [robert.green@example.com](mailto:robert.green@example.com)

Leveraging his extensive network and expertise, Robert drives the studio's brand and outreach initiatives.



# Financial Highlights

Help tip

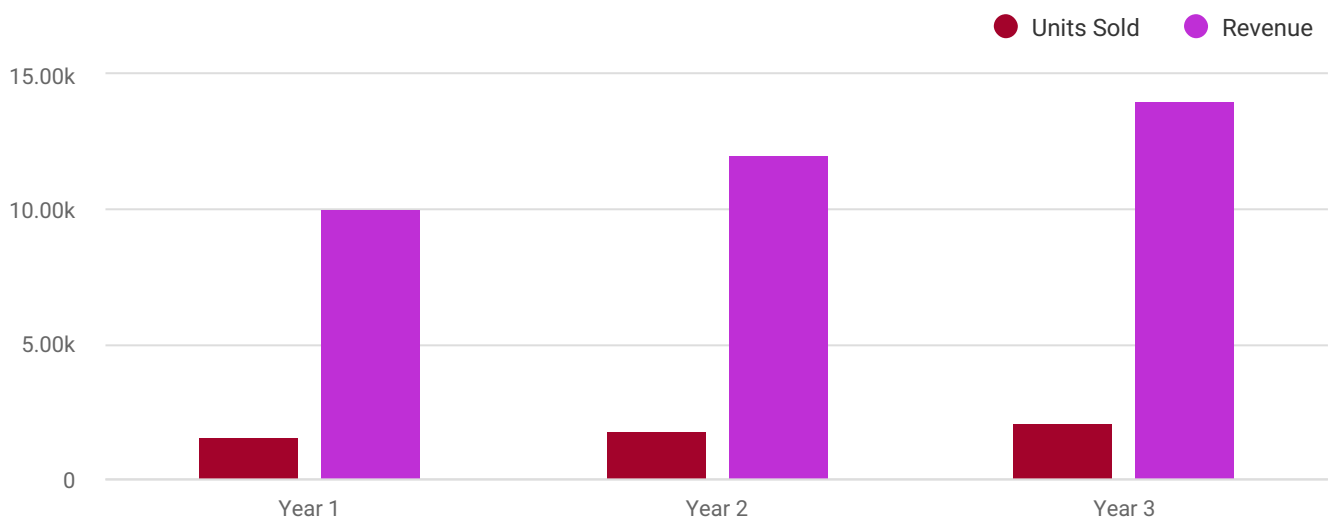
Artist Business Plan

Provide a summary of your financial projections for the company's initial years of operation. Include any capital or investment requirements, startup costs, projected revenues, and profits.

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Start writing here..

## Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

Help tip

Artist Business Plan

After giving a brief about your business plan, end your summary with a call to action, for example; inviting potential investors or readers to the next meeting if they are interested in your business.

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Write a call to action for your business plan.

# 2.

## Company Overview



## REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

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### Help tip

### Artist Business Plan

Provide all the basic information about your business in this section like:

- The name of your art business and the concept behind it, for example: do you need a

To unlock help try Upmetrics!

*Start writing here..*

## Ownership

### Help tip

### Artist Business Plan

Describe the owners of your business and mention their roles in running it. Whose shares in the firm are they, and how each owner helps in the business?

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*Start writing here..*

## Business Owners



**John Doe**

**Jane Doe**

## Mission statement

💡 Help tip

📄 Artist Business Plan

Add a mission statement that sums up the objectives and core principles of your art studio. This statement needs to be memorable, clear, and brief.

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**To inspire and evoke, to connect hearts and minds through the transcendent power of art, and to cultivate a community where every brushstroke tells a story.**



## Business history

💡 Help tip

📄 Artist Business Plan

Include an outline of the art business's history and how it came to be in its current position.

If you can, add some personality and intriguing details, especially if you got any achievements.

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*Start writing here..*

## Future goals

💡 Help tip

📄 Artist Business Plan

It's crucial to convey your aspirations and your vision. Include the vision of where you see your business in the near future and if you have any plans of opening an art studio or hosting an art gallery opening.

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*Start writing here..*

# 3.

## Market Analysis



## REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

### Help tip

### Artist Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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*Start writing here..*

## Target Market

### Help tip

### Artist Business Plan

Identify your target market and define your ideal customer. Know more about your customers and which services they prefer: customized painting, greetings, invitation card, poetries, songs, or anything else.

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*Start writing here..*

## Market size and growth potential

### Help tip

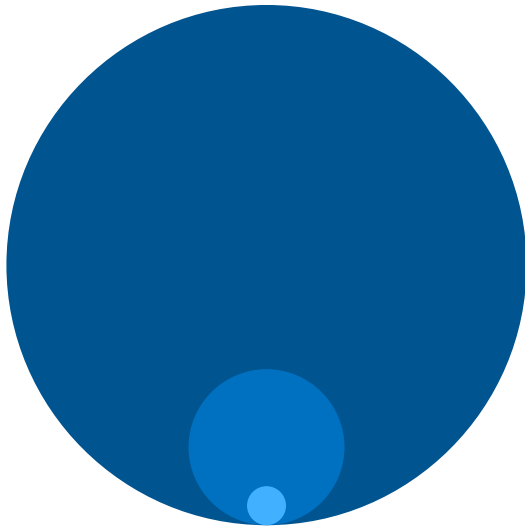
### Artist Business Plan

Provide an overview of the art industry. It will include market size, trends, growth potential, and regulatory considerations.

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*Start writing here..*

## Market Size



### Available Market

All art enthusiasts in the U.S. seeking art pieces and experiences.

**10M**

### Served Market

Enthusiasts purchasing from established art studios & galleries.


**3M**

### Target Market

Affluent, aged 30-50, seeking personalized & sustainable art.

**750k**

 **Help tip**

 **Artist Business Plan**

Identify and analyze all other artists in the local market, including direct and indirect competitors. Evaluate their strengths and weaknesses, and explain how you can offer qualitative services.

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## Competitive analysis

### Artistic Verve Studio

A renowned studio, known for its eclectic mix of traditional and modern artworks.

#### Features

- Large-scale art installations
- Artwork leasing for corporate spaces
- Digital art workshops and webinars
- E-commerce platform for global sales

#### Strengths

- Established brand with a vast portfolio
- Strong online presence and digital sales channels.
- Comprehensive art workshops targeting diverse age groups.

#### Weaknesses

- Limited customization options, focusing mainly on ready-made art.
- Higher price points, making it less accessible to budget-conscious clients.
- Less emphasis on sustainable art production.

## Modern Muse Creations

Emerging as a leader in the digital art space, they are blending technology with creativity

### Features

- Digital art commissions.
- Online gallery for artists to showcase and sell their digital pieces.
- AR (Augmented Reality) art experiences.
- VR (Virtual Reality) art workshops

### Strengths

- Pioneers in integrating tech solutions in art, like AR and VR.
- Quick turnaround for digital commissions
- A growing community platform for artists.

### Weaknesses

- Limited to digital art; lacks traditional artwork touch.
- Newer in the market, so less brand recognition compared to established studios.
- Potential tech barriers for less tech-savvy clients.

## Timeless Brushworks

Specializing in age-old art techniques, they provide a gateway to the past with their creations.

### Features

- Traditional paintings using ancient techniques.
- Art restoration services.
- Workshops on historical art forms.
- Travelling exhibitions showcasing historical art evolution.

### Strengths

- Unique niche focusing on historical art methods.
- Expertise in art restoration, attracting clientele with vintage pieces.
- Educational angle with in-depth workshops.

### Weaknesses

- Limited appeal to younger, modern art enthusiasts.
- Absence of digital integration in their business model.
- Slower production due to traditional methods.

## Market trends

 Help tip

 Artist Business Plan

Analyze current and emerging trends in your industry, such as changes in customer preferences. Explain how your business will cope with all the trends.

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*Start writing here..*



## Regulatory environment

Help tip

Artist Business Plan

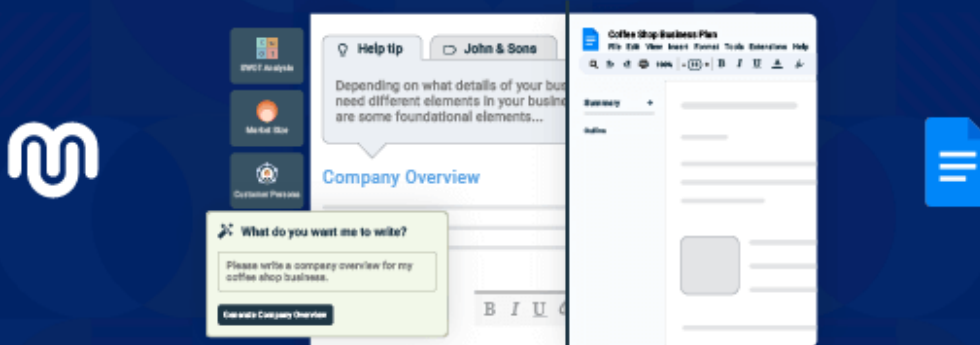
Describe any regulations or licensing requirements that affect your art business, such as safety codes, contracts, taxes, or something else.

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Start writing here..

## 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.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

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# 4.

## Products and Services



## REMEMBER

The product and services section of an artist business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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### Help tip

### Artist Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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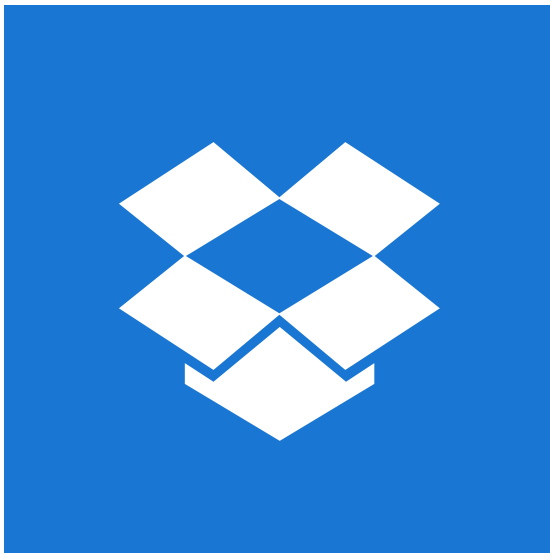
*Start writing here..*

### Help tip

Introduce the artist first, along with the art form they will be using, such as painting, sculpture, or photography.

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## Services



### Original Works

Price: **[\$5,000 to \$50,000]**

These are unique, one-of-a-kind pieces created by John Doe, ranging from vast canvases capturing landscapes to intricate portraits.

#### Specifications

- John starts with a concept sketch, refining it multiple times. Once finalized, he selects the canvas size and type.
- Layer by layer, the painting comes to life, with drying time between each.
- If it's a sculpture, John chooses the material (marble, wood, etc.) and begins sculpting after the initial sketch.



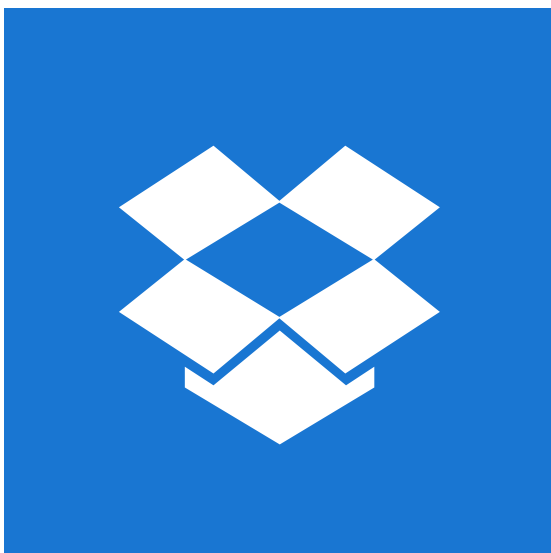
## Limited Edition Prints

Price: **Small Prints (e.g., 12" x 16"):** [\$200 - \$300] **Medium Prints (e.g., 24" x 36"):** [\$400 - \$600] **Large Prints (e.g., 48" x 60"):** [\$700 - \$1,000] **Frame (Optional):** Additional [\$50 - \$300], depending on size and material

These are high-quality reproductions of John's masterpieces, ensuring more art enthusiasts can own a piece of his work without compromising on quality.

### Specifications

- Using state-of-the-art digital scanners, the original artwork is scanned in high resolution. It's then printed using fine art printers on premium paper or canvas.
- Each print is hand-signed by John, numbered, and accompanied by a certificate of authenticity.



## Commissioned Creations

Price: **Paintings: Starts at [\$7,000 and can go up to \$100,000] or more based on complexity, size, and materials** **Sculptures: Starts at [\$10,000 and can go up to \$150,000] or more, depending on size, detail, and material chosen**


These are bespoke art pieces, created on request, tailored to a client's vision, and specifications

### Specifications

- It begins with a detailed consultation with the client to understand their vision. John then sketches preliminary designs. Once approved, the final work commences.
- For paintings, the client can choose the type of canvas, style, and size. For sculptures, material options like bronze, marble, or wood are provided.

## Emphasize safety and quality

 **Help tip**

 **Artist Business Plan**

In all descriptions of services and products, emphasize the importance of quality. Explain how your business will ensure that all services and products are delivered with the highest standards of efficacy.

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*Start writing here..*

5.

## Sales And Marketing Strategies



## REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

### Help tip

### Artist Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

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## Unique Selling Proposition (USP)

### Help tip

### Artist Business Plan

Clearly state the artist's unique selling point, which should cover their taste, aesthetic, and the advantages of their products and services. Something needs to be said in a way that appeals to the intended audience.

To unlock help try Upmetrics!

*Start writing here..*

## Pricing Strategy

### Help tip

### Artist Business Plan

Develop a pricing strategy that is competitive and affordable, yet profitable. Consider offering promotions, discounts, or packages for your products & services to attract new customers.

To unlock help try Upmetrics!

*Start writing here..*

Develop a marketing strategy that includes a mix of online and offline marketing tactics. Consider social media, email marketing, content marketing, brochures, print marketing, and events.

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## Marketing strategies

### Online



#### Social Media

Platforms like Instagram and Pinterest to showcase our pieces, behind-the-scenes processes, and studio events.



#### Email Marketing

Curated newsletters, providing subscribers with exclusive insights, early access to new collections, and special offers.



#### Content Marketing

Blog posts and articles exploring the world of art, artist interviews, and art appreciation

### Offline



#### Print Marketing

Elegant brochures, catalogues, and postcards for direct mail and distribution at events.



#### Events

Hosting and participating in art galas, exhibitions, and workshops].



 **Help tip**

Mention your sales strategy as – an approach to turn potential buyers into clients by providing limited edition prints, discounts, and referral scheme discounts.

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## Sales strategies



### Limited Edition Prints

Offering exclusivity to entice collectors.



### Personalized Consultations

One-on-one sessions with interested buyers to discuss commissioned works.



### Referral Schemes

Discounts to patrons who refer potential buyers.

 **Help tip**

Describe how your art business will retain customers and build loyalty, such as through loyalty programs, special events, or personalized service.

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## Customer retention



### Loyalty Programs

Earn points with every purchase, redeemable against future buys.



### Special Events

Exclusive studio visits, artist meet-and-greets, and early access to new collections for returning customers.



### Personalized services

Tailored recommendations, art care tips, and framing services for patrons.

# 6.

## Operations Plan



## REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

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### Help tip

### Artist Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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*Start writing here..*

## Operational Process

### Help tip

### Artist Business Plan

Explain how you go about creating your art, what tools and materials you need, and how long it takes to finish each piece.

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*Start writing here..*

## Inventory Management

### Help tip

### Artist Business Plan

Describe your inventory management strategy, including your shipping, tracking, and storage methods. Describe how you'll maintain track of your artwork and make sure it's transported and stored correctly.

To unlock help try Upmetrics!

*Start writing here..*

# 7.

## Management Team



## REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

### Help tip

### Artist Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

Start writing here..

## Key managers

### Help tip

### Artist Business Plan

Introduce the important members of the management team and the artist, the artist manager, booking agent, publicist, accountant, and lawyer.

To unlock help try Upmetrics!

Start writing here..



### JOHN DOE

Founder and Chief Artist - [john.doe@example.com](mailto:john.doe@example.com)

The heart and soul of [Whimsical Canvas Art Studio], John's artistic journey spans over two decades.

With a Bachelor's in Fine Arts from the prestigious Artistic University and a Master's in Modern Art Techniques from Creative Institute, John has honed his skills through both formal education and extensive international art residencies.

His style, an eclectic mix of abstract and realism, has garnered acclaim in various exhibitions.





## ALICE BROWN

Artist Manager - [alice.brown@example.com](mailto:alice.brown@example.com)

With a deep passion for art management, [Alice] has dedicated over a decade to nurturing artists and their creations.



She holds an MBA in Arts Management from Elite Business School and has previously managed renowned artists on global stages, ensuring their work gets the spotlight it deserves.

Her meticulous nature and vast network make her an invaluable asset to the studio.



## ROBERT BROWN

Booking Agent - [robert.brown@example.com](mailto:robert.brown@example.com)

Robert's forte lies in his extensive network within the art world.

After graduating with a degree in Event Management from Eventful University, Robert swiftly rose through the ranks in renowned art galleries, coordinating exhibitions and art shows.



His knack for spotting the perfect venues for showcasing art ensures Whimsical Canvas Art Studio's masterpieces always find their ideal audience.



## JANE SMITH

Publicist - [jane.smith@example.com](mailto:jane.smith@example.com)

Jane's experience in curating narratives for brands, especially in the art domain, is unparalleled.



With a Bachelor's in Communication from Media Tech University and a stint with top art galleries handling public relations, Jane crafts compelling stories around John's masterpieces, amplifying their reach and resonance.



## CHARLIE GREEN

Accountant - [charlie.green@example.com](mailto:charlie.green@example.com)

Charlie's meticulous nature and keen financial acumen are the safeguards of the studio's fiscal health.



An alumnus of Finance First University with a major in Art Business Accounting, Charlie's previous tenure at top art institutions has equipped him with a unique perspective on financial planning tailored for the art business.



## DIANE WHITE

Legal Counsel - [diane.white@example.com](mailto:diane.white@example.com)


With a law degree from Legal Masters University and a specialization in Intellectual Property Rights, Diane is adept at navigating the intricate legal landscape of the art world.



Her previous engagements with art houses and individual artists equip her with a deep understanding of contracts, rights, and the nuances of art law.

## Organizational structure

 Help tip

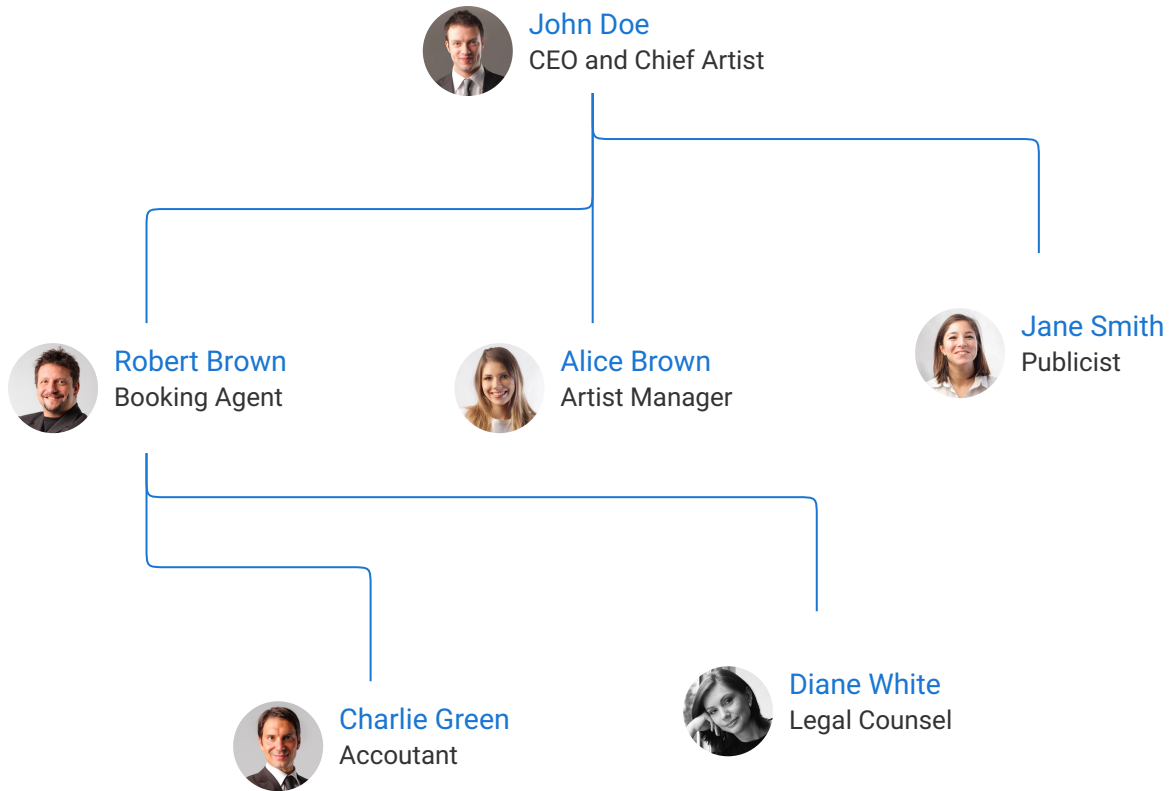
 Artist Business Plan

Describe the organizational structure of the management team, including reporting lines and how decisions will be made.

To unlock help try Upmetrics! 


*Start writing here..*

## Organization chart



## Compensation plan

 **Help tip**

 **Artist Business Plan**

Describe your compensation plan for the management team and staff, including salaries, bonuses, and other benefits.

To unlock help try Upmetrics! 

*Start writing here..*



If you have a board of advisors for your business, then mention them along with their roles and experience.

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## Board of advisors



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### LIAM BLACK

Advisor

A veteran in the art industry, Liam provides strategic advice on expanding the studio's reach.



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### SOPHIA GRAY

Digital Marketer

With her background in digital marketing, Sophia offers insights into online branding and digital engagements for the studio.

8.

# Financial Plan



### REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

### Help tip

### Artist Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

To unlock help try Upmetrics!

*Start writing here..*

### Help tip

Create a projected profit & loss statement that describes the expected revenue, cost of products sold, and operational costs. Your business's anticipated net profit or loss should be computed and included.

To unlock help try Upmetrics!

## Profit & loss statement

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Revenue</b>	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Cost Of Sales</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
General Costs	\$0	\$0	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Gross Margin (%)</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Operating Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Payroll Expense (Indirect Labor)	\$0	\$0	\$0	\$0	\$0
General Expense	\$0	\$0	\$0	\$0	\$0
Bad Debt	\$0	\$0	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0	\$0	\$0
<b>EBITDA</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Additional Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long Term Depreciation	\$0	\$0	\$0	\$0	\$0
Gain or loss from Sale of Assets	\$0	\$0	\$0	\$0	\$0
EBIT	\$0	\$0	\$0	\$0	\$0
Interest Expenses	\$0	\$0	\$0	\$0	\$0
EBT	\$0	\$0	\$0	\$0	\$0
Income Tax Expense	\$0	\$0	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Net Income</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Net Income (%)</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
Retained Earning Opening	\$0	\$0	\$0	\$0	\$0
Owner's Distribution	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Retained Earning Closing</b>	\$0	\$0	\$0	\$0	\$0

 **Help tip**

Estimate your cash inflows and outflows for the first few years of operation. It should include cash receipts from clients, payments to vendors, loan payments, and any other cash inflows and outflows.

To unlock help try Upmetrics! 

## Cash flow statement

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Cash Received</b>	\$0	\$0	\$0	\$0	\$0
<b>Cash Paid</b>	\$0	\$0	\$0	\$0	\$0
COS & General Expenses	\$0	\$0	\$0	\$0	\$0
Salary & Wages	\$0	\$0	\$0	\$0	\$0
Interest	\$0	\$0	\$0	\$0	\$0
Sales Tax	\$0	\$0	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Net Cash From Operations</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Assets Sell	\$0	\$0	\$0	\$0	\$0
Assets Purchase	\$0	\$0	\$0	\$0	\$0
<b>Net Cash From Investments</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$0	\$0	\$0	\$0	\$0
Common Stock					
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
<b>Amount Paid</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Loan Capital	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions	\$0	\$0	\$0	\$0	\$0
<b>Net Cash From Financing</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Summary</b>					
Starting Cash	\$0	\$0	\$0	\$0	\$0
Cash In	\$0	\$0	\$0	\$0	\$0
Cash Out	\$0	\$0	\$0	\$0	\$0
Change in Cash	\$0	\$0	\$0	\$0	\$0
<b>Ending Cash</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

Prepare a projected balance sheet, which shows the artist's assets, liabilities, and equity.

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## Balance sheet

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Current Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>




	2023-24	2024-25	2025-26	2026-27	2027-28
Cash	\$0	\$0	\$0	\$0	\$0
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
<b>Liabilities &amp; Equity</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0	\$0	\$0
Short Term Debt	\$0	\$0	\$0	\$0	\$0
<b>Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Equity</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Paid-in Capital	\$0	\$0	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
Retained Earnings	\$0	\$0	\$0	\$0	\$0
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

Determine the point at which your art studio will break even, or generate enough revenue to cover its operating costs. This will help you understand how much revenue you need to generate to make a profit.

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## Break-even Point

	2023-24	2024-25	2025-26	2026-27	2027-28
Starting Revenue	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Net Revenue	\$0	\$0	\$0	\$0	\$0
<b>Closing Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Starting Expense	\$0	\$0	\$0	\$0	\$0
Net Expense	\$0	\$0	\$0	\$0	\$0
<b>Closing Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Is Break Even?</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Break Even Month</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Break Even Units</b>					

## Financing needs

💡 Help tip

📄 Artist Business Plan

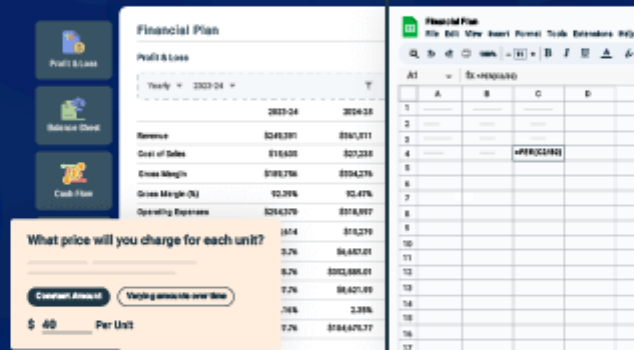
Estimate how much financing you will need to start and operate your art business. It should include both short-term and long-term financing needs, such as loans or investment capital.

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*Start writing here..*

# Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows a side-by-side comparison. On the left is the Upmetrics 'Financial Plan' interface, which is clean and user-friendly. It features a sidebar with 'Profit & Loss', 'Balance Sheet', and 'Cash Flow' options. The main area displays a 'Profit & Loss' statement for the year 2023-04, with columns for 2023-04 and 2024-03. Below this is a calculator for 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View previous calculations' link. On the right is a screenshot of a traditional spreadsheet, showing a grid with formulas like '=PERC(100)' and a complex formula bar.

	2023-04	2024-03
Revenue	\$245,391	\$261,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,784	\$234,573
Gross Margin (%)	80.2%	90.4%
Operating Expenses	\$294,379	\$318,967
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$202,895.01
	7.2%	\$6,627.00
	.18%	3.38%
	7.2%	\$184,675.77



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](#)

9.

Appendix



**REMEMBER**

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and other relevant information.

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# 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.

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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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