



Investment Company Business Plan

Investing in Your Tomorrow

Business Plan
2023



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

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

Executive Summary	6
Market opportunity	7
Services Offered	7
Marketing & Sales Strategies	8
Financial Highlights	8
Units Sold v/s Revenue	9
Company Overview	10
Ownership	11
Business Owners	11
Mission statement	12
Business history	12
Future goals	12
Market Analysis	13
Target Market	14
Market size and growth potential	14
Market Size	15
Competitive analysis	15
Competitor A	15
Competitor B	16
Competitor C	16
Market trends	16
Regulatory environment	17
Products and Services	18
Services	19
Portfolio Management	19
Financial Planning	20
Investment Research and Analysis	20
Wealth Management for High-Net-Worth Individuals	20

Mutual Funds and Exchange-Traded Funds	21
Investment Advisory Services	21
Additional Services	21

Sales And Marketing Strategies 22

Unique Selling Proposition (USP)	23
Pricing Strategy	23
Marketing strategies	24
Online	24
Sales strategies	25
Customer retention	25

Operations Plan 26

Staffing & Training	27
Operational Process	27
Equipment & Software	28

Management Team 29

Key managers	30
John Doe	30
Jane Doe	31
Alice Brown	31
Robert Brown	31
Organizational structure	32
Organization chart	32
Compensation plan	33
Board of advisors	33
[Advisor name]	33

Financial Plan 34

Profit & loss statement	35
Cash flow statement	38
Balance sheet	40

Break-even Analysis	42
Financing needs	44

Appendix

46

Business planning that's simpler and faster than you think

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

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets – with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

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

Investment Company Business Plan

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

This section may include the name of your investment company, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Investment Company 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.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip

Investment Company Business Plan


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

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Investment Company Business Plan**


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

To unlock help try Upmetrics! 

Start writing here..

Financial Highlights

 **Help tip**

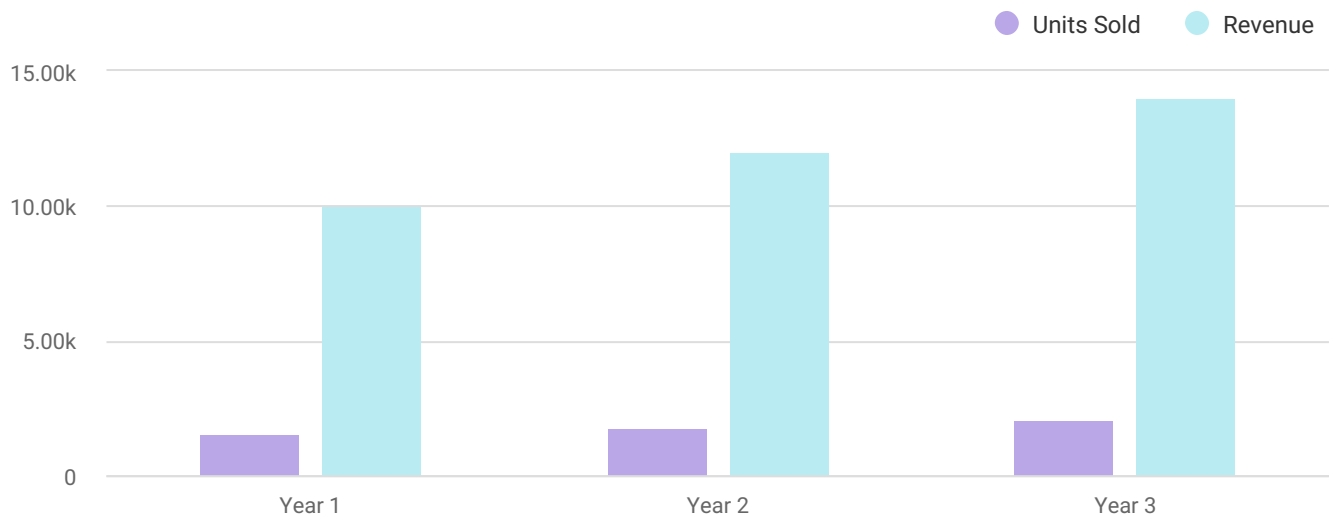
 **Investment Company Business Plan**

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.

To unlock help try Upmetrics! 

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

📄 Investment Company 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



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

Investment Company Business Plan

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

Describe what kind of investment company you run and the name of it. You may specialize in

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Investment Company Business Plan

List the names of your investment company's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

To unlock help try Upmetrics!


Start writing here..

Business Owners



Mission statement

 Help tip

 Investment Company Business Plan

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

To unlock help try Upmetrics! 




At [XYZ Investment Co.], we are driven by [core principles and values, e.g., "transparency, client-centricity, and long-term value creation"], ensuring that our clients' trust is always rewarded with outstanding service and returns.




Business history

 Help tip

 Investment Company Business Plan


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

To unlock help try Upmetrics! 


Start writing here..

Future goals

 Help tip

 Investment Company 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.

To unlock help try Upmetrics! 

Start writing here..

3.

Market Analysis



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Investment Company Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Investment Company 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.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

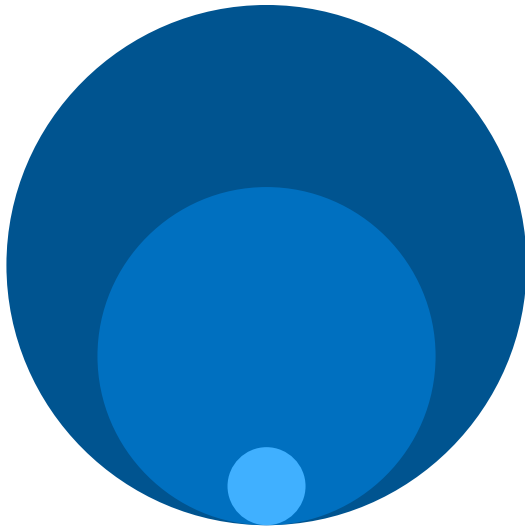
Investment Company Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Market Size



Available Market

Total global value of individuals & institutions seeking investment services.

10B

Served Market

Value of clients within our operational regions seeking investment services.


6B

Target Market

Value of high-net-worth individuals in our regions seeking personalized investment solutions.

1B

 **Help tip**

 **Investment Company Business Plan**

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

To unlock help try Upmetrics! 

Competitive analysis

Competitor A

Competitor A is a well-established entity in the market, boasting a vast portfolio and a global presence. They have been operational since [Year] and have cultivated a reputation for stability and extensive market reach.

Features

[specific investment solutions, e.g., "mutual funds, ETFs, and private equity options"]

Also provide [other services, e.g., "wealth management and financial advisory services"].

Strengths

[specific strengths, e.g., "extensive network, deep market penetration, and a diversified asset portfolio"]

Have the resources to weather market fluctuations and provide a consistent performance.

Weaknesses

[specific weaknesses, e.g., "agility and personalized client services"].

Their vast client base can sometimes lead to a one-size-fits-all approach, potentially alienating investors seeking more tailored solutions.

Competitor B

Competitor B is recognized for their [specific characteristic, e.g., "innovative approach and tech-driven solutions"]. Founded in [Year], they have quickly adapted to market changes, carving a niche for themselves.

Features

Offer [specific solutions, e.g., "robo-advisory services, AI-driven portfolio management, and a range of tech-centric investment options"].

Strengths

[specific strengths, e.g., "agility, innovation, and a keen understanding of emerging market trends"].

They appeal to a younger, tech-savvy demographic.

Weaknesses

Their relative newness in the market can be a drawback, with [specific weaknesses, e.g., "limited historical performance data and a smaller asset base"].

This can make them a less attractive option for more conservative investors

Competitor C

With a focus on [specific sector, e.g., "sustainable and socially responsible investing"], Competitor C has positioned themselves as a leader in this niche since their inception in [Year].

Features

Offer [specific solutions, e.g., "green bonds, ESG funds, and impact investing opportunities"]

Catering to a growing demand for ethical investment options

Strengths

[specific strengths, e.g., "a strong brand in the sustainable investing space and a dedicated client base"]

Instrumental in driving awareness and adoption of responsible investing

Weaknesses


[specific weaknesses, e.g., "they may miss out on clients looking for more comprehensive financial solutions"]

Market trends

 **Help tip**

 **Investment Company 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.

To unlock help try Upmetrics! 

Start writing here..

Regulatory environment

Help tip

Investment Company Business Plan

List regulations and licensing requirements that may affect your investment company, such as securities laws, anti-money laundering laws, KYC, market regulations, etc.

To unlock help try Upmetrics! 

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.

[Start your planning today](#)

4.

Products and Services



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Investment Company 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.

To unlock help try Upmetrics!

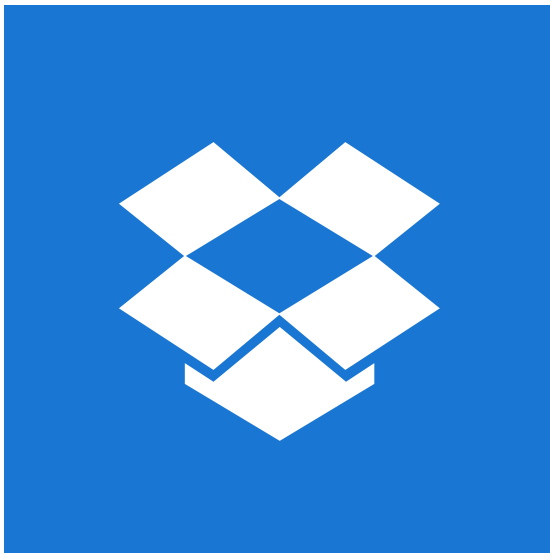
Start writing here..

Help tip

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

To unlock help try Upmetrics!

Services



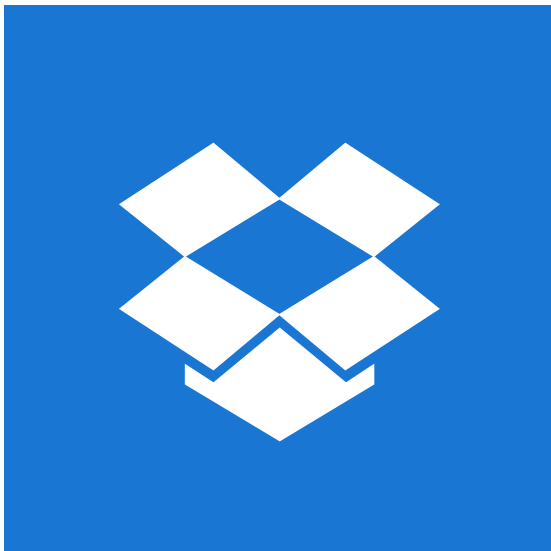
Portfolio Management

Price: **[\$X per month] or [Y% of assets under management]**

Customized portfolio designs tailored to individual risk profiles and financial objectives, leveraging global market insights.

Specifications

- Asset allocation based on risk tolerance (conservative, moderate, aggressive)
- Regular portfolio rebalancing
- Access to diverse asset classes including equities, bonds, and alternatives



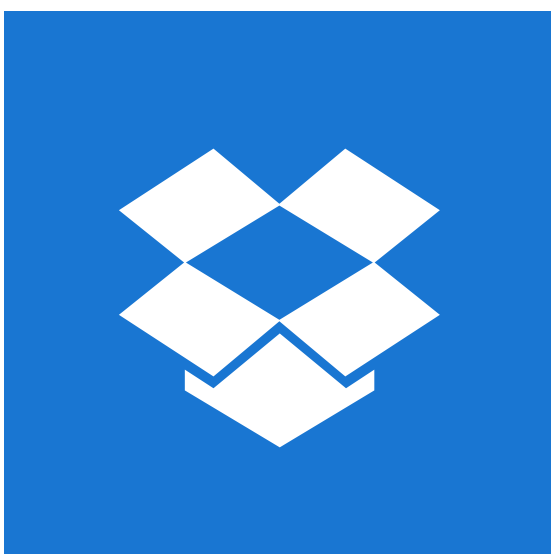
Financial Planning

Price: **[\$Z per consultation] or [A% of total investment]**

Comprehensive financial roadmaps focusing on life's significant milestones, from buying a home to retirement.

Specifications

- Milestone-based financial goal setting
- Budget planning and cash flow analysis
- Savings and investment strategies



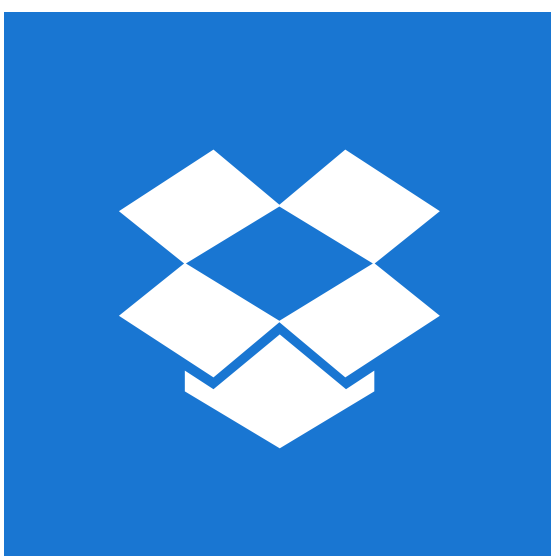
Investment Research and Analysis

Price: **[\$B per report] or [C% for annual subscription]**

In-depth market reports providing actionable insights and forecasts, powered by a team of seasoned analysts.

Specifications

- Weekly and monthly market outlooks
- Stock, bond, and commodity analysis
- Sectoral and regional insights



Wealth Management for High-Net-Worth Individuals

Price: **[D% of assets under management]**

Holistic wealth preservation and growth strategies for high-net-worth clients, emphasizing both returns and security.

Specifications

- Private banking facilities
- Tax optimization strategies
- Access to exclusive investment opportunities



Mutual Funds and Exchange-Traded Funds

Price: [**\$E for fund units**] or [**F% management fee**]


A curated selection of funds designed for diverse investment goals, from capital preservation to aggressive growth.

Specifications

- Access to both domestic and international funds
- Detailed fund performance reports
- Diversified and niche fund options

Investment Advisory Services

 Help tip

 Investment Company Business Plan


Investment advisory services might include professional advice on asset allocation, investment strategies, and portfolio construction. Both discretionary and non-discretionary investment advisory services available or not should be mentioned.

To unlock help try Upmetrics! 


Start writing here..

Additional Services

 Help tip

 Investment Company Business Plan

Mention if your investment company offers any additional services. You may include services like retirement planning, estate planning & wealth transfer, business succession planning, etc.

To unlock help try Upmetrics! 

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

Investment Company 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!

Start writing here..

Unique Selling Proposition (USP)

Help tip

Investment Company 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

Investment Company 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 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, SEO, email marketing, content marketing, etc.

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media

Engaging posts, client testimonials, and market insights on platforms like LinkedIn and Twitter to reach a broader audience.



Email Marketing

Regular newsletters and investment updates to engage our subscriber base.



Content Marketing

Publishing insightful articles and whitepapers to position [XYZ Investment Co.] as a thought leader in the industry.



Google Ads

Targeted campaigns to capture potential clients actively seeking investment solutions.



SEO

Optimizing our website for relevant keywords to ensure organic visibility.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include direct sales calls, partnering with other businesses, consultative selling, etc.

To unlock help try Upmetrics! 

Sales strategies



Partner with Businesses

Collaborating with allied businesses, like law firms or accounting firms, for referrals.



Direct Sales Calls

Proactive outreach to potential high-net-worth individuals and institutions.



Consultative Selling

Emphasizing a holistic approach to understand client needs, ensuring our solutions are always aligned with their financial objectives.

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

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Offer reduced fees or additional services for clients who've been with us for over [X years].



Annual Membership Discounts

Encouraging long-term engagements with discounted packages.



Personalized Service

Assigning dedicated relationship managers to ensure each client feels valued and understood.

6.

Operations Plan



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Investment Company 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.

To unlock help try Upmetrics!

Start writing here..

Staffing & Training

Help tip

Investment Company Business Plan

Mention your business's staffing requirements, including the number of employees, consultants, or data analyst 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

Investment Company Business Plan


Outline the processes and procedures you will use to run your investment company. Your operational processes may include portfolio management, client onboarding, investment research & analysis, trade execution & settlement, etc.

To unlock help try Upmetrics!

Start writing here..

Equipment & Software

 **Help tip**

 **Investment Company Business Plan**

Include the list of equipment and software required for investment business, such as servers & data storage, network equipment, trading platforms, customer relationship management software, portfolio management software, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Investment Company 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

Investment Company 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

As the principal visionary behind [XYZ Investment Co.], John leads the company with unparalleled dedication.

With [X years] in the investment industry, he is responsible for setting strategic direction, fostering partnerships, and ensuring sustainable growth.

His academic credentials from [University Name] and professional stints at [Previous Company Names] have greatly contributed to our firm's ethos.





JANE DOE

Chief Operating Officer (COO) - jane.doe@example.com

Jane oversees daily operations, ensuring efficiency across all processes. Her strategic insights and leadership capabilities have streamlined many of our operational strategies.



- Educational Background: Jane graduated magna cum laude from [Yale University] with a degree in Business Management.
- Professional Background: Jane's journey began at [Prestigious Consultancy Firm] where she worked on optimizing operations for Fortune 500 companies. She later joined [Top-tier Investment Company] as their Operations Director.



ALICE BROWN

Portfolio Manager - alice.brown@example.com

Alice spearheads portfolio strategies, ensuring optimal client returns. Her profound market insights have been instrumental in many successful investment decisions.



- Educational Background: Alice earned her Master's in Financial Economics from [Princeton University].
- Professional Background: Alice worked as a Senior Financial Analyst at [Major Hedge Fund], where she managed a portfolio worth over [\$XXX million]. Later, she played a pivotal role as an Investment Strategist at [Renowned Asset Management Company].



ROBERT BROWN

CMO - robert.brown@example.com

Robert is the driving force behind [XYZ Investment Co.]'s branding and market positioning. His innovative marketing strategies have played a crucial role in establishing our brand in the market.



- Educational Background: Robert holds a Master's in Marketing from [MIT Sloan School of Management].
- Professional Background: Starting his career at [World-class Ad Agency] as a Marketing Strategist, Robert later joined [Global Investment Bank] as their Head of Marketing before bringing his expertise to [XYZ Investment Co.].

Organizational structure

Help tip

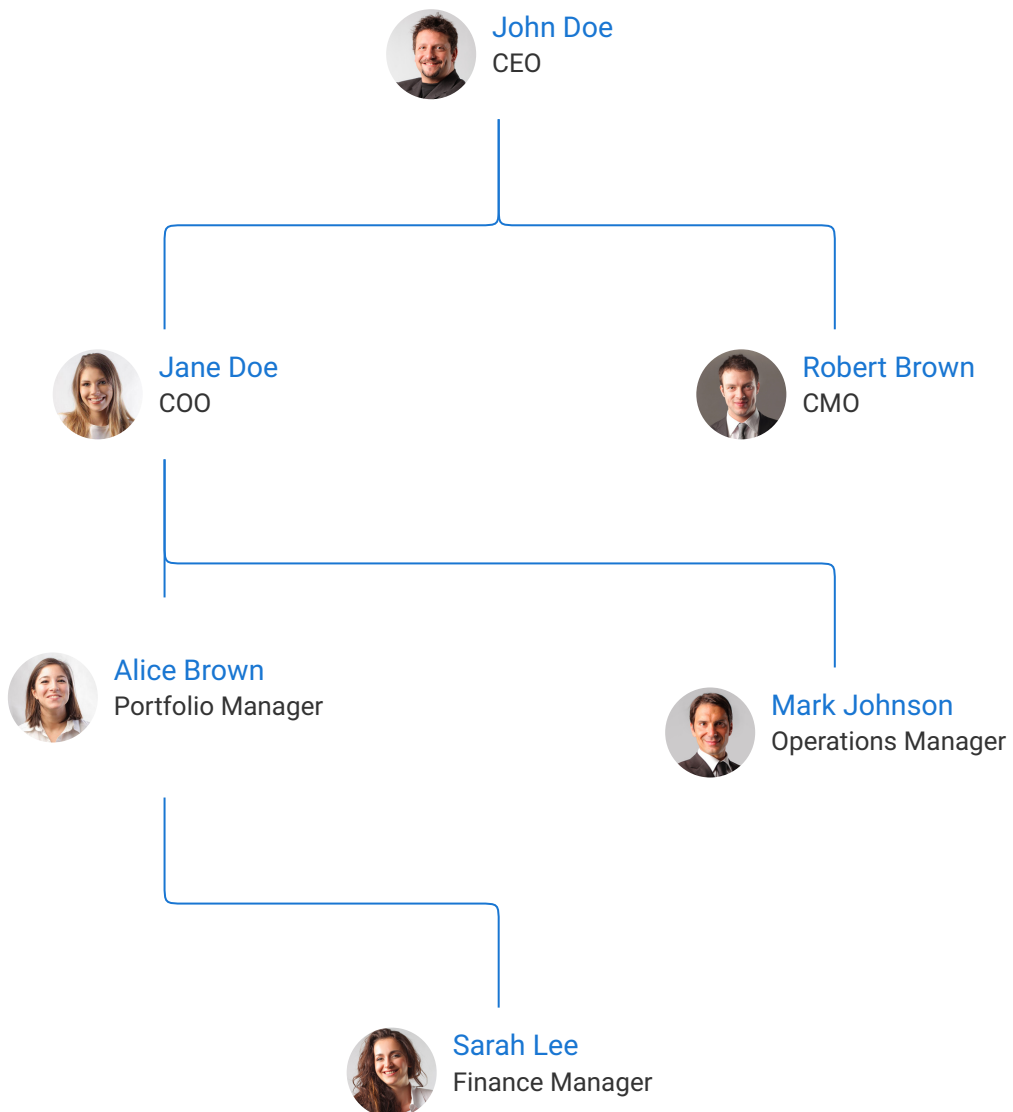
Investment Company Business Plan

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

📄 Investment Company 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



[ADVISOR NAME]

Advisor

An industry veteran, giving insights in navigating the investment landscape and ensuring our continued success.

8.

Financial Plan



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Investment Company 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.

To unlock help try Upmetrics!

Profit & loss statement

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

	2023-24	2024-25	2025-26	2026-27	2027-28
Cost Of Sales	\$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
Gross Margin	\$0	\$0	\$0	\$0	\$0
Gross Margin (%)	0%	0%	0%	0%	0%
Operating Expense	\$0	\$0	\$0	\$0	\$0
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
EBITDA	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Additional Expense	\$0	\$0	\$0	\$0	\$0
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
Total Expense	\$0	\$0	\$0	\$0	\$0
Net Income	\$0	\$0	\$0	\$0	\$0
Net Income (%)	0%	0%	0%	0%	0%
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
Retained Earning Closing	\$0	\$0	\$0	\$0	\$0

 **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.

To unlock help try Upmetrics! 

Cash flow statement

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

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

	2023-24	2024-25	2025-26	2026-27	2027-28
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
Ending Cash	\$0	\$0	\$0	\$0	\$0

 **Help tip**

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

To unlock help try Upmetrics! 


Balance sheet

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

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash	\$0	\$0	\$0	\$0	\$0
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Long Term Assets	\$0	\$0	\$0	\$0	\$0
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Liabilities & Equity	\$0	\$0	\$0	\$0	\$0
Liabilities	\$0	\$0	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0	\$0	\$0
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
Long Term Liabilities	\$0	\$0	\$0	\$0	\$0
Long Term Debt	\$0	\$0	\$0	\$0	\$0


	2023-24	2024-25	2025-26	2026-27	2027-28
Equity	\$0	\$0	\$0	\$0	\$0
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
Check	\$0	\$0	\$0	\$0	\$0

 **Help tip**

 **Investment Company 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.

To unlock help try Upmetrics! 

Break-even Analysis

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

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

Financing needs

💡 Help tip

📄 Investment Company Business Plan

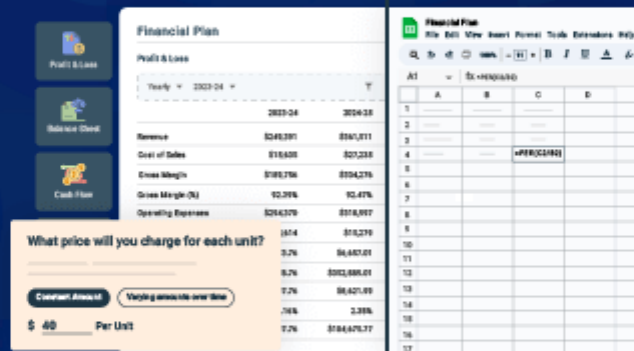
Calculate costs associated with starting an investment company, and estimate your financing needs and how much capital you need to raise to operate your business.

To unlock help try Upmetrics! 🔒

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 of two financial planning tools. 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' for 'Profit & Loss' for the year 2023-24. Below this is a table with columns for 2023-24 and 2024-25. A pop-up window asks 'What price will you charge for each unit?' with a 'Comment Ahead' button and a 'View previous data over time' link. On the right is a standard spreadsheet interface with a grid, formulas, and a search bar. A green spreadsheet icon is also visible to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$245,391	\$261,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,784	\$234,573
Gross Margin (%)	80.2%	90.4%
Operating Expenses	\$294,329	\$318,967
	1814	\$15,239
	3.2%	\$6,657.01
	0.2%	\$202,895.01
	7.2%	\$6,627.00
	.18%	3.38%
	7.2%	\$184,675.77

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

[Start your planning today](#)

9.

Appendix



REMEMBER

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

To unlock help try Upmetrics!

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Interactive plans in no time

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

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

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.

Create winning Business Plans with our

AI Business Plan Platform

Get Started Today!

15-day money-back guarantee

