

Mental Health Private Practice Business Plan BUSINESS PLAN [YEAR]

💄 John Doe

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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



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	Problem worth Solving
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ssion Statement	Gur Solution

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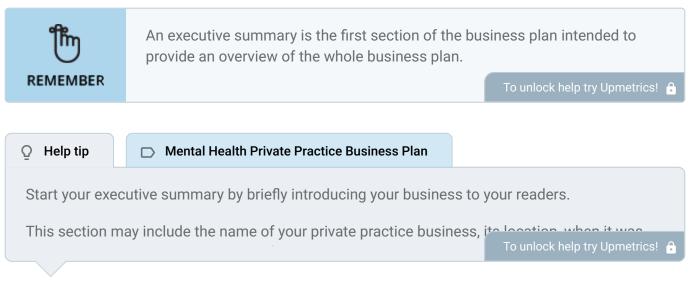
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Executive Summary

Market opportunity Services Offered Marketing & Sales Strategies Financial Highlights



Start writing here ..

Market opportunity

Q Help tip	☐ Mental Health Private Practice Business Plan	
-	ur market research, including market size, growth potenti ht the opportunities in the market and how your business	
		To unlock help try Upmetrics! 🔒
Start writing here		

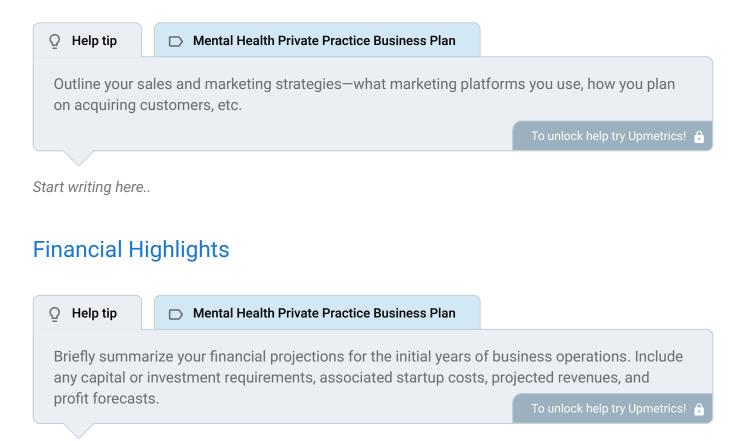
Services Offered

 ♀
 Help tip
 ►
 Mental Health Private Practice Business Plan

 Highlight the mental health private practice services you offer your clients. The USPs and differentiators you offer are always a plus.
 To unlock help try Upmetrics!

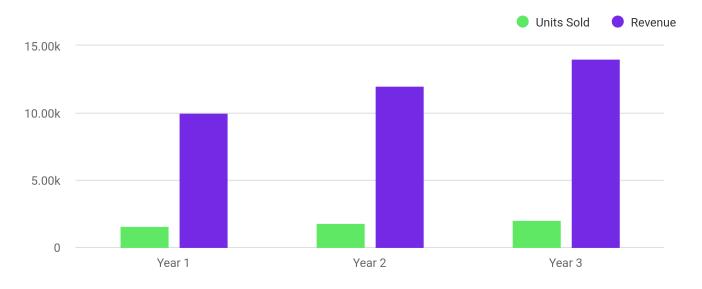
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Marketing & Sales Strategies



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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

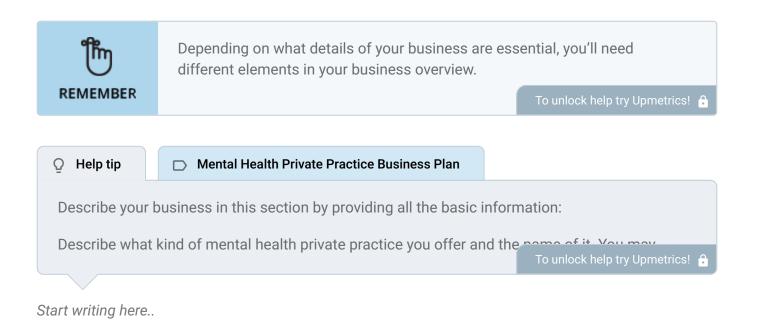
Q Help tip	Mental Health Private Practice Business Plan			
Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.				
	To unlock help try Upmetrics! 🔒			

Write a call to action for your business plan.



Company Overview

Ownership Mission statement Business history Future goals

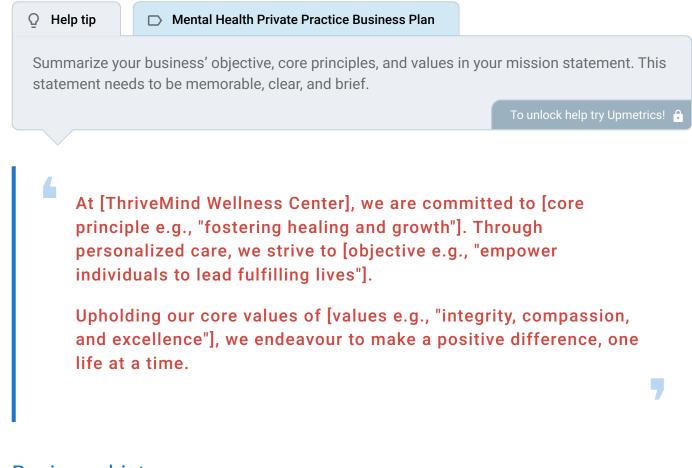


Ownership

Q Help tip	Mental Health Private Practice Business Plan			
List the names of your private practice 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 ..

Mission statement



Business history

 Q
 Help tip
 D
 Mental Health Private Practice Business Plan

 If you're an established mental health private practice service provider, 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

Q Help tip

D Mental Health Private Practice 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.

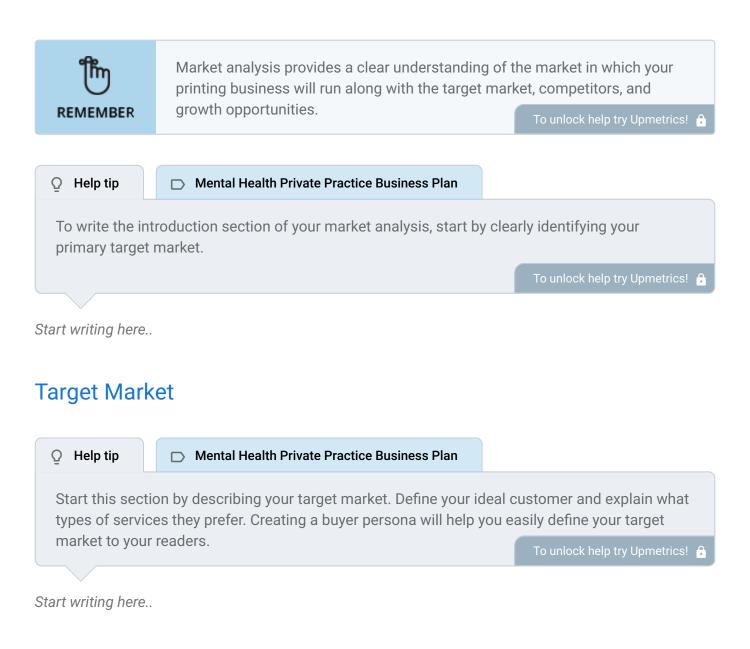
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Market Analysis

Target Market Market size and growth potential Competitive analysis Market trends Regulatory environment

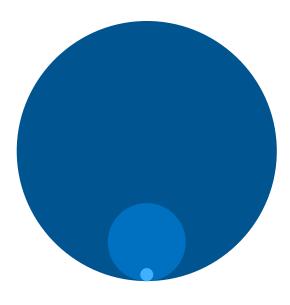


Market size and growth potential



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Market Size



Available Market

Total individuals seeking mental health services in [Region/Country]

10M

3M

500k

Served Market Those in [Region/City] open to private practice mental health services.

Target Market

Adolescents and young adults in [Region/ City] seeking ADHD care.

O Help tip

Mental Health Private Practice Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your mental health private practice services from them.

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Competitive analysis

ThriveMental Health

ThriveMental Health, founded in 2015, has quickly risen to prominence in the [City/State] area. With a team of over 20 licensed therapists, they offer a range of services from individual therapy to group workshops.

Features

Individual therapy sessions

Group counseling sessions

Online therapy via video conferencing

Specialty care for anxiety and depression

Workshops on stress management

Strengths

Strong online presence with a user-friendly booking platform.

Diverse team with varied specializations catering to a broad clientele.

Offers a sliding fee scale based on income, making therapy accessible to a wider audience.

Weaknesses

Limited in-person appointment availability due to high demand.

Lack of specialized care for niche areas like ADHD or trauma.

MindfulCare Clinics

MindfulCare Clinics, with over a decade in operation, has multiple branches across [City/State]. They specialize in holistic therapies and emphasize a mind-body connection in their treatments.

Features

Cognitive Behavioral Therapy (CBT)

Holistic treatments like yoga and meditation

Retreats and intensive therapy weekends

Specialized care for senior citizens

Nutritional and lifestyle counseling

Strengths

Well-established brand with a loyal client base.

Comprehensive holistic approach sets them apart in the market.

Branches in multiple locations offer convenience for clients.

Weaknesses

Premium pricing makes it less accessible for lower-income clients.

Limited adoption of technology; no online therapy options.

NeuroHeal Centers

Established in 2018, NeuroHeal Centers is a cutting-edge facility specializing in neuropsychological treatments and therapies for traumatic brain injuries and neurodegenerative conditions.

Features

Neuropsychological assessments

Brain injury rehabilitation

Neurofeedback sessions

Support groups for patients and families

Research-backed therapies using the latest technology

Strengths

Niche focus fills a gap in the market.

Strong partnerships with research institutions keep them updated with the latest techniques.

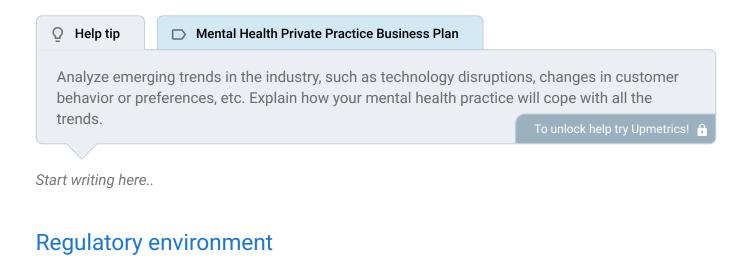
Comprehensive support system with both patient and family-focused solutions.

Weaknesses

Narrow specialization may limit client base.

Higher costs associated with advanced technologies could deter potential clients.

Market trends



List regulations and licensing requirements that may affect your mental health private practice company, such as professional license, business registration, HIPAA adherence, insurance, environmental regulations, state, and federal regulations, etc.

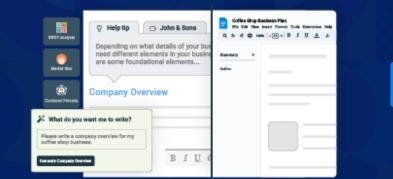
➡ Mental Health Private Practice Business Plan

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O Help tip

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.



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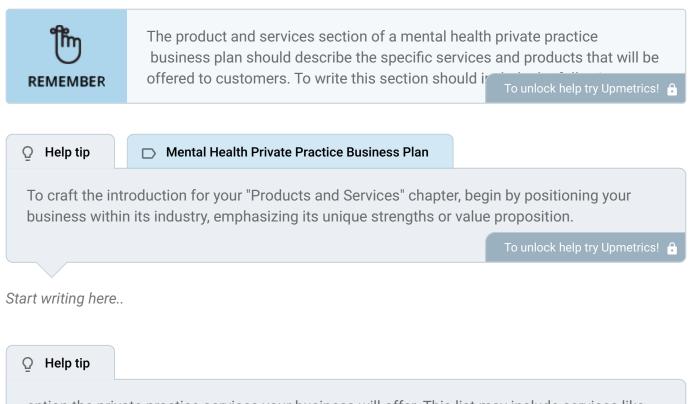
Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

Start your planning today



Products and Services

Services Quality Measures Additional Services

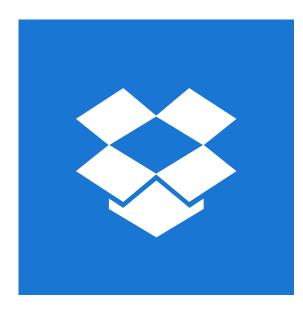


ention the private practice services your business will offer. This list may include services like,

· Assessments and evaluation

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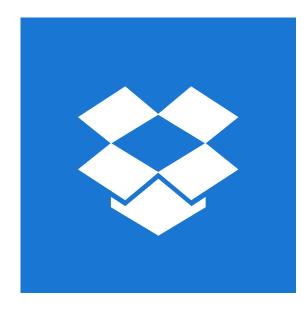
Comprehensive Assessment and Evaluation

Price: [\$250] per session

A deep dive into an individual's mental health status, considering various aspects like their emotional, psychological, and social well-being.

Specifications

- Duration: 90 minutes per session
- Tools Used: Standardized assessment scales, structured interviews
- Delivered by: Licensed clinical psychologists or psychiatrists



Individual Therapy Session

Price: [\$150] per hour

Personalized one-on-one sessions focused on addressing specific mental health challenges, fostering self-awareness, and developing coping mechanisms.

Specifications

- Duration: 60 minutes
- Approaches: Cognitive Behavioral Therapy (CBT), Dialectical Behavior Therapy (DBT), etc.
- Delivered by: Licensed therapists specializing in the client's specific needs

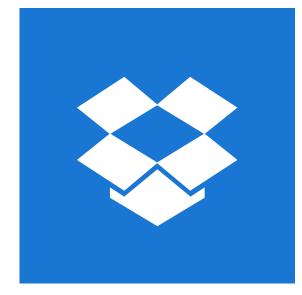
Group Therapy Program

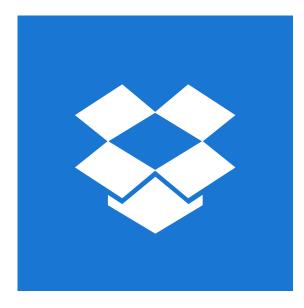
Price: [\$75] per participant per session

Sessions that allow individuals to explore and address their concerns in a supportive, group environment.

Specifications

- Duration: 75 minutes
- Group Size: 5-10 participants
- Themes: Stress management, addiction recovery, etc.
- Delivered by: Licensed therapists with experience in group dynamics





Medication Management

Price: [\$100] per consultation

Comprehensive oversight and guidance on medication regimes, ensuring optimal outcomes and safety.

Specifications

- Duration: 45 minutes
- Includes: Medication review, side-effect discussion, dosage adjustments
- Delivered by: Board-certified psychiatrists

Psychoeducation Workshop

Price: [\$50] per participant

Educational sessions aimed at enhancing understanding of specific mental health topics.

Specifications

- Duration: 120 minutes
- Topics: Anxiety management, understanding depression, benefits of mindfulness, etc.
- Delivered by: Industry experts or guest speakers

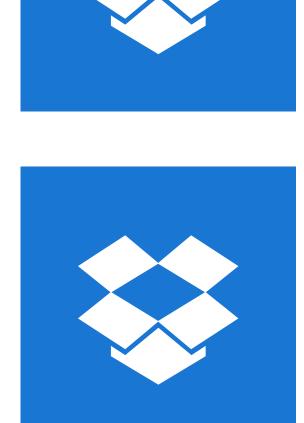
Telehealth Consultation

Price: [\$130] per session

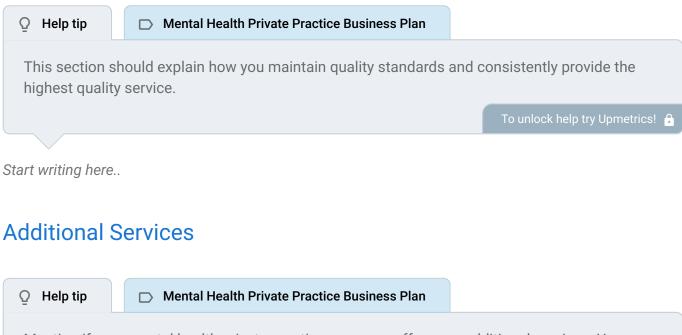
Virtual sessions that enable clients to connect with professionals remotely, ensuring continuity of care.

Specifications

- Duration: 60 minutes
- Platform: Secure, HIPAA-compliant video conferencing tools
- Delivered by: Licensed therapists or psychiatrists, based on the client's needs



Quality Measures



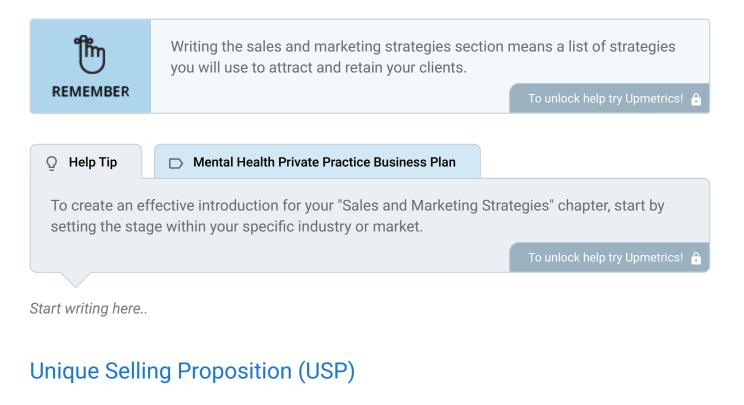
Mention if your mental health private practice company offers any additional services. You may include services like telehealth consultations, support group programs, mental health workshops, etc.

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5.

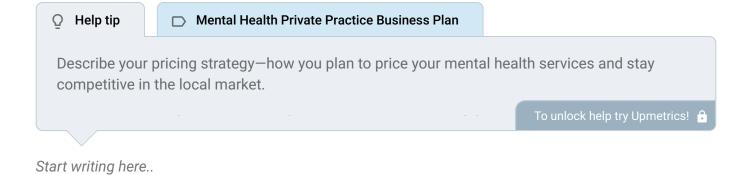
Sales And Marketing Strategies

Unique Selling Proposition (USP) Pricing Strategy Marketing strategies Sales strategies Customer retention



Q Help tip	D Mental Health Private Practice 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



Q Help tip

Mental Health Private Practice Business Plan

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.
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Marketing strategies

Online



Social Media

Platforms like Instagram, Facebook, and LinkedIn will be used to share client testimonials, informative content, and updates about our services.



Content Marketing

We'll maintain a blog with informative articles, positioning ourselves as thought leaders in the industry.



Email Marketing

Regular newsletters with mental health tips, workshop announcements, and updates will be sent to our subscriber base.



Google Ads

Targeted advertisements will be placed to reach potential clients actively searching for mental health services.

Offline



Brochures

These will be strategically placed in educational institutions, community centres, and local businesses.



Print Marketing

Ads in local newspapers and magazines will reach a broader local audience.

Q Help tip

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include free consultations, consultative selling, partnering with educational institutions, offering referral programs, etc.

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Sales strategies



Partner with Businesses

Forming associations with educational institutions can introduce our services to students, staff, and parents.



Consultative Selling

Our experts will adopt a consultative approach, understanding individual needs before suggesting appropriate services.



Referral Programs

Encouraging our existing clients to refer others with incentives can organically grow our client base.



Free Consultations

Offering initial free consultations allows potential clients to understand the value we provide without any initial commitment.

Q Help tip

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, free therapy sessions, discounts on treatment plans, personalized service, etc.

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Customer retention



Loyalty Programs

Clients can avail of discounts or complimentary sessions after a certain number of visits.



Discounts on Treatment Plans

Bundled services could come at a reduced rate, encouraging longer commitment.



Free Therapy Sessions

On occasion, and as part of promotions, clients could be offered complimentary sessions.



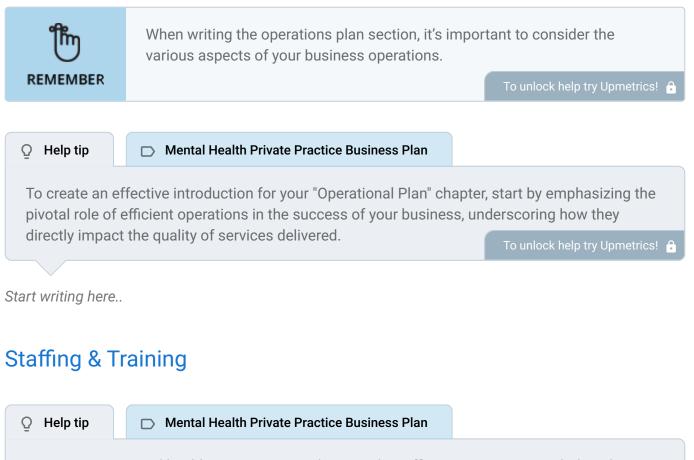
Personalized Service

Regular feedback and customization of treatment plans will ensure clients feel valued and understood.



Operations Plan

Staffing & Training Operational Process Software & Tools



Mention your mental health private practice business's staffing requirements, including the number of supervisors, support staff, mental health professionals, and administrative and marketing staff needed.

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Start writing here ..

Operational Process

Q Help tip

Mental Health Private Practice Business Plan

Outline the processes and procedures you will use to run your mental health private practice business.

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Start writing here..

Software & Tools

Q Help tip

D Mental Health Private Practice Business Plan

Include the list of equipment and machinery required for mental health private practice, such as diagnostic tools, office equipment, EHR system, etc.

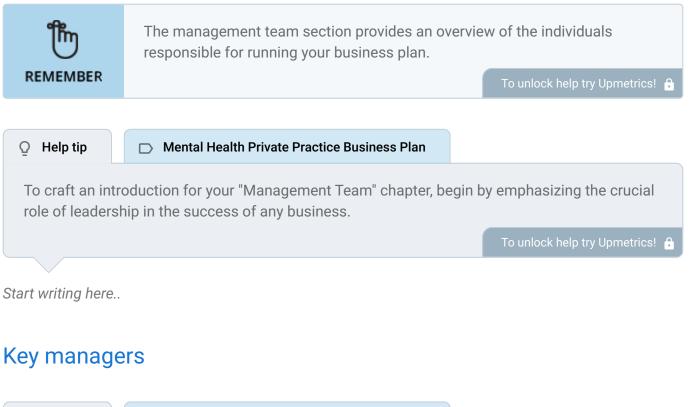
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Management Team

Key managers Organizational structure Compensation plan Advisors/Consultants



Q Help tip	Mental Health Private Practice 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

As the CEO and primary founder of [ThriveMind Wellness Center], John drives the company's vision, sets overall strategic direction, and ensures the practice's growth aligns with its core values.

With a Masters in Clinical Psychology from [Prestigious University], John has over 15 years of experience in the mental health industry, specializing in [e.g., cognitive therapy].

- Educational Background: Masters in Clinical Psychology, [Prestigious University].
- Professional Background: Served as a Senior Therapist at [Previous Healthcare Facility] for 8 years, where he led a team of professionals and pioneered innovative treatment methodologies.



Jane Doe

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

Jane oversees the day-to-day operations of [ThriveMind Wellness Center], ensuring all departments function seamlessly.

She brings a Bachelor's degree in Health Administration from [Top University] and a decade's experience in healthcare operations.

- Educational Background: Bachelor's in Health Administration, [Top University].
- Professional Background: Held the position of Operational Manager at [Well-known Healthcare Institution] for 6 years, streamlining processes and improving patient satisfaction.



Alice Brown CMO - alice.brown@example.com

Alice is in charge of the marketing initiatives at [ThriveMind Wellness Center].

With an MBA in Marketing from [Reputed Business School] and a keen understanding of the mental health market, she formulates strategies that resonate with our target audience.

- Educational Background: MBA in Marketing, [Reputed Business School].
- Professional Background: Previously the Marketing Director at [Prominent Health Organization], where she launched several successful campaigns increasing patient outreach by 70%.



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Robert Brown

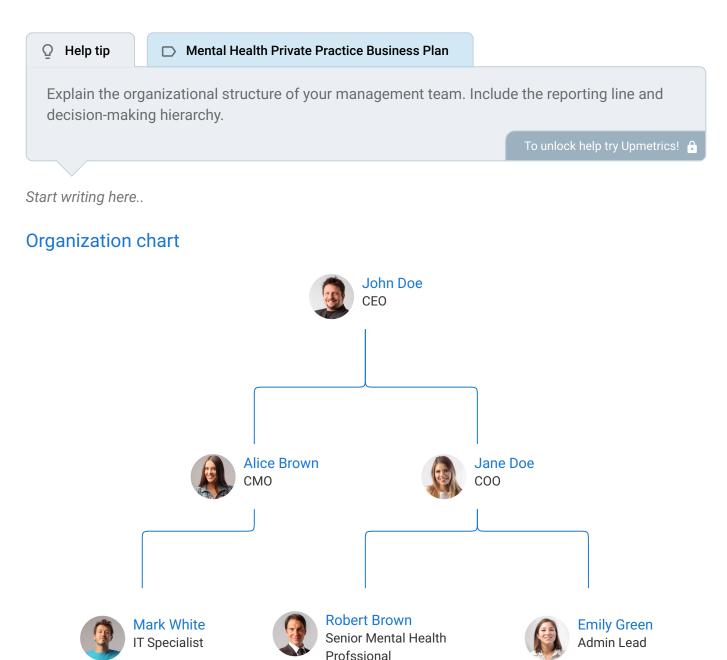
Senior Mental Health Professional - robert.brown@example.com

Robert, with a Ph.D. in Clinical Psychology, leads our team of dedicated mental health professionals.

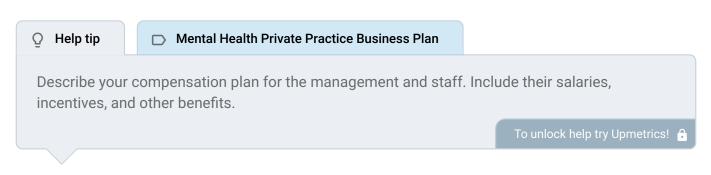
He ensures that the practice upholds the highest standards of care and is always abreast of the latest therapeutic techniques.

- Educational Background: Ph.D. in Clinical Psychology, [Elite University].
- Professional Background: Served as the Lead Therapist at [Esteemed Mental Care Facility] for 7 years, gaining deep insights into patient care and innovative treatment methods.

Organizational structure



Compensation plan



Start writing here..

Q Help tip

Mental Health Private Practice Business Plan

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

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Advisors/Consultants



Dr. Emily Thompson Clinical Advisor - emily.thompson@example.com

Dr. Thompson is a licensed psychologist with over 20 years of experience in clinical psychology, specializing in cognitive-behavioural therapy and mindfulness-based stress reduction.

She has worked extensively with adults and adolescents dealing with anxiety, depression, and stress-related disorders.

As a Clinical Advisor, Dr. Thompson provides guidance on best practices, helps in developing our therapeutic programs, and ensures that our services meet the highest standards of mental health care.



Mark Johnson

Business Development Consultant - mark.johnson@example.com

Mark is an experienced business consultant specializing in healthcare and wellness industries.

He holds an MBA with a focus on healthcare management and has helped numerous start-ups and established practices to optimize their operations, increase their revenue, and improve client satisfaction.

Mark assists us in strategic planning, marketing strategies, and financial analysis to ensure the sustainable growth of our practice.



Financial Plan

Profit & loss statement Cash flow statement Balance sheet Break-even Analysis Financing needs

	s such as projected revenue, operational costs, and service costs in your projected profit and loss state expected net profit or loss. statement 2024 2025 \$921,860 \$1,025,597	tement. Make sure to include To unlock help try Upmetrics! 🔒 2026 \$1,229,009
your business's	expected net profit or loss. statement	To unlock help try Upmetrics! 🔒
your business's	expected net profit or loss.	
your business's	expected net profit or loss.	
		tement. Make sure to include
Q Help tip		
Start writing here		
		To unlock help try Upmetrics! 🔒
To create an ef success of you	fective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-struc r venture.	ctured financial plan in the
Q Help tip	Mental Health Private Practice Business Plan	
REMEMBER		To unlock help try Upmetrics! 🔒
۳th ۱	When writing the financial plan section of a business plan, it's important to provide a comprehensi projections for the first few years of your business, You may provide the following:	ve overview of your fina

	2024	2025	2026
Unit Sales	1,200	1,258	1,571
Unit Price	\$300	\$300	\$300
Cognitive Therapy	\$240,000	\$240,000	\$240,000
Total Hours	2,400	2,400	2,400
Hourly Price	\$100	\$100	\$100
Online Consultations	\$321,860	\$408,116	\$517,580
Unit Sales	805	1,020	1,294
Unit Price	\$400	\$400	\$400

Cost Of Sales	\$24,600	\$25,326	\$25,780.92
General Costs	\$24,600	\$25,326	\$25,780.92
Therapy Supplies	\$10,800	\$11,088	\$11,088
Therapy Materials	\$7,200	\$7,416	\$7,416
Office Supplies	\$3,600	\$3,672	\$3,672
Licensing and Software	\$13,800	\$14,238	\$14,692.92
Software Licensing	\$5,400	\$5,670	\$5,953.56
Professional Licenses	\$8,400	\$8,568	\$8,739.36
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Mental Health Private Practice Business Plan | Business Plan [YEAR]

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$897,260	\$1,000,271	\$1,203,228.08
Gross Margin (%)	97.33%	97.53%	97.90%
Operating Expense	\$820,155.43	\$850,036.35	\$880,939.05
Payroll Expense (Indirect Labor)	\$773,400	\$799,495.20	\$826,511.52
Clinical Staff	\$260,400	\$268,212	\$276,258.36
Psychiatrist	\$140,400	\$144,612	\$148,950.36
Clinical Psychologist	\$120,000	\$123,600	\$127,308
Therapy Staff	\$401,160	\$417,206.40	\$433,894.80
Cognitive Therapist	\$179,400	\$186,576	\$194,039.04
Behavioral Therapist	\$221,760	\$230,630.40	\$239,855.76
Administrative Staff	\$111,840	\$114,076.80	\$116,358.36

	2024	2025	2026
Office Manager	\$53,760	\$54,835.20	\$55,931.88
Receptionist	\$58,080	\$59,241.60	\$60,426.48
General Expense	\$46,755.43	\$50,541.15	\$54,427.53
Office Expenses	\$24,955.43	\$27,495.15	\$30,032.49
Rent	\$17,755.43	\$20,007.15	\$22,544.49
Utilities	\$7,200	\$7,488	\$7,488
Marketing and Advertising	\$15,600	\$16,680	\$17,858.40
Digital Marketing	\$9,600	\$10,560	\$11,616
Print Advertising	\$6,000	\$6,120	\$6,242.40
Operational Costs	\$6,200	\$6,366	\$6,536.64
Insurance	\$2,000	\$2,040	\$2,080.80
Software Subscriptions	\$4,200	\$4,326	\$4,455.84
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$77,104.57	\$150,234.65	\$322,289.03

	2024	2025	2026
Additional Expense	\$21,250.48	\$20,321.96	\$19,336.15
Long Term Depreciation	\$9,660	\$9,660	\$9,660
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$67,444.57	\$140,574.65	\$312,629.03
Interest Expense	\$11,590.48	\$10,661.95	\$9,676.16
EBT	\$55,854.09	\$129,912.69	\$302,952.88
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$866,005.91	\$895,684.31	\$926,056.12
Net Income	\$55,854.09	\$129,912.69	\$302,952.88
Net Income (%)	6.06%	12.67%	24.65%
Retained Earning Opening	\$0	\$40,854.09	\$165,766.78
Owner's Distribution	\$15,000	\$5,000	\$5,000

	2024	2025	2026
Retained Earning Closing	\$40,854.09	\$165,766.78	\$463,719.66

O 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

	2024	2025	2026
Cash Received	\$921,860	\$1,025,597	\$1,229,009
Cash Paid	\$856,345.91	\$886,024.31	\$916,396.12
COS & General Expenses	\$71,355.43	\$75,867.15	\$80,208.45
Salary & Wages	\$773,400	\$799,495.20	\$826,511.52
Interest	\$11,590.48	\$10,661.95	\$9,676.16
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	\$65,514.09	\$139,572.69	\$312,612.88
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
Net Cash From Investments	(\$70,000)	\$0	\$0
Amount Received	\$300,000	\$0	\$0
Loan Received	\$200,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
Amount Paid	\$30,054.44	\$20,982.96	\$21,968.77
Loan Capital	\$15,054.44	\$15,982.97	\$16,968.76
Dividends & Distributions	\$15,000	\$5,000	\$5,000
Net Cash From Financing	\$269,945.56	(\$20,982.96)	(\$21,968.77)

	2024	2025	2026
Summary			
Starting Cash	\$0	\$265,459.65	\$384,049.38
Cash In	\$1,221,860	\$1,025,597	\$1,229,009
Cash Out	\$956,400.35	\$907,007.27	\$938,364.89
Change in Cash	\$265,459.65	\$118,589.73	\$290,644.11
Ending Cash	\$265,459.65	\$384,049.38	\$674,693.49

O Help tip

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

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Balance sheet

	2024	2025	2026
Assets	\$325,799.65	\$434,729.38	\$715,713.49
Current Assets	\$265,459.65	\$384,049.38	\$674,693.49

2024	2025	2026
\$265,459.65	\$384,049.38	\$674,693.49
\$0	\$0	\$0
\$0	\$0	\$0
\$0	\$0	\$0
\$60,340	\$50,680	\$41,020
\$70,000	\$70,000	\$70,000
(\$9,660)	(\$19,320)	(\$28,980)
	\$265,459.65 \$0 \$0 \$0 \$0 \$60,340 \$70,000	\$265,459.65 \$384,049.38 \$0 \$0 \$0 \$70,000

Liabilities & Equity	\$325,799.65	\$434,729.36	\$715,713.48 \$151,993.82
Liabilities	\$184,945.56	\$168,962.58	
Current Liabilities	\$15,982.97	\$16,968.76	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$15,982.97	\$16,968.76	\$0
Long Term Liabilities	\$168,962.59	\$151,993.82	\$151,993.82
Long Term Debt	\$168,962.59	\$151,993.82	\$151,993.82

2025	2024	
\$265,766.78	\$140,854.09	Equity
\$0	\$0	Paid-in Capital
\$0	\$0	Common Stock
\$0	\$0	Preferred Stock
\$100,000	\$100,000	Owner's Contribution
\$165,766.78	\$40,854.09	Retained Earnings
\$0	\$0	Check
	alth Private Practice Business Plan	Q Help tip D Mental Healt
your business costs and revenue v	usiness's break-even point—the point at which you	Determine and mention your but
te to sustain or be profitable.	erstand how much revenue you need to generate	This exercise will help you under
56.78 \$0 \$0 \$0 0,000 66.78 \$0 \$0	\$265,76 \$100 \$165,76	\$140,854.09 \$0 \$0 \$0 \$0 \$100,000 \$100 \$40,854.09 \$165,76 \$0

Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$921,860	\$1,947,457

	2024	2025	2026
Net Revenue	\$921,860	\$1,025,597	\$1,229,009
Closing Revenue	\$921,860	\$1,947,457	\$3,176,466
Starting Expense	\$0	\$866,005.91	\$1,761,690.22
Net Expense	\$866,005.91	\$895,684.31	\$926,056.12
Closing Expense	\$866,005.91	\$1,761,690.22	\$2,687,746.34
Is Break Even?	Yes	Yes	Yes
Break Even Month	0	0	0
Days Required	0	0	0
Break Even Revenue	\$0	\$0	\$0
Psychiatry Consultation	chiatry Consultation \$0 \$0		\$0
Cognitive Therapy	\$0	\$0	\$0
Online Consultations	\$0	\$0	\$0
Break Even Units			
Psychiatry Consultation	0	0	0

	2024	2025	2026
Cognitive Therapy	0	0	0
Online Consultations	0	0	0

Financing needs

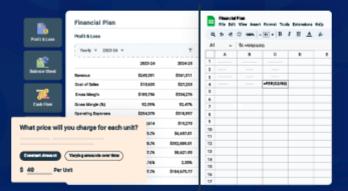
Q Help tip	Mental Healt	h Private Practice Business Pl	an			
		starting a mental health p	ivate practice, and est	imate your fina	ancing needs and h	ow much capital you need to
raise to operate	e your business.					
	-					To unlock help try Upmetrics! 🔒

Start writing here..

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

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Appendix



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 do

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