



# ATM Business Plan

Cash Convenience at Your Fingertips

Business Plan  
2023



**John Doe**



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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.

# Table of Contents

<b>Executive Summary</b>	<b>6</b>
Market opportunity .....	7
Services Offered .....	7
Marketing Strategy .....	8
Financial Highlights .....	8
Units Sold v/s Revenue .....	9
<b>Company Overview</b>	<b>10</b>
Ownership .....	11
Business Owners .....	11
Mission statement .....	12
Business history .....	12
Future goals .....	12
<b>Market Analysis</b>	<b>13</b>
Target Market .....	14
Market size and growth potential .....	14
Market Size .....	15
Competitive analysis .....	15
FastCash ATM Services .....	15
CashLink ATM Network .....	16
Market trends .....	16
Regulatory environment .....	16
<b>Products and Services</b>	<b>18</b>
Products and Services .....	19
Indoor ATM Machine .....	19
Cash Withdrawal Service .....	20
Gift Card Service .....	20
Balance Inquiry Service .....	21
Drive-Up ATM Machine .....	21

Emphasize safety and quality .....	21
<b>Sales And Marketing Strategies</b> .....	<b>22</b>
Unique Selling Proposition (USP) .....	23
Pricing Strategy .....	23
Marketing strategies .....	24
Online .....	24
Offline .....	24
Sales strategies .....	25
Customer retention .....	25
<b>Operations Plan</b> .....	<b>26</b>
Hiring Plan .....	27
Operational Process .....	27
Technologies .....	28
<b>Management Team</b> .....	<b>29</b>
Key managers .....	30
John Doe .....	30
Jane Doe .....	31
Alice Brown .....	31
Robert Brown .....	32
Organizational structure .....	32
Organization chart .....	33
Compensation plan .....	33
Board of advisors .....	34
Dr. Emily White .....	34
[ADVISOR NAME] .....	34
<b>Financial Plan</b> .....	<b>35</b>
Profit & loss statement .....	36
Cash flow statement .....	38
Balance sheet .....	39

Break-even Points .....	41
Financing needs .....	42

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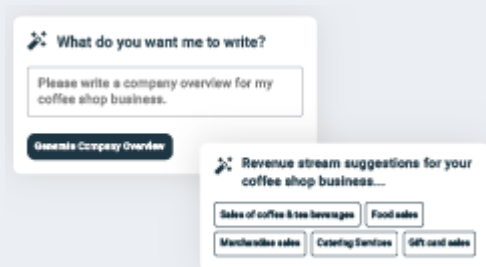
## Appendix

43

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

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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

### ATM Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

## Market opportunity

### Help tip

### ATM Business Plan

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

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*Start writing here..*

## Services Offered

### Help tip

### ATM Business Plan


Briefly describe what services a customer can expect from your ATM business, including details about ATM machines, type, quantity, and management.

To unlock help try Upmetrics!

*Start writing here..*

## Marketing Strategy

 **Help tip**

 **ATM Business Plan**


Offer a brief outline of the marketing strategies you plan on implementing to promote your services, including advertising, public relations, promotions, etc.

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*Start writing here..*

## Financial Highlights

 **Help tip**

 **ATM Business Plan**

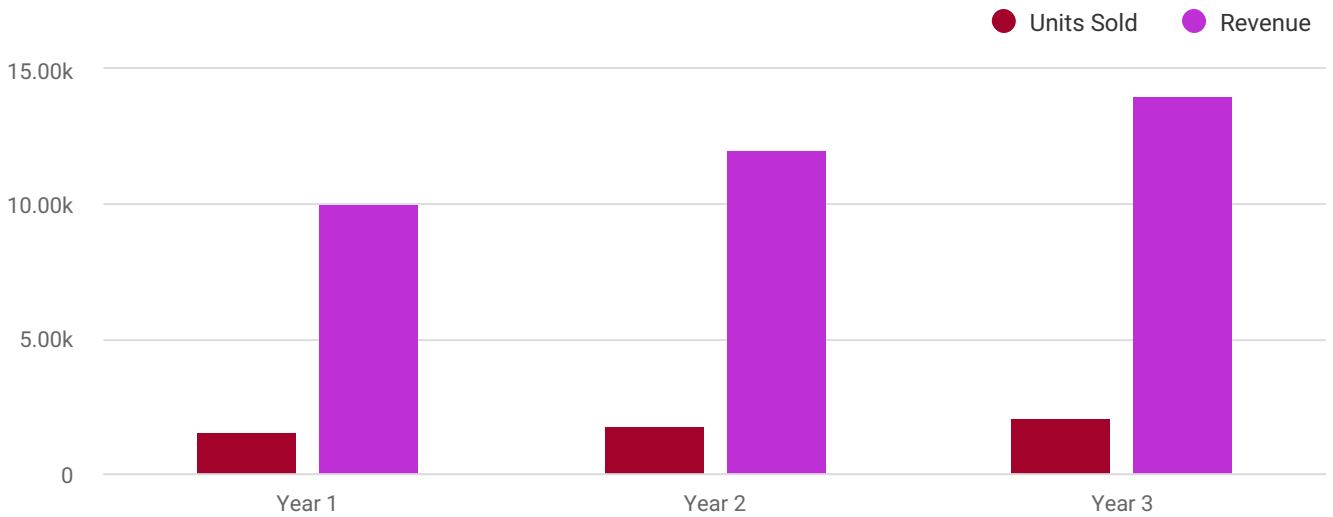
Provide a summary of your financial projections for the company's initial years of operation. Include any capital or investment requirements, startup costs, projected revenues, and profits.

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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

 ATM Business Plan

After briefly explaining your business plan, end your summary with a call to action, 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.

To unlock help try Upmetrics!

### Help tip

### ATM Business Plan

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

The name and type of your ATM business: Mention details about your ATM business type and

To unlock help try Upmetrics!

Start writing here..

## Ownership

### Help tip

### ATM Business Plan

Describe the owners of your business and mention their roles in running it. Who owns what shares in the corporation, and how each owner helps in the business?

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Start writing here..

## Business Owners



## Mission statement

💡 Help tip

📄 ATM Business Plan

Add a mission statement that sums up your business's objectives and core principles. This statement needs to be memorable, clear, and brief.

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**At [SecureCash ATM Solutions], our mission is to bridge financial convenience with security. Every transaction, every interaction aims to simplify lives, ensuring cash and digital currency access becomes as routine as a daily coffee.**



## Business history

💡 Help tip

📄 ATM Business Plan

Include an outline of your 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.

To unlock help try Upmetrics! 🔒

*Start writing here..*

## Future goals

💡 Help tip

📄 ATM 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 plan to expand your business to different locations in the city or state.

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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.

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### Help tip

### ATM 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

### ATM Business Plan

Identify your target market and define your ideal customer.

Know more about your perfect customer and what services they prefer; for instance,

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*Start writing here..*

## Market size and growth potential

### Help tip

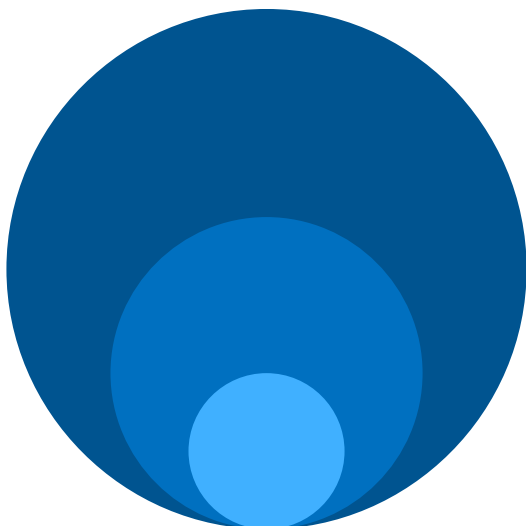
### ATM Business Plan

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

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*Start writing here..*

## Market Size



### Available Market

Total number of individuals using ATMs in [State, e.g., "California"] annually.

5M

### Served Market

Individuals within our operational regions using ATMs annually.

3M

### Target Market


Convenience store customers, students, and low-income individuals.

1M

 Help tip

 ATM Business Plan

Identify and analyze all other ATM businesses in the local market, including direct and indirect competitors.

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## Competitive analysis

### FastCash ATM Services

Established in 2010, FastCash ATM Services has cemented its presence in the [City/State, e.g., "California"] market. With over 150 ATMs placed in high footfall areas, their network is impressive.

#### Features

**Standard Cash Dispensing Units:** Located predominantly in shopping districts and convenience stores.

**Mobile ATMs:** Portable units for events and festivals.

**Digital Screen Ads:** Advertising opportunities for local businesses on ATM screens.

#### Strengths

**Extensive Network:** Their wide-reaching ATM network ensures high visibility.

**Event Partnerships:** Collaborations with event organizers give them an edge during high footfall events.

**Ad Revenue Stream:** The digital screen ads provide an additional revenue stream.

#### Weaknesses

**Limited Technological Integration:** Their machines lack modern touchless and multi-function features.

**Customer Service Delays:** User feedback indicates a slower response time to ATM issues.

## CashLink ATM Network

CashLink, while newer to the market (founded in 2015), has made significant inroads by targeting niche segments, especially educational institutions.

### Features

**Campus ATMs:** Units specifically tailored for universities and colleges.

**Cardless Transactions:** Integration allowing cash withdrawals using mobile apps.

**Multilingual Machines:** Ensuring accessibility for a diverse user base.

### Strengths

**Youth-Centric Approach:** Their focus on campuses ensures they cater to a young, tech-savvy demographic.

**Technological Forwardness:** The cardless transaction feature places them ahead of many competitors.

**Cultural Inclusivity:** Multilingual machines cater to non-English speaking users, ensuring broader accessibility.


### Weaknesses

**Limited Geographic Spread:** Their concentration on educational sectors limits their presence in other potentially lucrative areas.

**Dependence on Academic Calendar:** The major chunk of their revenue depends on the academic year, leading to lean periods during vacations.

## Market trends

 Help tip

 ATM Business Plan


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

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*Start writing here..*

## Regulatory environment

 Help tip

 ATM Business Plan

Describe any regulations or licensing requirements that affect ATMs, such as business registration, license, insurance, compliance with federal laws, compliance with state and local laws, etc.

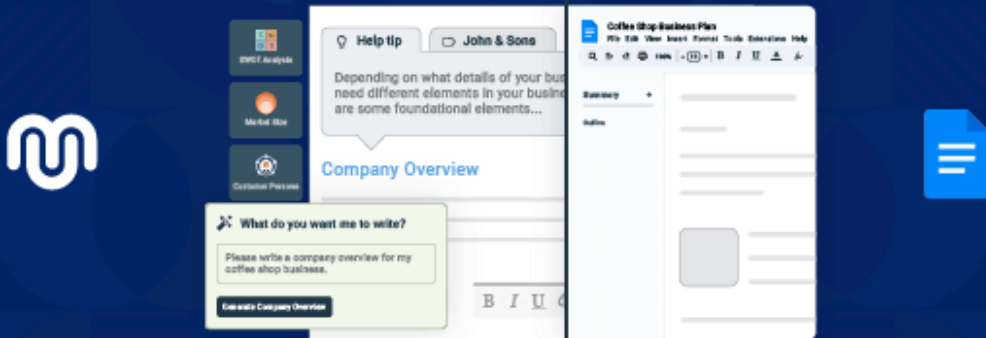
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# Upmetrics vs Business Plan Templates

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 ATM 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

### ATM 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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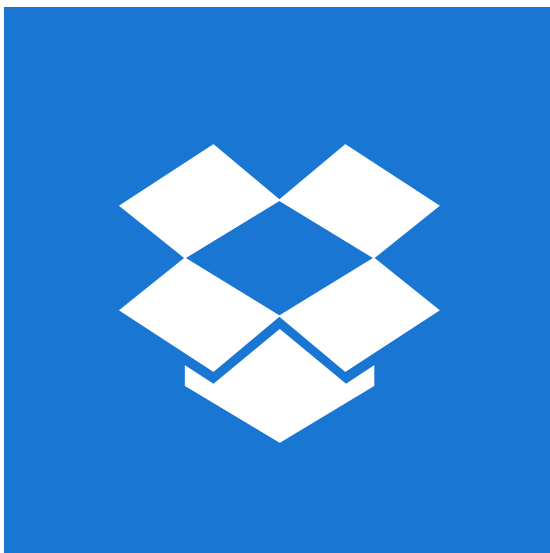
Start writing here..

## Help tip

An ATM business plan's product and services section should describe the specific services and products offered to customers. To write this section should include the following:

To unlock help try Upmetrics!

## Products and Services



### Indoor ATM Machine

Price: **[\$[4,500] per unit (including installation)]**

Designed specifically for indoor settings like retail stores, offices, or malls. This machine offers fast transaction speeds and user-friendly interfaces.

#### Specifications

- Dimensions: [H x W x D in inches]
- Weight: [X lbs]
- Screen: [Y-inch touchscreen]
- Cash storage: Up to [Z bills]
- Multilingual options
- ADA compliant



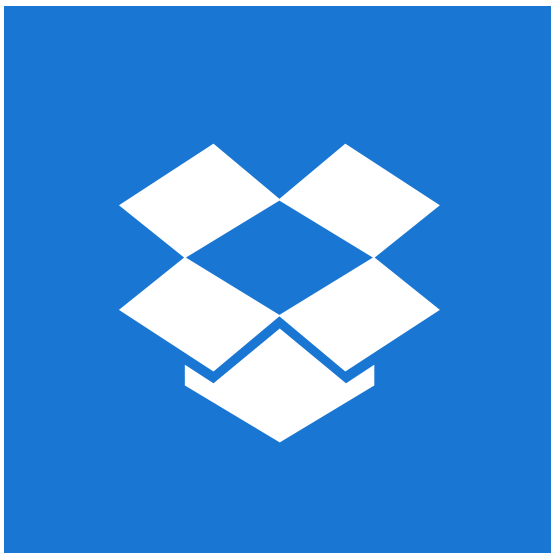
## Cash Withdrawal Service

Price: **[\$2.50] per transaction after [3] free transactions per month**

Provides users with a quick and efficient cash withdrawal experience. Designed to cater to high daily limits ensuring accessibility to funds whenever needed.

### Specifications

- Maximum withdrawal: **[\$500] per transaction**
- Daily limit: **[\$1500]**
- Supported bank networks: [List of networks, e.g., "Visa, Mastercard, etc."]



## Gift Card Service

Price: **[\$1.00] service fee per card purchase**

Offers users the convenience of purchasing or topping up gift cards for a variety of popular brands directly at our ATMs.

### Specifications

- Available brands: [List of brands, e.g., "Amazon, Starbucks, Walmart, etc."]
- Denominations: **[\$10, 25, 50, 100]**
- Expiry: **[X years from purchase]**
- No refund policy



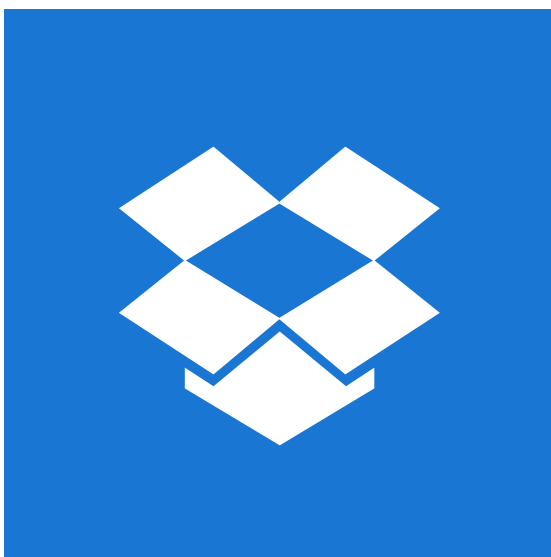
## Balance Inquiry Service

Price: **[\$1.25] per inquiry after [5] free checks per month**

Allows users to quickly and securely check their account balance at the touch of a button.

### Specifications

- Instant account balance display
- Print option available
- Supports [List of bank networks]



## Drive-Up ATM Machine

Price: **[\$5,500] per unit (including installation)**

Engineered for exterior placements, especially drive-through locations. Enables transactions without leaving the vehicle, ensuring convenience and safety.

### Specifications

- Dimensions: [H x W x D in inches]
- Weight: [X lbs]
- Screen: [Y-inch anti-glare screen]
- Voice communication system
- Weather-resistant casing

## Emphasize safety and quality

 Help tip

 ATM Business Plan

Explain the safety and security measures your business will implement to protect ATMs and consumers' financial transactions.

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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

### ATM 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.

To unlock help try Upmetrics!

## Unique Selling Proposition (USP)

### Help tip

### ATM Business Plan

This includes specific features or benefits that set your business apart from your competitors, such as 24X7 availability, machines with advanced tech and UI, multi-language functionality, etc.

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*Start writing here..*

## Pricing Strategy

### Help tip

### ATM Business Plan

Describe the pricing strategy for your ATM business, including surcharge fee, transaction fee, or any other fees that will generate revenue for your business.

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*Start writing here..*

Develop a marketing strategy that includes a mix of online and offline marketing tactics. Consider social media, local advertising, brochures, print marketing, and partnering with other businesses.

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## Marketing strategies

### Online



#### Social Media

Engaging content on platforms like [Facebook, Twitter, and Instagram] to enhance our digital presence and interact with potential users.

### Offline



#### Brochures and Print Marketing

Informative brochures are placed in strategic locations and print advertisements.



#### Local Advertising

Leveraging local media including newspapers, radio, and local TV spots.



#### Partnerships

Collaborating with local businesses for mutual promotions and brand visibility.



 **Help tip**

Mention your sales strategy as in – partner with other businesses and healthcare providers to establish referral programs that can help you generate more business.

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## Sales strategies



### **Partner with Businesses**

Collaborate with businesses like [convenience stores, hotels, etc.] to host our ATMs, ensuring a win-win model.




### **Referral Programs**

Establish referral programs with healthcare providers, local merchants, and other businesses. Incentives for successful referrals or exclusive partnership discounts can bolster our sales volume.

 **Help tip**

Describe how your business will build loyalty by offering additional services, competitive transaction fees, and partnering with local businesses.

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## Customer retention



### **Additional Services**

Regularly update and introduce new services in response to customer feedback and needs.



### **Competitive Transaction Fees**

Regularly review and adjust fees to remain competitive and reward loyal customers.



### **Local Business Partnerships**

Collaborations offering mutual benefits or discounts to customers can fortify customer trust and retention.

# 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

### ATM 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..*

## Hiring Plan

### Help tip

### ATM Business Plan

Tell the staffing requirements of your ATM business, including the number of employees needed, their qualifications, and the duties they will perform.

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*Start writing here..*

## Operational Process

### Help tip

### ATM Business Plan


Outline the processes and procedures you will use to run your business operations. It includes ATM deployment, customer service, cash management, compliance, and more.

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*Start writing here..*

# Technologies

 **Help tip**

 **ATM Business Plan**

Describe the technology your business will use in its daily operations, including ATM hardware, software, banking systems, payment gateway, security system, and more.

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.

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### Help tip

### ATM 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.

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Start writing here..

## Key managers

### Help tip

### ATM Business Plan

Describe the key members of your management team, their roles, and their responsibilities.

It should include the owners, senior management, other department m

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Start writing here..



### JOHN DOE

Founder & Chief Executive Officer - [john.doe@example.com](mailto:john.doe@example.com)

Responsibilities: John spearheads the strategic planning, key decision-making, and overall direction of the business.

His vision is instrumental in defining our growth trajectory and corporate ethos.

Background: Holding an MBA from [University/College, e.g., "Harvard Business School"], John has over [X years, e.g., "15 years"] of experience in the financial services industry.

Prior to founding [SecureCash ATM Solutions], he served in [a notable position, e.g., "Director of Operations"] at [a prominent company, e.g., "FinServe Inc."].





## JANE DOE

Chief Operating Officer (COO) - [jane.doe@example.com](mailto:jane.doe@example.com)

Jane is a strategic powerhouse, known for her operational acumen. Her prowess in streamlining processes and fostering team collaboration makes her invaluable to the SecureCash ATM Solutions team.



**Educational Background:** Jane holds a Bachelor's degree in Business Management from Stanford University and an MBA in Operations from MIT Sloan School of Management.

**Professional Background:** With over 12 years in the financial services sector, she previously served as the Senior Operations Manager at FinTech Innovations Inc.

Her leadership drove efficiency gains of over 20% year-on-year at her previous organization.



## ALICE BROWN

Chief Technology Officer (CTO) - [alice.brown@example.com](mailto:alice.brown@example.com)

Alice's analytical mindset combined with her financial mastery ensures our fiscal strategy is always a step ahead. She possesses the rare ability to translate complex financial jargon into actionable insights.



**Educational Background:** Alice graduated summa cum laude with a Bachelor's in Finance from the Wharton School, University of Pennsylvania.

Later, she acquired a Master's in Financial Risk Management from the University of Chicago.

**Professional Background:** Before joining SecureCash ATM Solutions, Alice was the Deputy CFO at BankTech Enterprises, where she played a pivotal role in their expansion strategy, leading to a 35% revenue increase over three years.



## ROBERT BROWN

Head of Marketing & Sales - [robert.brown@example.com](mailto:robert.brown@example.com)

Robert's forte lies in crafting compelling narratives and building bridges with customers. His innovative marketing strategies and focus on customer-centricity have garnered accolades in the industry.




**Educational Background:** Holding a Bachelor's in Marketing from New York University, Robert further honed his skills with a Master's in Digital Marketing from the University of California, Berkeley.

**Professional Background:** Robert's previous tenure as the Marketing Director at CashTech Solutions was marked by a series of successful campaigns that boosted brand visibility by 50% and augmented the customer base substantially.

## Organizational structure

 **Help tip**

 **ATM Business Plan**

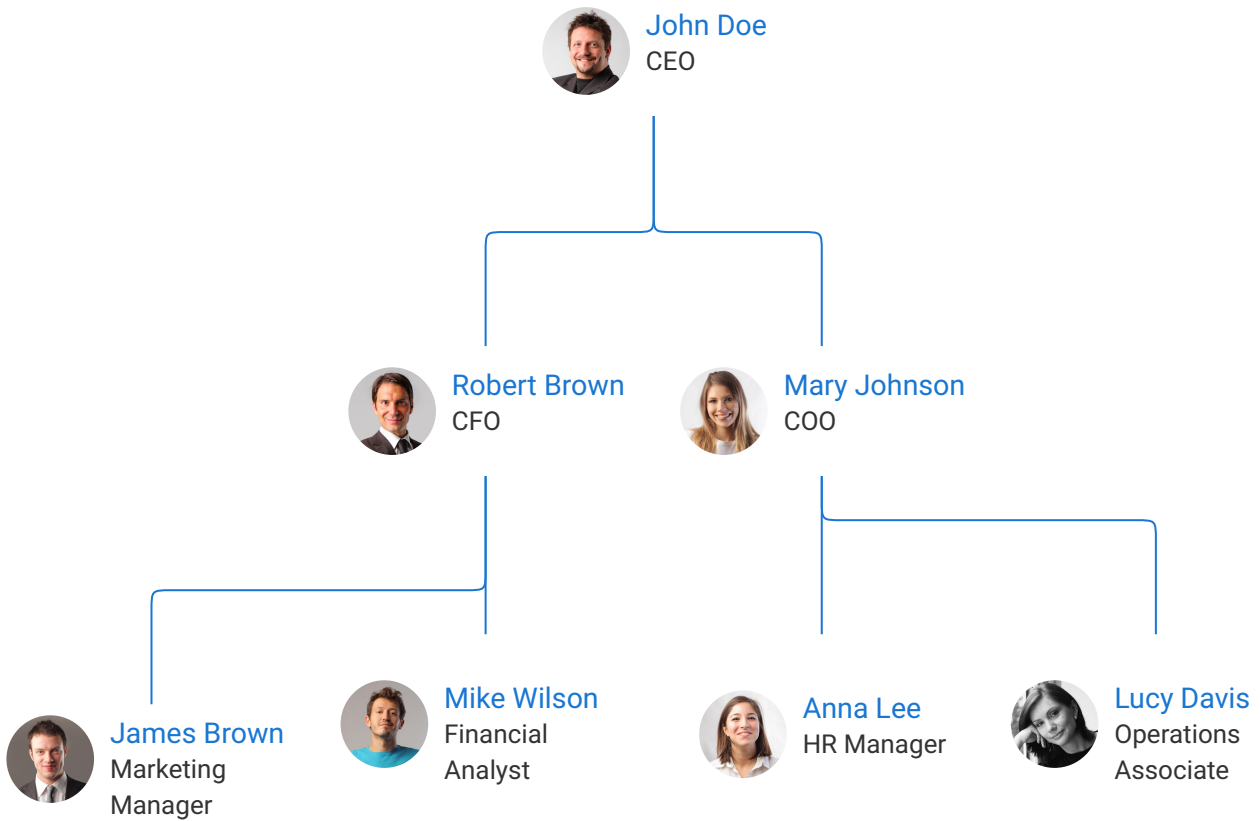
Describe the organizational structure of the management team, including reporting lines and how decisions will be made.

To unlock help try Upmetrics! 

*Start writing here..*



## Organization chart



## Compensation plan

💡 Help tip

📄 ATM 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..*

 **Help tip**

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



---

### **DR. EMILY WHITE**

Financial Strategy Advisor

[Brief about the experience, e.g., "Former CFO of BankCorp with 25 years in the financial sector."]



---

### **[ADVISOR NAME]**

[DOMAIN]

[Brief about experience]

[Additional advisors can be added as needed]

Their expertise aids in steering the company through challenges and leveraging opportunities.

# 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 information:

To unlock help try Upmetrics!

### Help tip

### ATM 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
<b>Cost Of Sales</b>	\$0	\$0	\$0	\$0	\$0
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>	\$0	\$0	\$0	\$0	\$0
<b>Gross Margin (%)</b>	0%	0%	0%	0%	0%

	2023-24	2024-25	2025-26	2026-27	2027-28
<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>
<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, vendor payments, 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
<b>Net Cash From Operations</b>	\$0	\$0	\$0	\$0	\$0
Assets Sell	\$0	\$0	\$0	\$0	\$0
Assets Purchase	\$0	\$0	\$0	\$0	\$0
<b>Net Cash From Investments</b>	\$0	\$0	\$0	\$0	\$0
<b>Amount Received</b>	\$0	\$0	\$0	\$0	\$0
Loan Received	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
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>

### Summary

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 business'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>
Cash	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
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
<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 ATM business will break even or generate enough revenue to cover its operating costs.

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## Break-even Points

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

ATM Business Plan

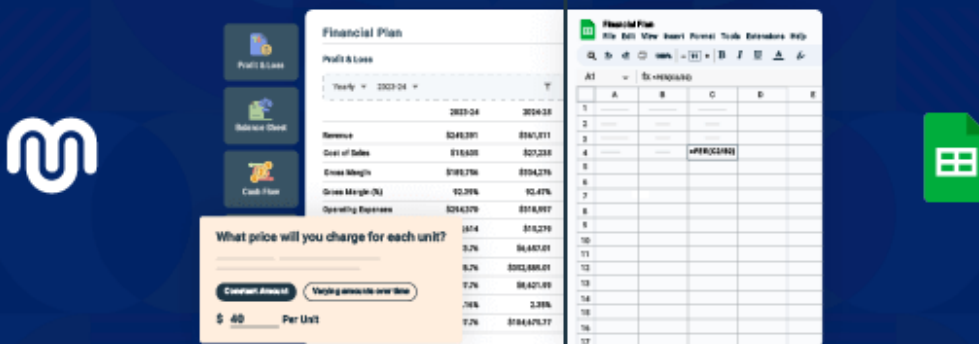
Estimate how much financing you will need to start and operate your ATM business. It should include a detailed breakdown of your startup costs, short-term and long-term financing needs, such as loans or investment capital.

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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 interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' table comparing 2023-04 and 2024-03. Below the table is a form asking 'What price will you charge for each unit?' with a 'Calculate Results' button and a 'Viewing results over time' link. On the right is a standard spreadsheet interface with a grid and various menu options. A green spreadsheet icon is also visible to the right of the spreadsheet image.

	2023-04	2024-03
Revenue	\$248,991	\$161,211
Cost of Sales	\$16,600	\$27,238
Gross Margin	\$192,390	\$104,276
Gross Margin (%)	92.29%	92.47%
Operating Expenses	\$214,379	\$118,997
	1814	\$12,279
	0.7%	\$6,657.01
	0.7%	\$103,660.01
	7.2%	\$6,421.00
	-76%	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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Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

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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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Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

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## Collaborate with team in real-time

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



Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, especially AI which did a great impact on my work.

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