


# BUSINESS PLAN [YEAR]




## Escape Room Business Plan

Puzzles, Thrills, Escapes

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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.

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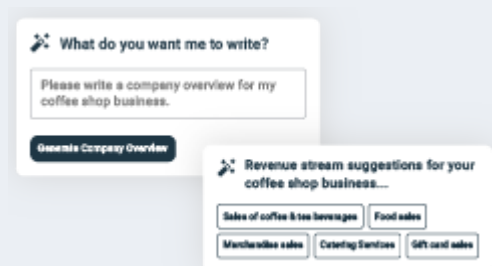
Financing needs .....

49

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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

#### Escape Room Business Plan

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

This section may include the name of your escape room business, its location, when it was

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*Start writing here..*

## Market opportunity

#### Help tip

#### Escape Room 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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## Services Offered

#### Help tip

#### Escape Room Business Plan


Highlight the escape room 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**

 **Escape Room 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**

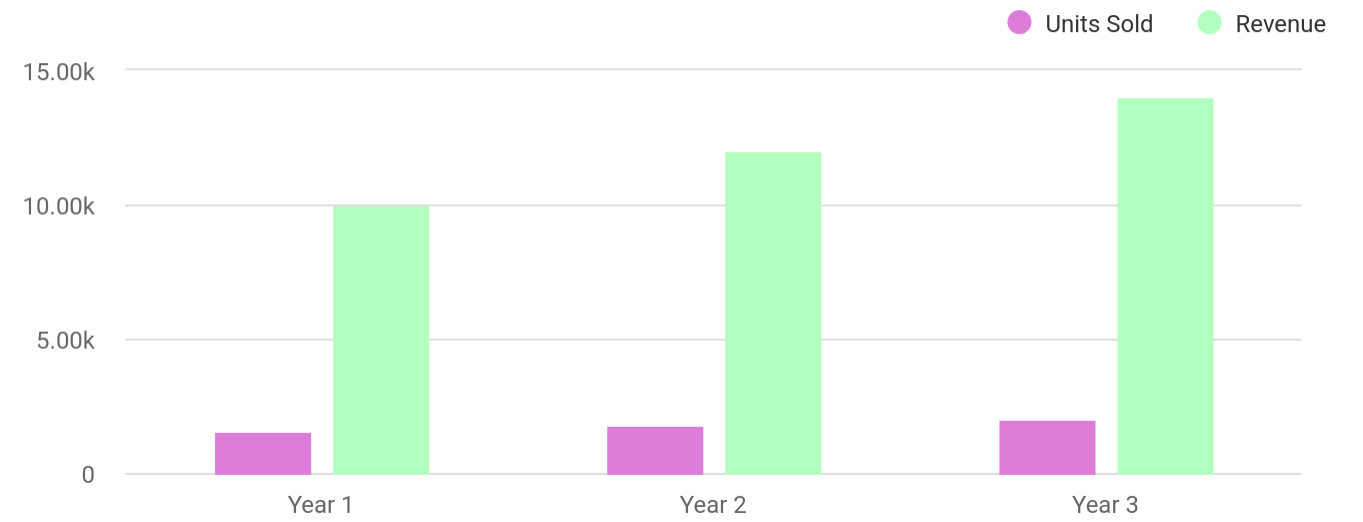
 **Escape Room Business Plan**

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

Escape Room 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.

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#### Help tip



#### Escape Room Business Plan

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

Describe what kind of escape room business you run and the name of it. You may specialize in

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*Start writing here..*

## Ownership



#### Help tip



#### Escape Room Business Plan


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

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*Start writing here..*

## Mission statement

 Help tip

 Escape Room 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 [Puzzle Quest Adventures], our mission is to provide captivating and challenging escape room experiences that foster creativity, teamwork, and fun.**

**We are committed to delivering exceptional customer service and continually innovating our offerings to ensure memorable adventures for every participant.**



## Business history

 Help tip

 Escape Room Business Plan


If you're an established business owner, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

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*Start writing here..*

## Future goals

 Help tip

 Escape Room 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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# 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

#### Escape Room Business Plan

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

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## Target Market

#### Help tip

#### Escape Room 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

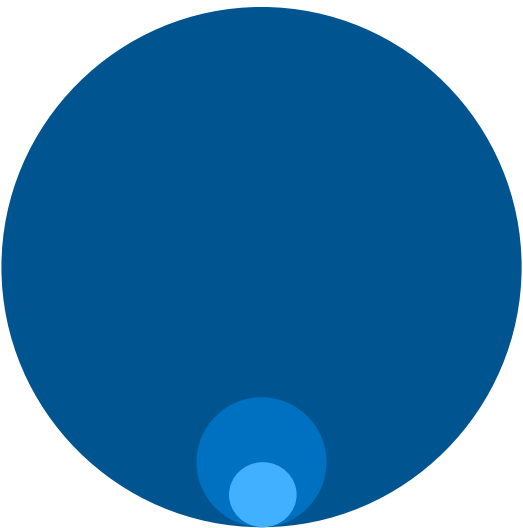
#### Escape Room Business Plan

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

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## Market Size



**Available Market**  
Total potential market for escape rooms in the country. **20M**

**Served Market**  
Potential market in our region. **5M**

**Target Market**  
Millennials & families in our region. **2M**



Help tip



Escape Room Business Plan

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

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## Competitive analysis

### Competitor A

Competitor A has been a formidable player in the escape room market for over a decade, boasting a nationwide presence with multiple locations in major cities.

#### Features

A vast array of room themes ranging from historical mysteries to futuristic adventures.

Innovative use of technology, incorporating VR and AR elements into certain escape room experiences.

Loyalty programs for repeat customers, encouraging repeat business.

#### Strengths

Extensive market presence with a well-known brand.

High customer retention due to loyalty programs.

Strong social media presence and online marketing strategies.

#### Weaknesses

Higher pricing compared to newer market entrants.

Some customers report a lack of variety in new room themes.

Limited personalization of escape room experiences.

## Competitor B

Competitor B is a regional escape room business known for its unique and challenging room designs, with a strong focus on customer experience.


Features	Strengths	Weaknesses
Custom-designed escape rooms with intricate storylines.	Strong community engagement and positive customer reviews.	Limited locations, primarily situated in urban areas.
Special event nights, including Halloween and holiday-themed rooms.	Innovative room designs that stand out in the market.	Smaller advertising budget compared to larger competitors.
Discounts and promotions for students and large groups.	Competitive pricing attracting a broader customer base.	Some rooms may be too challenging for beginners, potentially deterring new customers.


## Competitor C

Competitor C targets the corporate market, positioning themselves as a solution for team-building and corporate events.


Features	Strengths	Weaknesses
Customizable escape room experiences tailored for team-building.	Strong niche focus on the corporate market.	Limited appeal to casual escape room enthusiasts.
Comprehensive corporate packages, including catering and meeting spaces.	All-inclusive packages providing convenience for corporate clients.	Dependent on the corporate market, which can be seasonal.
Mobile escape room services for off-site corporate events.	High-quality, professional customer service.	Less diversity in escape room themes due to corporate focus.

## Market trends

 **Help tip**


 **Escape Room Business Plan**


Analyse 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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# Regulatory environment

 **Help tip**

 **Escape Room Business Plan**

List regulations and licensing requirements that may affect your escape room business, such as fire and building codes, zoning regulations, ADA compliance, business licensing, insurance, 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.

SWOT Analysis

Market Size

Customer Profiles

Help tip

John & Sons

Depending on what details of your business you need different elements in your business plan. Here are some foundational elements...

Company Overview

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline



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.

Start your planning today

Escape Room Business Plan | Business Plan [YEAR]

17/53

# 4.

## Products and Services

Services

Special Features

Safety and Security

Additional Services



## REMEMBER

The product and services section of the escape room business plan should describe the specific services and products offered to customers. To write this section should include the following:

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### Help tip

### Escape Room 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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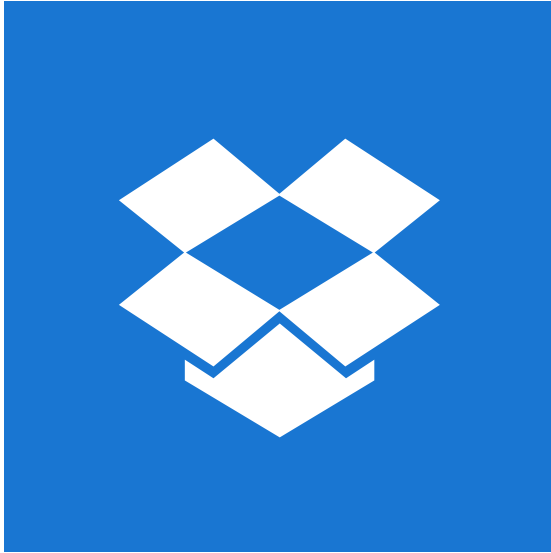
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### Help tip

Mention your business's escape room services. You may include details like the types, themes, and designs of escape rooms.

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## Services



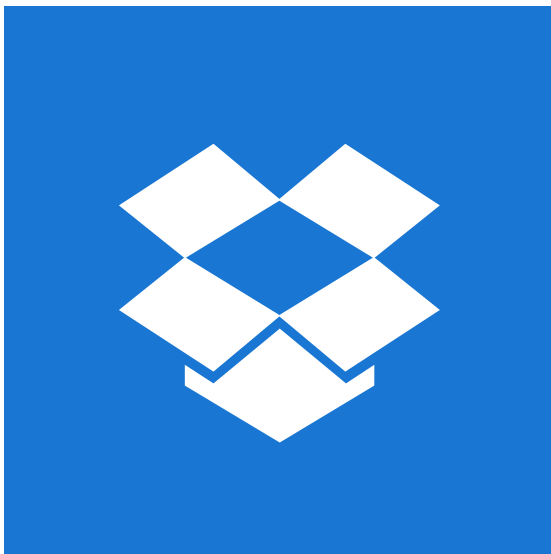
## The Time Traveler's Quest

Price: **[\$30] per person**

Embark on a thrilling adventure through time in "The Time Traveler's Quest." Solve intricate puzzles and unravel the mysteries of the past to secure your way back to the present. Perfect for history buffs and adventure seekers!

### Specifications

- Duration: 60 minutes
- Room Capacity: 2-6 players
- Difficulty Level: Moderate
- Recommended Age: 12+
- Themes: Historical, Adventure
- Special Features: Authentic period props, interactive puzzle mechanisms



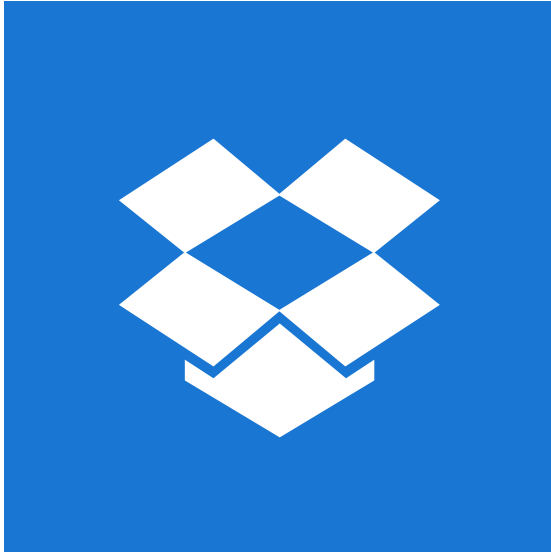
## The Galactic Escape

Price: **[\$35] per person**

Journey to the stars in "The Galactic Escape"! Solve cosmic puzzles and navigate through space anomalies to save your spaceship and return safely to Earth. A must-try for sci-fi enthusiasts and space explorers!

### Specifications

- Duration: 75 minutes
- Room Capacity: 3-8 players
- Difficulty Level: Hard
- Recommended Age: 15+
- Themes: Sci-Fi, Space Adventure
- Special Features: Immersive sound effects, LED lighting, holographic displays



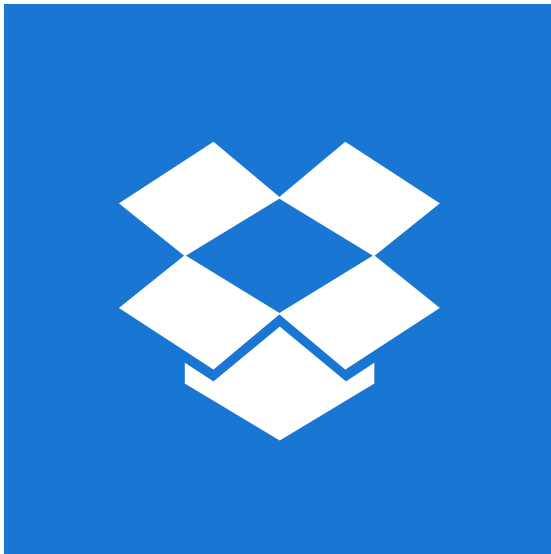
## The Haunted Manor

Price: **[\$28] per person**

Experience chills and thrills in "The Haunted Manor". Navigate through dark, eerie rooms, solving spooky puzzles to lift the curse and escape before time runs out. Ideal for fans of horror and supernatural mysteries!

### Specifications

- Duration: 45 minutes
- Room Capacity: 2-5 players
- Difficulty Level: Easy
- Recommended Age: 18+ (due to frightening themes)
- Themes: Horror, Supernatural
- Special Features: Special effects makeup for live actors, fog machines, sound effects



## Virtual Reality Escape Challenge

Price: **[\$25] per person**


Dive into a digital world of puzzles with our Virtual Reality Escape Challenge! Choose from a variety of virtual escape room experiences and solve puzzles in a fully immersive 3D environment, all from the comfort of your home.

### Specifications

- Duration: 30 minutes
- Participants: Single player or multiplayer options available
- Difficulty Level: Varies by experience
- Recommended Age: 12+
- Themes: Various themes available
- Special Features: Fully immersive VR experience, online leaderboards

## Special Features

 **Help tip**

 **Escape Room Business Plan**


Mention if you provide any special features with escape rooms. These features may include virtual reality, augmented reality, interactive props, or any other special features.

To unlock help try Upmetrics! 

*Start writing here..*

## Safety and Security

 **Help tip**

 **Escape Room Business Plan**


This section should explain the safety and security measures you plan to implement to ensure customer and employee safety.

To unlock help try Upmetrics! 

*Start writing here..*

## Additional Services

 **Help tip**

 **Escape Room Business Plan**

Mention if your escape room business offers any additional services. You may include services like catering, team-building activities, mobile escape rooms, and private events.

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

#### Escape Room 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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*Start writing here..*

## Unique Selling Proposition (USP)

#### Help tip

#### Escape Room 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

#### Escape Room Business Plan

Describe your pricing strategy—how you plan to price your services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new customers to your facility.

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*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, guerrilla marketing, Google ads, brochures, email marketing, content marketing, and print marketing.

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## Marketing strategies

### Online



#### **Social Media**

Utilizing platforms like Instagram, Facebook, and Twitter to showcase our escape rooms, share customer experiences, and run promotions.



#### **Email Marketing**

Sending regular newsletters with updates, promotions, and exclusive offers to our mailing list.



#### **Content Marketing**

Maintaining an engaging blog with articles on team-building, puzzle-solving tips, and escape room news.



#### **Google Ads**

Investing in targeted online advertising to reach potential customers actively searching for escape room experiences.

### Offline



#### **Brochures & Print Marketing**

Distributing well-designed brochures in local businesses, hotels, and tourist centers.



#### **Guerrilla Marketing**

Creating buzz through unconventional marketing tactics in public spaces.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include special promotions, collaboration with other entertainment businesses, offering seasonal discounts, and offering referral discounts.

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## Sales strategies



### **Partner with Businesses**

Partnering with local businesses for cross-promotions



### **Special Promotions**

Running introductory offers for new rooms or limited-time discounts.



### **Referral Programs**

Implementing a referral program to encourage word-of-mouth advertising.



### **Seasonal Discounts**

Offering special rates during holidays or off-peak seasons.

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts on group bookings, personalized service, etc.

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## Customer retention



### **Loyalty Programs**

Offering points for every booking, redeemable against future visits.



### **Group Booking Discounts**

Providing incentives for larger groups, encouraging repeat business.



### **Personalized Service**

Ensuring every visitor feels valued and appreciated, enhancing their overall experience.



### **Follow-Up Communication**

Sending thank-you emails and satisfaction surveys post-visit to gather feedback and maintain a connection.

# 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

#### Escape Room 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

#### Escape Room Business Plan

Mention your escape room business's staffing requirements, including the number of employees, game masters, or IT personnel needed.

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*Start writing here..*

## Operational Process

#### Help tip


#### Escape Room Business Plan


Outline the processes and procedures you will use to run your escape room business. Your operational processes may include ticketing, room preparation, maintenance and repair, marketing and promotions, staff management, etc.

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*Start writing here..*

# Equipment & Machinery

 **Help tip**

 **Escape Room Business Plan**

Include the list of equipment and machinery required for the escape room, such as safety equipment, cleaning and maintenance equipment, puzzle and game components, escape room props, etc.

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*Start writing here..*

# 7.

## Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



#### REMEMBER

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

To unlock help try Upmetrics!

#### Help tip

#### Escape Room 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

#### Escape Room Business Plan

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

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*Start writing here..*



### John Doe

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

As the visionary behind [Puzzle Quest Adventures], [John Doe] serves as the CEO, actively involved in strategic planning, business development, and overall operation management.

[He/She/They] brings a wealth of experience, having worked in the entertainment and puzzle-solving industry for over [X] years.

Background: [A brief description of the Founder's educational background, previous roles, and achievements that add value to this venture.]



---

## Jane Doe

Escape Room Manager - [jane.doe@example.com](mailto:jane.doe@example.com)

Jane oversees the design, setup, and overall experience of our escape rooms. She has a Bachelor's Degree in Game Design from [University Name] and has worked in the gaming and puzzle industry for over eight years.

Jane has a knack for creating compelling narratives and challenging puzzles, ensuring a memorable experience for our customers.

- Educational Background: B.A. in Game Design from [University Name]
- Professional Background: Previous roles include Puzzle Designer at [Previous Company] and Game Master at [Another Company].



---

## Alice Brown

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

Alice is responsible for the day-to-day operations of [Puzzle Quest Adventures], ensuring everything runs smoothly.

She holds a Master's Degree in Business Administration from [University Name] and has over six years of experience in operations management within the entertainment sector. Alice is adept at staff management, inventory control, and customer service.

- Educational Background: MBA from [University Name]
- Professional Background: Prior roles include Assistant Manager at [Previous Company] and Operations Coordinator at [Another Company].



## Robert Brown

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

Robert spearheads our marketing efforts, developing strategies to boost brand awareness and attract new customers.




He has a Bachelor's Degree in Marketing from [University Name] and brings over seven years of marketing experience in the entertainment and adventure industries to the team.

His expertise lies in digital marketing, event promotions, and brand development.

- Educational Background: B.A. in Marketing from [University Name]
- Professional Background: Previous experience includes Digital Marketing Specialist at [Previous Company] and Brand Manager at [Another Company].

## Organizational structure

 **Help tip**

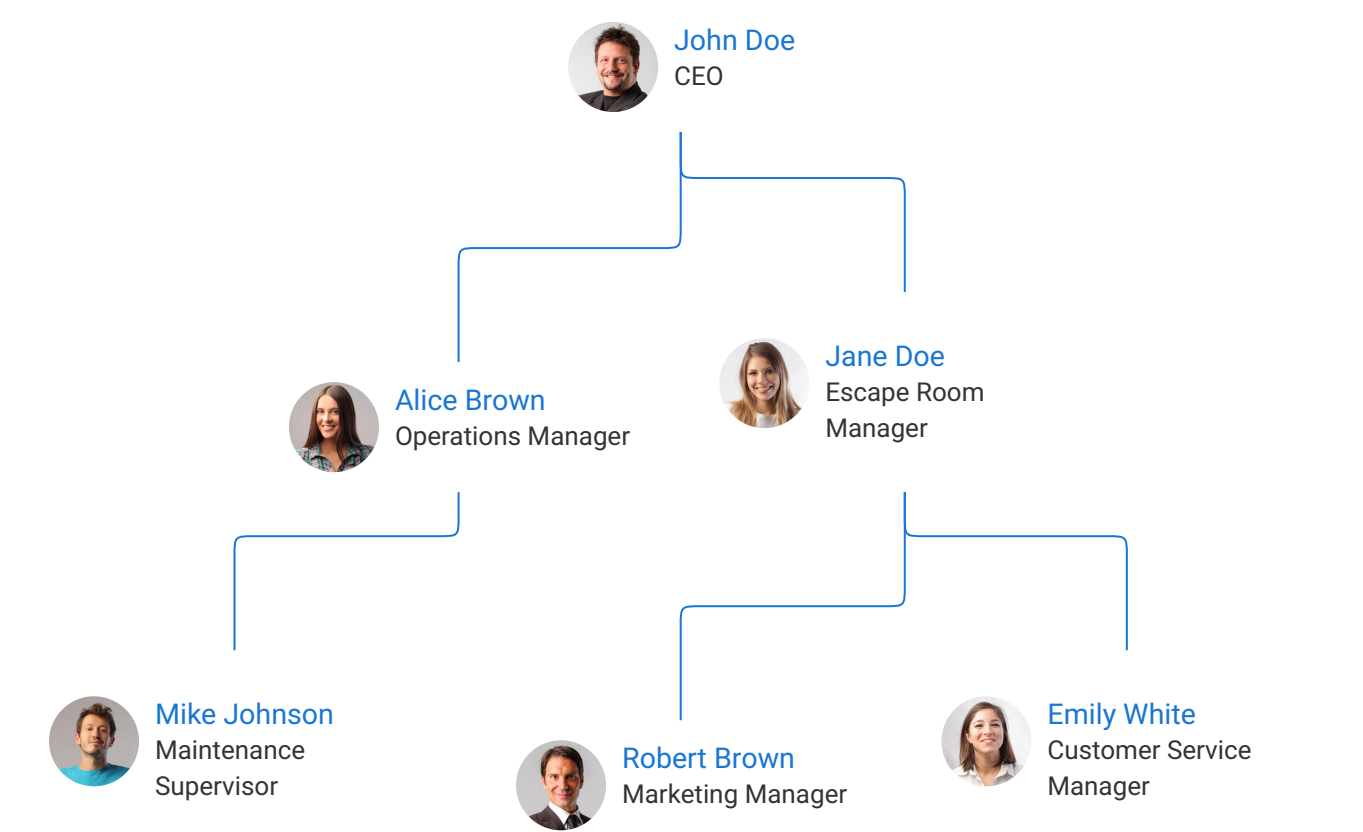
 **Escape Room Business Plan**

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**

**Escape Room Business Plan**


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

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 **Help tip**

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

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## Advisors/Consultants



---

**[ADVISOR NAME]**

Advisor

Provides strategic advice and industry-specific knowledge.



---

**[CONSULTANT NAME]**

Consultant

Assists in optimizing operational efficiency and customer experience.

# 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:

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## Help tip

## Escape Room 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.

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Start writing here..

## Help tip

## Escape Room Business Plan

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>\$464,608.65</b>	<b>\$795,043.60</b>	<b>\$1,371,677.70</b>
Ticket Sales	\$198,964.25	\$357,311.50	\$641,679

	2024	2025	2026
Unit Sales	7,959	14,292	25,667
Unit Price	\$25	\$25	\$25
Private Events	\$159,205	\$285,975	\$513,630
Unit Sales	318	572	1,027
Unit Price	\$500	\$500	\$500
Merchandise Sales	\$106,439.40	\$151,757.10	\$216,368.70
Unit Sales	7,096	10,117	14,425
Unit Price	\$15	\$15	\$15
<b>Cost Of Sales</b>	<b>\$115,230.45</b>	<b>\$131,992.19</b>	<b>\$161,068.70</b>
General Costs	\$115,230.45	\$131,992.19	\$161,068.70
Escape Room Setup Costs	\$80,000	\$80,000	\$80,000
Room Construction	\$20,000	\$20,000	\$20,000
Room Themes	\$60,000	\$60,000	\$60,000
Consumables and Maintenance	\$35,230.45	\$51,992.19	\$81,068.70
Consumables	\$23,230.45	\$39,752.19	\$68,583.90

	2024	2025	2026
Equipment Maintenance	\$12,000	\$12,240	\$12,484.80
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$349,378.20</b>	<b>\$663,051.41</b>	<b>\$1,210,609</b>
<b>Gross Margin (%)</b>	<b>75.20%</b>	<b>83.40%</b>	<b>88.26%</b>
<b>Operating Expense</b>	<b>\$499,020</b>	<b>\$509,220</b>	<b>\$519,680.52</b>
Payroll Expense (Indirect Labor)	\$415,020	\$423,408	\$431,979.84
Management	\$129,900	\$133,248	\$136,685.52
General Manager	\$75,000	\$77,250	\$79,567.56
Assistant Manager	\$54,900	\$55,998	\$57,117.96
Operations Staff	\$182,880	\$185,875.20	\$188,923.92
Room Operators	\$116,640	\$118,972.80	\$121,352.40
Maintenance Staff	\$66,240	\$66,902.40	\$67,571.52

	2024	2025	2026
Customer Service Staff	\$102,240	\$104,284.80	\$106,370.40
Front Desk Staff	\$66,240	\$67,564.80	\$68,916
Customer Support Representatives	\$36,000	\$36,720	\$37,454.40
General Expense	\$84,000	\$85,812	\$87,700.68
Marketing and Advertising	\$36,000	\$37,560	\$39,190.80
Online Advertising	\$24,000	\$25,200	\$26,460
Print Media Advertising	\$12,000	\$12,360	\$12,730.80
Utilities and Operations	\$9,600	\$9,828	\$10,061.64
Utilities and Operations	\$6,000	\$6,120	\$6,242.40
Maintenance	\$3,600	\$3,708	\$3,819.24
Rent and Insurance	\$38,400	\$38,424	\$38,448.24
Office Rent	\$36,000	\$36,000	\$36,000
Business Insurance	\$2,400	\$2,424	\$2,448.24
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$149,641.80)</b>	<b>\$153,831.41</b>	<b>\$690,928.48</b>
<b>Additional Expense</b>	<b>\$10,703.53</b>	<b>\$10,158.30</b>	<b>\$9,579.41</b>
Long Term Depreciation	\$7,944	\$7,944	\$7,944
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$157,585.80)</b>	<b>\$145,887.41</b>	<b>\$682,984.48</b>
Interest Expense	\$2,759.52	\$2,214.28	\$1,635.41
<b>EBT</b>	<b>(\$160,345.33)</b>	<b>\$143,673.11</b>	<b>\$681,349.07</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$624,953.98</b>	<b>\$651,370.49</b>	<b>\$690,328.63</b>
<b>Net Income</b>	<b>(\$160,345.33)</b>	<b>\$143,673.11</b>	<b>\$681,349.07</b>
<b>Net Income (%)</b>	<b>(34.51%)</b>	<b>18.07%</b>	<b>49.67%</b>
Retained Earning Opening	\$0	(\$180,345.33)	(\$56,672.22)

	2024	2025	2026
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$180,345.33)</b>	<b>(\$56,672.22)</b>	<b>\$604,676.85</b>

💡 Help tip

📄 Escape Room Business Plan

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>\$464,608.65</b>	<b>\$795,043.60</b>	<b>\$1,371,677.70</b>
<b>Cash Paid</b>	<b>\$617,009.98</b>	<b>\$643,426.49</b>	<b>\$682,384.63</b>
COS & General Expenses	\$199,230.45	\$217,804.19	\$248,769.38
Salary & Wages	\$415,020	\$423,408	\$431,979.84
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>(\$152,401.33)</b>	<b>\$151,617.11</b>	<b>\$689,293.07</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$35,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$80,000</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	\$30,000	\$0	\$0
<b>Amount Paid</b>	<b>\$28,840.15</b>	<b>\$29,385.38</b>	<b>\$29,964.27</b>
Loan Capital	\$8,840.16	\$9,385.40	\$9,964.27
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$51,159.85</b>	<b>(\$29,385.38)</b>	<b>(\$29,964.27)</b>



2024

2025

2026

**Summary**

Starting Cash	\$0	(\$136,241.48)	(\$14,009.75)
Cash In	\$544,608.65	\$795,043.60	\$1,371,677.70
Cash Out	\$680,850.13	\$672,811.87	\$712,348.90
Change in Cash	(\$136,241.48)	\$122,231.73	\$659,328.80
<b>Ending Cash</b>	<b>(\$136,241.48)</b>	<b>(\$14,009.75)</b>	<b>\$645,319.05</b>

 Help tip Escape Room Business Plan

Create a projected balance sheet documenting your business's assets, liabilities, and equity.

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## Balance sheet

2024


2025


2026

<b>Assets</b>	<b>(\$109,185.48)</b>	<b>\$5,102.25</b>	<b>\$656,487.05</b>
<b>Current Assets</b>	<b>(\$136,241.48)</b>	<b>(\$14,009.75)</b>	<b>\$645,319.05</b>

	2024	2025	2026
Cash	(\$136,241.48)	(\$14,009.75)	\$645,319.05
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$27,056</b>	<b>\$19,112</b>	<b>\$11,168</b>
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$7,944)	(\$15,888)	(\$23,832)
<b>Liabilities &amp; Equity</b>	<b>(\$109,185.49)</b>	<b>\$5,102.22</b>	<b>\$656,487.02</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>(\$150,345.33)</b>	<b>(\$26,672.22)</b>	<b>\$634,676.85</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$180,345.33)	(\$56,672.22)	\$604,676.85
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

 **Escape Room 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	\$464,608.65	\$1,259,652.25

	2024	2025	2026
Net Revenue	\$464,608.65	\$795,043.60	\$1,371,677.70
<b>Closing Revenue</b>	<b>\$464,608.65</b>	<b>\$1,259,652.25</b>	<b>\$2,631,329.95</b>
Starting Expense	\$0	\$624,953.98	\$1,276,324.47
Net Expense	\$624,953.98	\$651,370.49	\$690,328.63
<b>Closing Expense</b>	<b>\$624,953.98</b>	<b>\$1,276,324.47</b>	<b>\$1,966,653.10</b>
Is Break Even?	No	No	Yes
<b>Break Even Month</b>	<b>0</b>	<b>0</b>	<b>Jan '26</b>
<b>Days Required</b>	<b>0</b>	<b>0</b>	<b>15 Days</b>
<b>Break Even Revenue</b>	<b>\$624,953.98</b>	<b>\$1,276,324.47</b>	<b>\$1,303,564.48</b>
Ticket Sales	\$0	\$0	\$576,432.63
Private Events	\$0	\$0	\$461,312.50
Merchandise Sales	\$0	\$0	\$265,819.35
<b>Break Even Units</b>			
Ticket Sales	0	0	23,057

	2024	2025	2026
Private Events	0	0	923
Merchandise Sales	0	0	17,721

## Financing needs

 **Help tip**

 **Escape Room Business Plan**

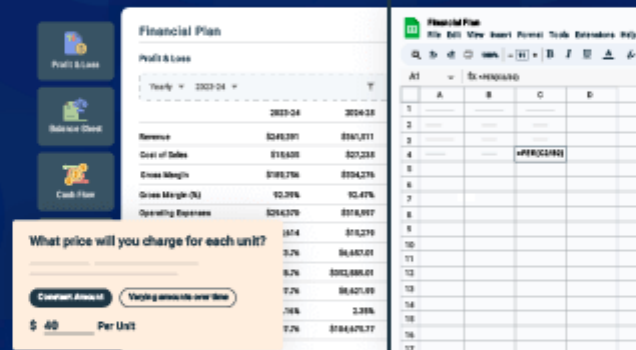
Calculate costs associated with starting an escape room business, and estimate your financing needs and how much capital you need to raise to operate your business.

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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 buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' button is selected. Below these buttons is a form titled 'What price will you charge for each unit?' with a 'Calculate' button. The main part of the interface is a table showing financial data for two periods: 2023-04 and 2024-03. The table has columns for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. The data is as follows:

	2023-04	2024-03
Revenue	\$245,391	\$181,111
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,783	\$154,273
Gross Margin (%)	80.2%	85.2%
Operating Expenses	\$24,329	\$18,957
	\$174	\$15,279
	0.7%	\$6,657.01
	0.7%	\$102,695.01
	7.2%	\$6,621.00
	.16%	3.35%
	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 more.

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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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