



# CrossFit Gym Business Plan


*Fitness, Community, Strength*


# BUSINESS PLAN [YEAR]


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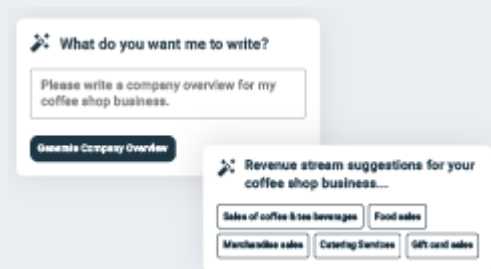
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# Business planning that's simpler and faster than you think

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1.

# Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



## 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

### CrossFit Gym Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include details like the name of your CrossFit gym, its location, and when it

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*Start writing here..*

## Market opportunity

### Help tip

### CrossFit Gym Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

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*Start writing here..*

## Services Offered

### Help tip


### CrossFit Gym Business Plan


Highlight the services you offer your clients. The USPs and differentiators you offer are always a plus.

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*Start writing here..*

## Marketing & Sales Strategies

 **Help tip**

 **CrossFit Gym Business Plan**


Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

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## Financial Highlights

 **Help tip**

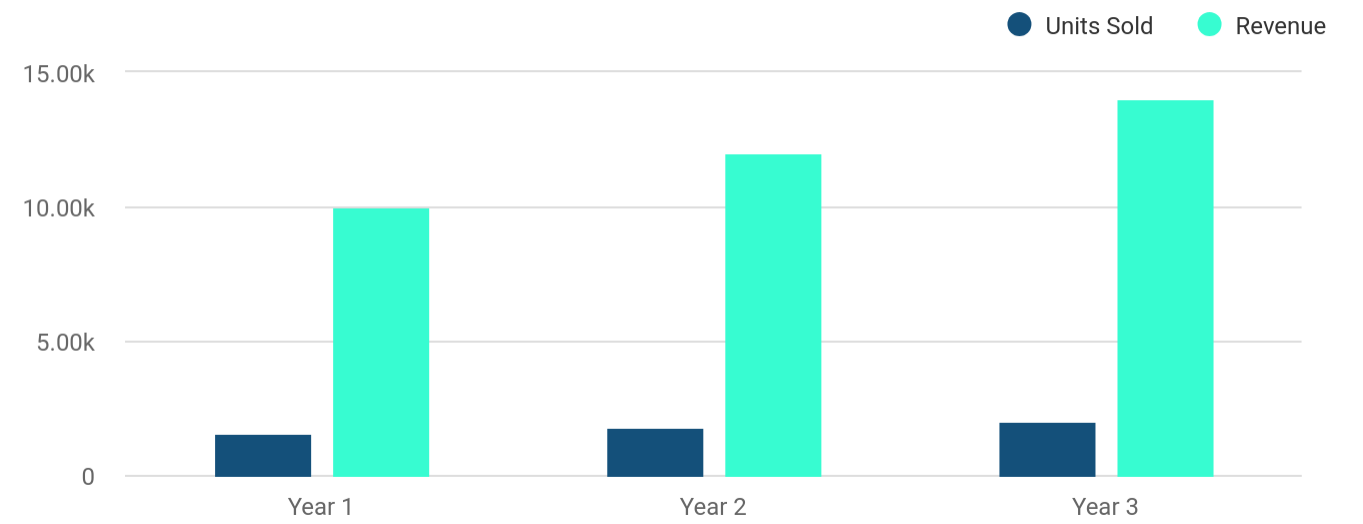
 **CrossFit Gym Business Plan**

Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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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

CrossFit Gym Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

To unlock help try Upmetrics!

Write a call to action for your business plan.

# 2.

## Company Overview

Ownership

Mission statement

Business history

Future goals



## 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

### CrossFit Gym Business Plan

Describe your business in this section by providing all the basic information:

Describe your CrossFit gym and its name.

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*Start writing here..*

## Ownership

### Help tip

### CrossFit Gym Business Plan

List the names of your CrossFit gym founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

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*Start writing here..*

## Business Owners



## Mission statement

 Help tip

 CrossFit Gym Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

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**At [CrossFit Endeavor], we empower individuals to transcend their boundaries, fostering a community where fitness is a way of life. Our commitment is to deliver unparalleled training, inspire strength, and nurture the spirit of perseverance.**




## Business history

 Help tip

 CrossFit Gym Business Plan


If you have an established CrossFit gym, briefly describe when it was founded and how it evolved over time.

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*Start writing here..*

## Future goals

 Help tip

 CrossFit Gym Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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*Start writing here..*

# 3.

## Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



## 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

### CrossFit Gym 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

### CrossFit Gym Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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## Market size and growth potential

### Help tip

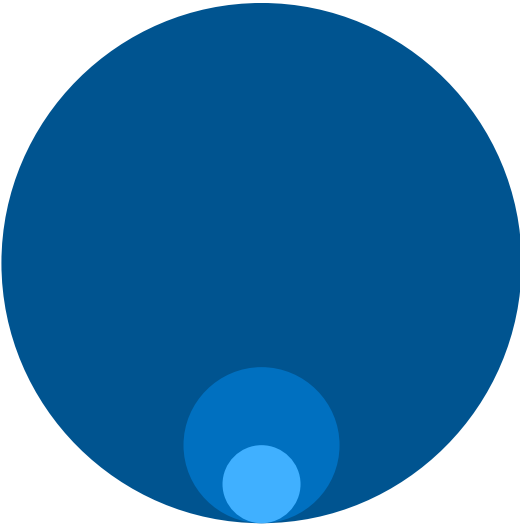
### CrossFit Gym Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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*Start writing here..*

## Market Size



### Available Market

Total individuals in the city interested in fitness activities.

500k

### Served Market

Individuals specifically interested in CrossFit training.

150k

### Target Market

Fitness enthusiasts aged 25-35 seeking advanced CrossFit programs.

75k



Help tip



CrossFit Gym Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your CrossFit services from them.

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## Competitive analysis

### CrossFit Pinnacle

Located just a few miles from CrossFit Endeavor, CrossFit Pinnacle has been in operation for over [5 years]. Catering to a broad demographic, this establishment boasts a large facility and has a strong presence in local athletic events.

#### Features

Comprehensive CrossFit programs including beginner, intermediate, and advanced levels.

Specialized training sessions for senior citizens.

Nutritional guidance and meal planning.

Active community engagement through monthly events and challenges.

#### Strengths

Established brand recognition due to their long-standing presence.

Diverse range of programs catering to different age groups.

Strong community vibe with an engaged member base.

Collaborations with local businesses for nutrition and gear.

#### Weaknesses

Limited use of technology for member engagement (lack of a mobile app or online classes).

Fewer personal training slots, leading to less individualized attention.


The facility, though large, requires modern upgrades.


# MetroFlex CrossFit

MetroFlex CrossFit is a newer establishment, having opened its doors just [2 years] ago. Located in the heart of the city, it appeals to the urban population, especially young professionals.


Features	Strengths	Weaknesses
High-tech facility with the latest CrossFit equipment.	Strategic location attracting a steady influx of urban clientele.	Still building their brand and community presence.
Digital member portal for tracking progress, booking classes, and accessing online resources.	Strong emphasis on technology integration, offering a seamless member experience.	Limited diversity in programs, mainly targeting young professionals.
Evening and early morning classes catering to working professionals.	Flexible timings, catering to the busy schedules of professionals.	Higher membership fees compared to other local competitors.
Collaborative workouts and corporate wellness programs.	Partnerships with corporate entities, providing wellness programs.	

## Market trends

 Help tip


 CrossFit Gym Business Plan


Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

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Start writing here..

## Regulatory environment

 Help tip

 CrossFit Gym Business Plan

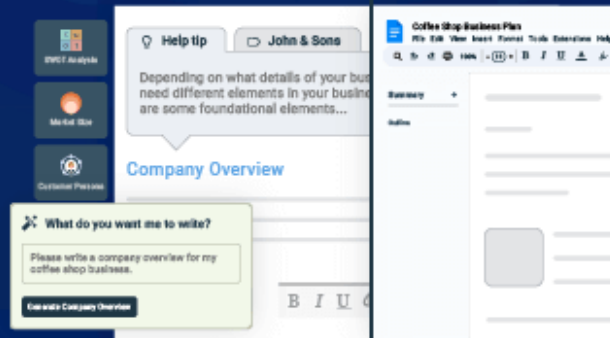
List regulations and licensing requirements that may affect your CrossFit gym, such as business registration, insurance, trainer certifications, safety regulations, environmental regulations, state and federal regulations, etc.

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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

Services

Quality Measures

Additional Services



#### REMEMBER

The product and services section of a CrossFit gym 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

#### CrossFit Gym 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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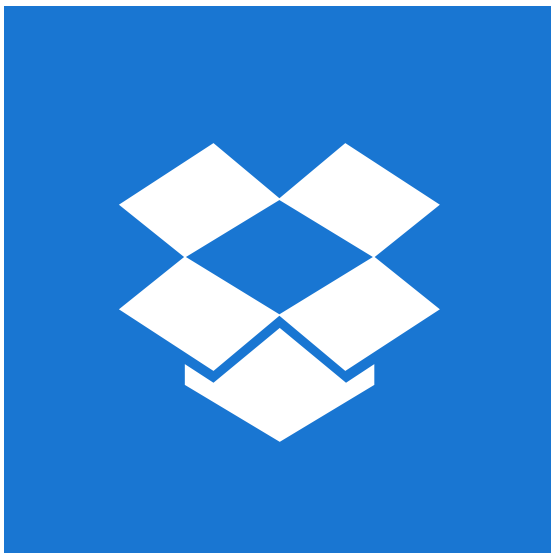
#### Help tip

Mention the fitness services your business will offer. This list may include services like,

- Group CrossFit classes

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## Services



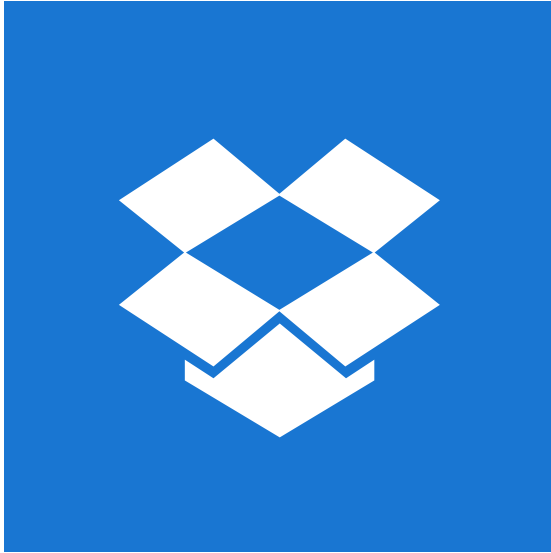
### Group CrossFit Classes

Price: **[\$150]/month**

Structured group sessions fostering a sense of community, suitable for all fitness levels. These classes aim to offer varied high-intensity functional workouts that change daily.

#### Specifications

- Duration: 60 minutes per session
- Max. Participants: 20 members
- Includes warm-up, strength or skill work, workout of the day (WOD), and cool-down



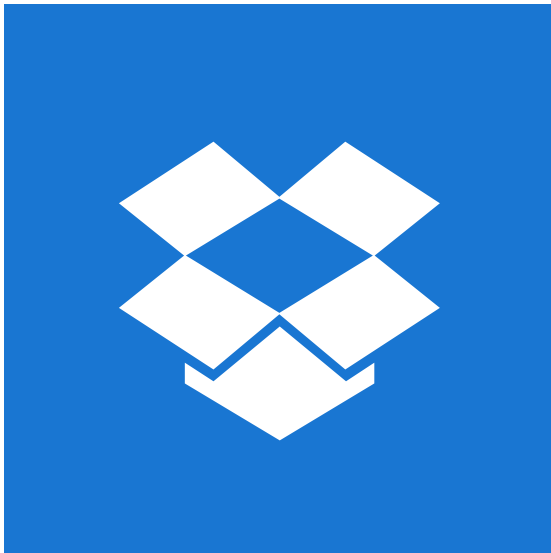
## Personal Training

Price: **[\$60]/hour**

Tailored one-on-one sessions with certified trainers. Designed to cater to individual fitness goals, providing focused guidance and optimized workout plans.

### Specifications

- Duration: 60 minutes per session
- Customized workout plan
- Nutritional guidance included
- Progress tracking and monthly evaluations



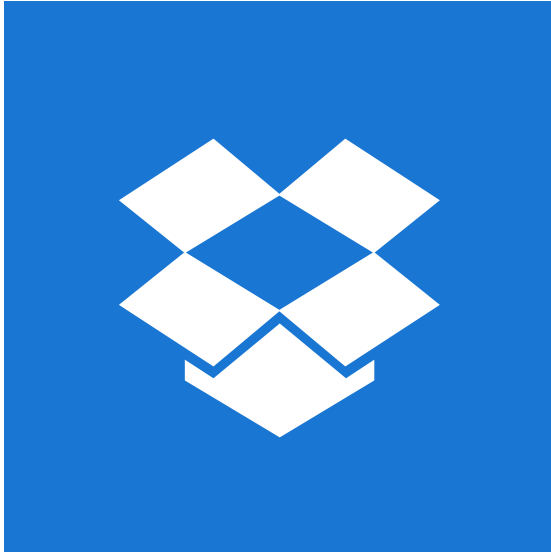
## Specialty Programs (e.g., CrossFit Kids)

Price: **[\$100]/month**

Specialized CrossFit modules targeting specific groups or objectives. CrossFit Kids focuses on making fitness fun and functional for children aged 6-12.

### Specifications

- Duration: 45 minutes per session
- Max. Participants: 15 kids
- Age-appropriate workouts focusing on agility, balance, and coordination



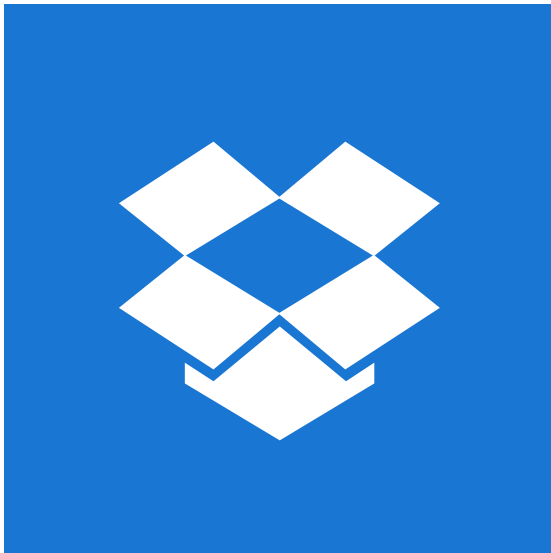
## Open Gym

Price: **[\$75]/month**

Description: Flexible access to the gym facilities without structured classes. Ideal for members wanting to practice specific movements or have self-led workouts.

### Specifications

- Access during non-class hours
- Full use of equipment
- Availability of staff for guidance



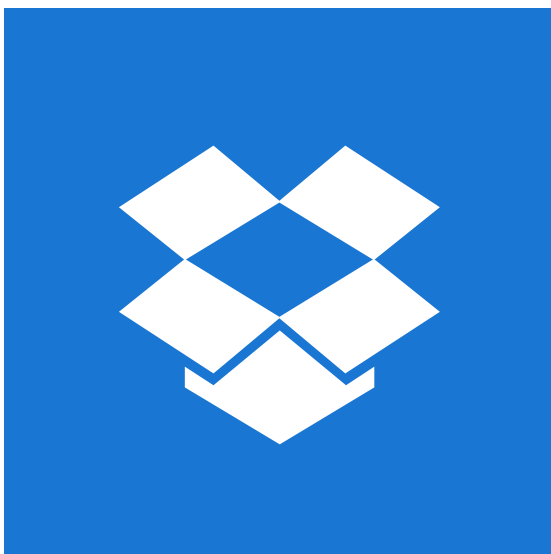
## Nutritional Counseling

Price: **[\$50]/session**

In-depth sessions with certified nutritionists, providing guidance on meal plans, dietary supplements, and overall well-being.

### Specifications

- Duration: 45 minutes per session
- Customized meal plans
- Periodic evaluations and adjustments



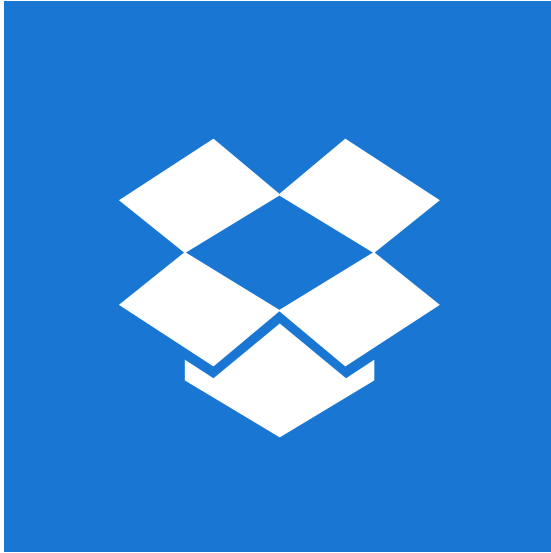
## Online Coaching

Price: **[\$100]/month**

Virtual coaching sessions for those unable to attend in-person or prefer remote guidance. Includes video sessions, workout plans, and feedback.

### Specifications

- Duration: 40 minutes per session
- Access to video resources
- Weekly check-ins and progress tracking



## CrossFit Apparel (e.g., T-shirt)

Price: **[\$25]/item**


High-quality, branded CrossFit Endeavor workout t-shirts, ensuring comfort and style while working out.

### Specifications

- Material: 90% Polyester, 10% Spandex
- Sizes: XS - XXL
- Durable and sweat-wicking material

## Quality Measures

 Help tip

 CrossFit Gym Business Plan


This section should explain how you maintain quality standards and consistently provide the highest quality service.

To unlock help try Upmetrics! 

*Start writing here..*

## Additional Services

 Help tip

 CrossFit Gym Business Plan

Mention if your CrossFit gym offers any additional services. You may include services like physical therapy, massage therapy, recovery modalities, etc.

To unlock help try Upmetrics! 

*Start writing here..*

# 5.

## Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



#### 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

#### CrossFit Gym 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

#### CrossFit Gym Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

*Start writing here..*

## Pricing Strategy

#### Help tip

#### CrossFit Gym Business Plan

Describe your pricing strategy—how you plan to price your CrossFit services and stay competitive in the local market. You can mention any limited-time offers you plan on offering to attract new customers to your CrossFit studio.

To unlock help try Upmetrics!

*Start writing here..*

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, Google ads, brochures, email marketing, content marketing, and print marketing.

To unlock help try Upmetrics! 

## Marketing strategies

### Online



#### **Social Media Marketing**

Leveraging platforms like Instagram, Facebook, and Twitter to showcase success stories, live sessions, and engage with our community.



#### **Email Marketing**

Regular newsletters, updates, and special offers to our subscriber base.



#### **Content Marketing**

Blog posts, workout tips, and nutritional advice on our website to drive organic traffic.



#### **Google Ads**

Targeted advertising to reach fitness enthusiasts in our locality.

### Offline



#### **Brochures**

Distributed in strategic locations like health food stores, local businesses, and cafes.



#### **Print Marketing**

Local newspaper ads, posters, and banners in strategic locations.

 **Help tip**

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include consultative sales, partnering with influencers and fitness enthusiasts, offering referral programs, etc.

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## Sales strategies



### **Partner with Businesses**

Collaborating with local influencers and fitness enthusiasts for workshops, which also serves as a platform to introduce our services.



### **Consultative Sales**

Offering prospects detailed consultations to understand their fitness goals and recommend tailored programs.



### **Referral Programs**

Existing members can refer friends or family and avail discounts or free sessions, encouraging organic growth.

 **Help tip**

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts on annual membership, hosting special events and challenges, etc.

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## Customer retention



### **Loyalty Programs**

A points-based system where members can earn points for attendance, referrals, or participation in events, redeemable for discounts or merchandise.



### **Special Events and Challenges**

Monthly fitness challenges, workshops, or guest sessions to keep members engaged and motivated.



### **Annual Membership Discounts**

Offering attractive rates for members committing long-term.

# 6.

## Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



#### 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

#### CrossFit Gym 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..*

## Staffing & Training

#### Help tip

#### CrossFit Gym Business Plan

Mention your CrossFit business's staffing requirements, including the number of trainers, support staff, and therapists needed. Include their qualifications, the training required, and the duties they will perform.

To unlock help try Upmetrics!

*Start writing here..*

## Operational Process

#### Help tip


#### CrossFit Gym Business Plan


Outline the processes and procedures you will use to run your CrossFit gym. Your operational processes may include running classes, assigning coaches, attending walk-ins, billing, and training staff.

To unlock help try Upmetrics!

*Start writing here..*


# Equipment & Machinery

 **Help tip**

 **CrossFit Gym Business Plan**

Include the list of equipment and machinery required for the CrossFit gym, such as plyometric boxes, dumbbells, barbells, pull-up bars, rowing machines, squat racks, pull-up bars, etc.

To unlock help try Upmetrics!



*Start writing here..*

# 7.

## Management Team

Key managers

Organizational structure

Compensation plan

Board of advisors



## REMEMBER

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

To unlock help try Upmetrics!

### Help tip

### CrossFit Gym 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

### CrossFit Gym Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

To unlock help try Upmetrics!

*Start writing here..*



### John Doe

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

A passionate fitness enthusiast, John's vision for a holistic CrossFit hub led to the inception of CrossFit Endeavor.

With an MBA from [Prestigious University] and a decade of experience in the fitness industry, John brings both strategic acumen and a hands-on approach.

Prior to founding CrossFit Endeavor, John worked as a strategic consultant for leading gyms across the country, crafting business models and optimizing operational efficiencies.





---

## Jane Smith

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

Jane oversees the operational facets of CrossFit Endeavor, bringing structure and efficiency to the gym's day-to-day functions.

She has a Bachelor's degree in Sports Management from [Notable University] and previously served as an Operations Manager for [Well-known Fitness Chain].

Her keen eye for detail and commitment to member satisfaction are invaluable assets.



---

## Robert Brown

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

Leading our branding and outreach initiatives, Robert has been instrumental in establishing CrossFit Endeavor's presence in the market.

An MBA graduate specializing in Marketing from [Top Business School], Robert has spearheaded marketing campaigns for prominent fitness brands in the past.

His innovative strategies and data-driven approach ensure our brand consistently resonates with our target audience.



---

## Alice Williams

CrossFit Head Trainer - [alice.williams@example.com](mailto:alice.williams@example.com)

With a Level 3 CrossFit certification and over 8 years of hands-on experience, Alice leads our team of trainers with a mix of expertise and enthusiasm.

She graduated with a degree in Physical Education from [Acclaimed University] and has been a pivotal force in curating our workout regimes and speciality programs.

Prior to joining CrossFit Endeavor, Alice worked as a Senior Trainer at [Leading CrossFit Gym], where she was recognized for her innovative training methods.



## Brian Green

Customer Services Manager - [brian.green@example.com](mailto:brian.green@example.com)

Brian's role is all about ensuring every member's experience is top-tier.

With a Bachelor's in Hospitality from [Reputed College], he blends his academic knowledge with his experience from his tenure as a Customer Relations Manager at [Known Health Club].

Brian's ability to handle inquiries, address concerns, and foster a welcoming environment makes him a crucial member of the CrossFit Endeavor family.

## Organizational structure

 **Help tip**

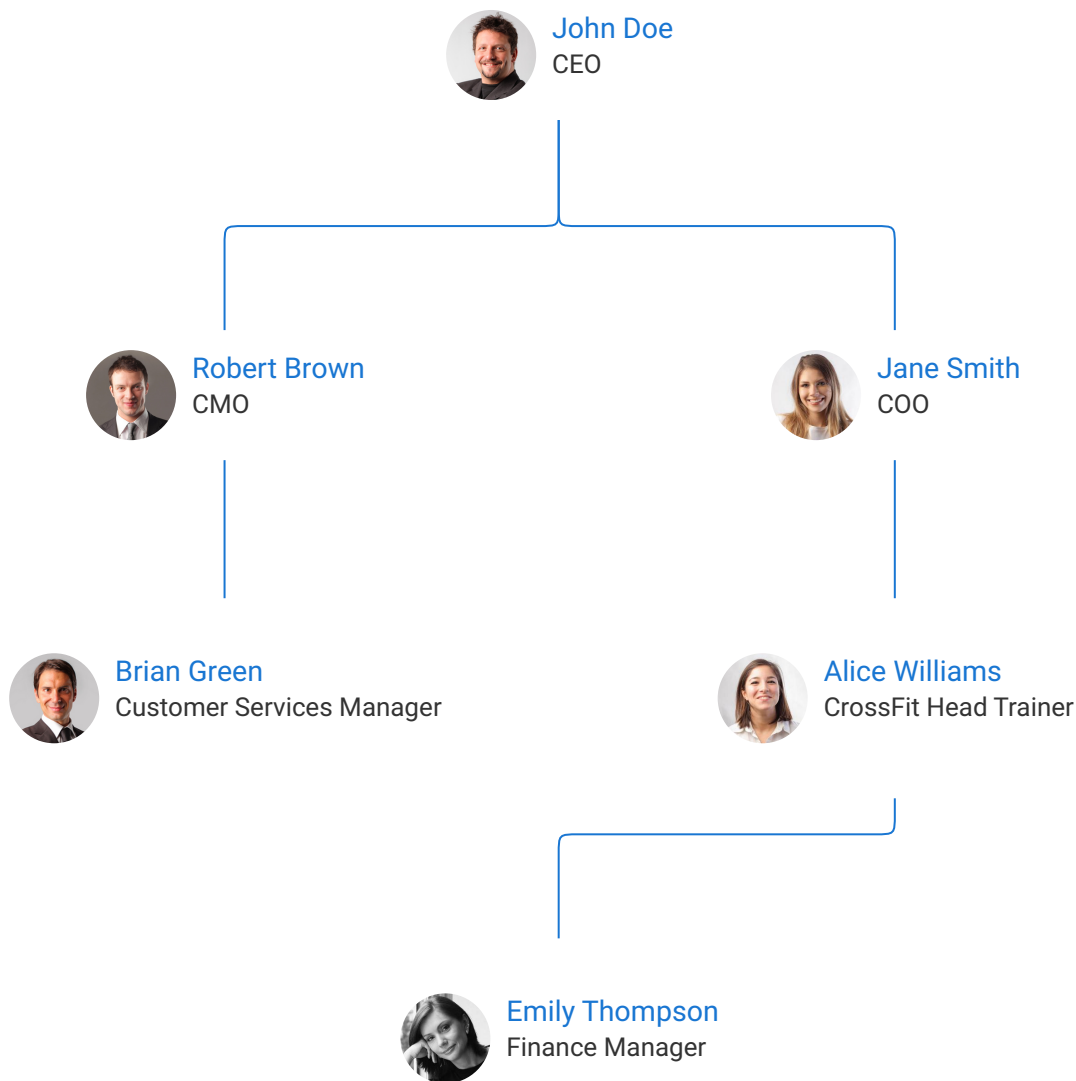
 **CrossFit Gym Business Plan**

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 

*Start writing here..*

# Organization chart



# Compensation plan

**Help tip**

**CrossFit Gym Business Plan**


Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics!

Start writing here..

 **Help tip**

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

To unlock help try Upmetrics! 

## Board of advisors



### **Dr. Edward Grey**

Fitness Consultant

with over 20 years in the fitness and wellness industry, advises on program development and innovation.



### **Ms. Emily White**

Business Strategy Advisor

Ms. Emily White, an MBA from [Prestigious Business School], provides insights on business growth and expansion.

# 8.

## Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



## 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

## CrossFit Gym 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

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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## Profit & loss statement

	2024	2025	2026
<b>Revenue</b>	<b>\$492,180.60</b>	<b>\$1,125,680.40</b>	<b>\$1,605,937.20</b>
Membership Fees	\$420,180.60	\$1,047,320.40	\$1,520,255.40

	2024	2025	2026
Users	1,021	1,780	2,360
Recurring Charges	\$60	\$60	\$60
Personal Training	\$60,000	\$66,000	\$72,600
Unit Sales	1,200	1,320	1,452
Unit Price	\$50	\$50	\$50
Merchandise Sales	\$12,000	\$12,360	\$13,081.80
Unit Sales	600	618	654
Unit Price	\$20	\$20	\$20
<b>Cost Of Sales</b>	<b>\$14,400</b>	<b>\$14,712</b>	<b>\$15,030.96</b>
General Costs	\$14,400	\$14,712	\$15,030.96
Gym Equipment Maintenance and Repair	\$9,600	\$9,792	\$9,987.84
Equipment Maintenance	\$6,000	\$6,120	\$6,242.40
Equipment Repair	\$3,600	\$3,672	\$3,745.44
Cleaning Supplies and Services	\$4,800	\$4,920	\$5,043.12
Cleaning Supplies	\$2,400	\$2,448	\$2,496.96

	2024	2025	2026
Merchandise	\$2,400	\$2,472	\$2,546.16
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$477,780.60</b>	<b>\$1,110,968.40</b>	<b>\$1,590,906.24</b>
<b>Gross Margin (%)</b>	<b>97.07%</b>	<b>98.69%</b>	<b>99.06%</b>
<b>Operating Expense</b>	<b>\$418,911.96</b>	<b>\$439,191.78</b>	<b>\$461,615.80</b>
Payroll Expense (Indirect Labor)	\$328,980	\$343,789.20	\$359,382.84
Gym Staff	\$146,880	\$155,995.20	\$165,707.88
Gym Manager	\$59,040	\$63,763.20	\$68,864.28
Fitness Instructor	\$87,840	\$92,232	\$96,843.60
Support Staff	\$76,980	\$78,944.40	\$80,960.88
Receptionist	\$42,480	\$43,754.40	\$45,067.08
Maintenance Worker	\$34,500	\$35,190	\$35,893.80

	2024	2025	2026
Administrative Staff	\$105,120	\$108,849.60	\$112,714.08
Finance Officer	\$57,600	\$59,904	\$62,300.16
Marketing Specialist	\$47,520	\$48,945.60	\$50,413.92
General Expense	\$89,931.96	\$95,402.58	\$102,232.96
Facility Costs	\$57,600	\$59,328	\$61,107.84
Rent	\$48,000	\$49,440	\$50,923.20
Utilities	\$9,600	\$9,888	\$10,184.64
Marketing and Promotion	\$21,495.96	\$24,949.14	\$29,701.54
Digital Marketing	\$14,400	\$14,832	\$15,276.96
Promotional Events	\$7,095.96	\$10,117.14	\$14,424.58
Gym Operations	\$10,836	\$11,125.44	\$11,423.58
Cleaning Services	\$7,200	\$7,344	\$7,490.88
Equipment Maintenance	\$3,636	\$3,781.44	\$3,932.70
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>\$58,868.64</b>	<b>\$671,776.62</b>	<b>\$1,129,290.44</b>
<b>Additional Expense</b>	<b>\$18,959.53</b>	<b>\$18,414.30</b>	<b>\$17,835.41</b>
Long Term Depreciation	\$16,200	\$16,200	\$16,200
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$42,668.64	\$655,576.62	\$1,113,090.44
Interest Expense	\$2,759.52	\$2,214.28	\$1,635.41
EBT	\$39,909.11	\$653,362.32	\$1,111,455.03
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$452,271.49</b>	<b>\$472,318.08</b>	<b>\$494,482.17</b>
<b>Net Income</b>	<b>\$39,909.11</b>	<b>\$653,362.32</b>	<b>\$1,111,455.03</b>
<b>Net Income (%)</b>	<b>8.11%</b>	<b>58.04%</b>	<b>69.21%</b>
Retained Earning Opening	\$0	\$4,909.11	\$623,271.43

	2024	2025	2026
Owner's Distribution	\$35,000	\$35,000	\$35,000
<b>Retained Earning Closing</b>	<b>\$4,909.11</b>	<b>\$623,271.43</b>	<b>\$1,699,726.46</b>

#### Help tip

The cash flow for the first few years of your operation should be estimated and described in this section. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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## Cash flow statement

	2024	2025	2026
<b>Cash Received</b>	<b>\$492,180.60</b>	<b>\$1,125,680.40</b>	<b>\$1,605,937.20</b>
<b>Cash Paid</b>	<b>\$436,071.49</b>	<b>\$456,118.08</b>	<b>\$478,282.17</b>
COS & General Expenses	\$104,331.96	\$110,114.58	\$117,263.92
Salary & Wages	\$328,980	\$343,789.20	\$359,382.84
Interest	\$2,759.52	\$2,214.28	\$1,635.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
<b>Net Cash From Operations</b>	<b>\$56,109.11</b>	<b>\$669,562.32</b>	<b>\$1,127,655.03</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$105,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$105,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
<b>Amount Paid</b>	<b>\$43,840.15</b>	<b>\$44,385.38</b>	<b>\$44,964.27</b>
Loan Capital	\$8,840.16	\$9,385.40	\$9,964.27
Dividends & Distributions	\$35,000	\$35,000	\$35,000
<b>Net Cash From Financing</b>	<b>\$106,159.85</b>	<b>(\$44,385.38)</b>	<b>(\$44,964.27)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	\$57,268.96	\$682,445.90
Cash In	\$642,180.60	\$1,125,680.40	\$1,605,937.20
Cash Out	\$584,911.64	\$500,503.46	\$523,246.44
Change in Cash	\$57,268.96	\$625,176.94	\$1,082,690.76
<b>Ending Cash</b>	<b>\$57,268.96</b>	<b>\$682,445.90</b>	<b>\$1,765,136.66</b>

#### Help tip

Create a projected balance sheet documenting your CrossFit studio assets, liabilities, and equity.


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## Balance sheet

	2024	2025	2026
<b>Assets</b>	<b>\$146,068.96</b>	<b>\$755,045.90</b>	<b>\$1,821,536.66</b>
<b>Current Assets</b>	<b>\$57,268.96</b>	<b>\$682,445.90</b>	<b>\$1,765,136.66</b>

	2024	2025	2026
Cash	\$57,268.96	\$682,445.90	\$1,765,136.66
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$88,800</b>	<b>\$72,600</b>	<b>\$56,400</b>
Gross Long Term Assets	\$105,000	\$105,000	\$105,000
Accumulated Depreciation	(\$16,200)	(\$32,400)	(\$48,600)
<b>Liabilities &amp; Equity</b>	<b>\$146,068.95</b>	<b>\$755,045.87</b>	<b>\$1,821,536.63</b>
<b>Liabilities</b>	<b>\$41,159.84</b>	<b>\$31,774.44</b>	<b>\$21,810.17</b>
<b>Current Liabilities</b>	<b>\$9,385.40</b>	<b>\$9,964.27</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$9,385.40	\$9,964.27	\$0
<b>Long Term Liabilities</b>	<b>\$31,774.44</b>	<b>\$21,810.17</b>	<b>\$21,810.17</b>
Long Term Debt	\$31,774.44	\$21,810.17	\$21,810.17

	2024	2025	2026
<b>Equity</b>	<b>\$104,909.11</b>	<b>\$723,271.43</b>	<b>\$1,799,726.46</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	\$4,909.11	\$623,271.43	\$1,699,726.46
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

 **CrossFit Gym Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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## Break-even Analysis


	2024	2025	2026
Starting Revenue	\$0	\$492,180.60	\$1,617,861

	2024	2025	2026
Net Revenue	\$492,180.60	\$1,125,680.40	\$1,605,937.20
<b>Closing Revenue</b>	<b>\$492,180.60</b>	<b>\$1,617,861</b>	<b>\$3,223,798.20</b>
Starting Expense	\$0	\$452,271.49	\$924,589.57
Net Expense	\$452,271.49	\$472,318.08	\$494,482.17
<b>Closing Expense</b>	<b>\$452,271.49</b>	<b>\$924,589.57</b>	<b>\$1,419,071.74</b>
Is Break Even?	Yes	Yes	Yes
<b>Break Even Month</b>	<b>Nov '24</b>	<b>0</b>	<b>0</b>
<b>Days Required</b>	<b>17 Days</b>	<b>0</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$397,675.66</b>	<b>\$0</b>	<b>\$0</b>
Membership Fees	\$334,275.66	\$0	\$0
Personal Training	\$52,833.33	\$0	\$0
Merchandise Sales	\$10,566.67	\$0	\$0
<b>Break Even Units</b>			
Membership Fees	932	0	0

	2024	2025	2026
Personal Training	1,057	0	0
Merchandise Sales	528	0	0

## Financing needs

 **Help tip**

 **CrossFit Gym Business Plan**

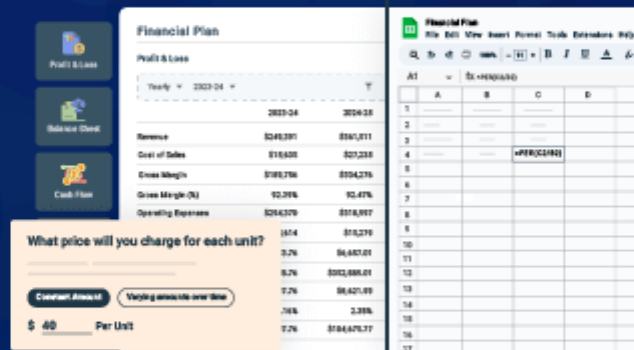
Calculate costs associated with starting a CrossFit gym, and estimate your financing needs and how much capital you need to raise to operate your business.

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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 the Upmetrics Financial Plan interface. On the left, there are three tabs: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' tab is selected, showing a table with columns for '2023-04' and '2024-04'. 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 'Current Amount' of \$ 40 and a 'Per Unit' value. On the right, there is a preview of the spreadsheet data, showing a grid with columns A, B, C, D, and E, and rows 1 through 17. The spreadsheet data is a simplified version of the financial plan data shown in the Upmetrics interface.

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, etc.

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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.

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.

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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.

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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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