School Business Plan

Where Dreams Take Flight

Business Plan

[YEAR]

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Business planning that's simpler and faster than you think

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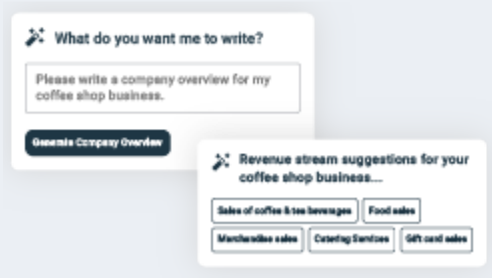

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1.

Executive Summary

REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

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Help tip

School Business Plan

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

This section may include the name of your school business, its location, when it was founded

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Start writing here..

Market opportunity

Help tip

School Business Plan

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

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Start writing here..

Services Offered

Help tip

School Business Plan

Highlight the school 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 | **School Business Plan**

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

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Financial Highlights

Help tip | **School 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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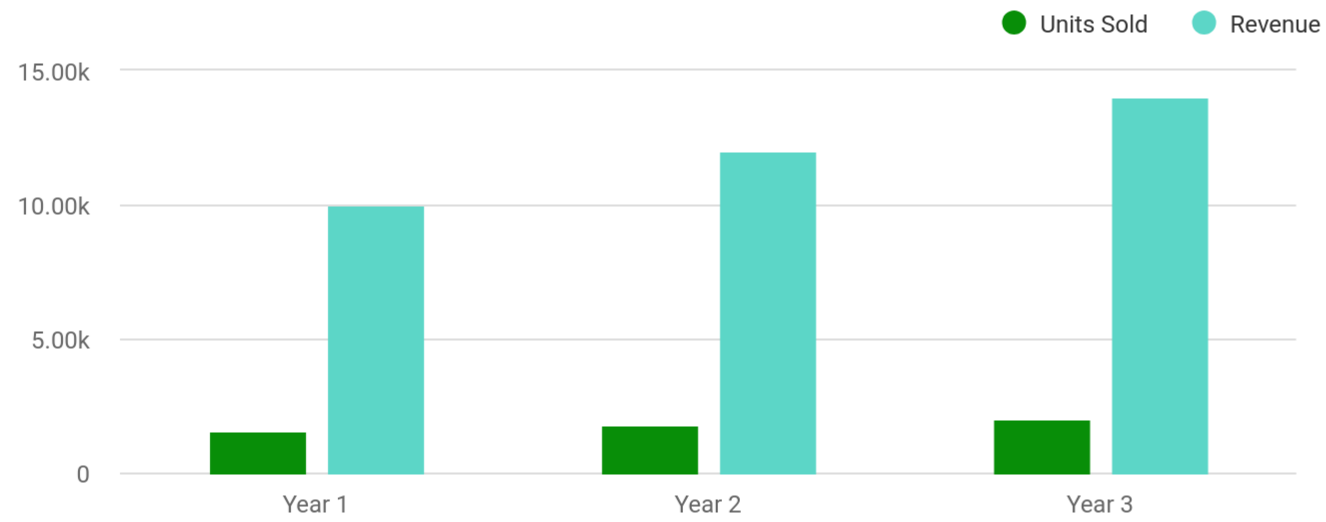
Units Sold v/s Revenue



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 | **School 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 | **School Business Plan**

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

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

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Ownership

Help tip | **School Business Plan**

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

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Business Owners

100%

John Doe

Mission statement

Help tip

School 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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> **Our mission at [School Name] is to [Mission Statement, e.g., provide a high-quality, holistic education that equips our students with the necessary skills and knowledge to succeed in their future endeavours, while also fostering a love for learning and a sense of global citizenship].**

Business history

Help tip

School Business Plan

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

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Future goals

Help tip

School 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.

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Help tip

School Business Plan

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

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Start writing here..

Target Market

Help tip

School 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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Start writing here..

Market size and growth potential

Help tip

School 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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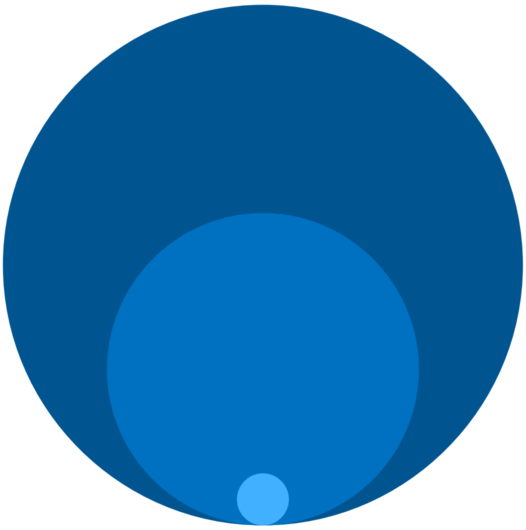
Market Size



Available Market
All students in the region aged 5-18.
500k

Served Market
Students in the region seeking K-12 education.
300k

Target Market
Students aged 5-18 seeking quality, personalized K-12 education with a focus on [specific program or
50k

Help tip | School Business Plan

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

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Competitive analysis

Harvard-Westlake School

Harvard-Westlake School is a prestigious private school located in Los Angeles, known for its rigorous academic programs and exceptional faculty.

Features

Comprehensive academic curriculum

Wide range of extracurricular activities

Strong emphasis on college preparation

Diverse and inclusive student body

Strengths

Renowned reputation and high academic standards

Established network of alumni

Strategic location in Los Angeles, attracting students from affluent families

Weaknesses

High tuition fees, limiting access for low-income families

Limited scholarship programs

Some criticism regarding lack of diversity among faculty

KIPP Public Charter School

KIPP is a network of public charter schools that focuses on providing education to underserved communities across the United States.

Features

Extended school day and year

Strong emphasis on character development

College and career counseling

Support services for alumni in college

Strengths

Proven success in improving academic outcomes for low-income students

Strong sense of community and support

Diverse student body and faculty

Weaknesses

Limited extracurricular activities and resources compared to private schools

Some criticism regarding strict disciplinary policies

Possible limitations in curriculum due to public funding restrictions

Connections Academy

Connections Academy is a leading online virtual school provider, offering K-12 education to students across the United States.

Features

Flexible online learning environment

Accredited curriculum and certified teachers

Wide range of courses, including AP and honors classes

Personalized learning plans

Strengths

Accessibility for students in remote or underserved areas

Flexibility for students with specific needs or circumstances

Strong support services, including counseling and tutoring

Weaknesses

Limited social interaction and extracurricular activities

Some criticism regarding the quality of online instruction

Potential technical barriers for students without reliable internet access

Market trends

Help tip **School Business Plan**

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

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Regulatory environment

Help tip

School Business Plan

List regulations and licensing requirements that may affect your school business, such as education laws & regulations, government accreditation, teacher certificate & licensing, health & safety regulations, etc.

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Start writing here..

4.

Products and Services

REMEMBER

The product and services section of a school business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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Help tip | School 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 school services your business will offer. This list may include services like,

- Education programs

To unlock help try Upmetrics!

Services

Elementary Education Program

Price: **[$5,000] per annum**

A comprehensive education program tailored to meet the needs of elementary school students, covering essential subjects such as mathematics, science, and English.

Specifications

- Grades: 1st to 5th
- Subjects Covered: Mathematics, Science, English, Social Studies, and Art.
- Class Size: Maximum of 20 students per class
- Duration: 9 months

After-School Tutoring

Price: **[$30] per hour**

One-on-one tutoring sessions with qualified teachers, focused on providing additional academic support in subjects where the student may need extra help.

Specifications

- Subjects Covered: Mathematics, Science, English, and Social Studies.
- Age Group: 6 to 18 years old
- Availability: Monday to Friday, 3 PM to 6 PM

School Transportation

Price: **[$1,000] per annum**

Safe and reliable transportation services for students, ensuring they can commute to and from school without any hassle.

Specifications

- Service Area: Within 20 miles of the school location.
- Vehicle Type: Buses and vans, all equipped with safety features.
- Pickup/Drop-off Points: Designated areas within the service area.

Summer Camp

Price: **[$500] per week**

A fun and educational summer camp program that includes a mix of academic learning, sports, and creative activities.

Specifications

- Age Group: 6 to 15 years old
- Duration: 1 week
- Activities Included: Academic classes, sports, art and crafts, and outdoor adventures.
- Location: School premises and nearby locations for outdoor activities.

Specialized Programs

Help tip | **School Business Plan**

Highlight any specialized programs or services your school provides in this section.

Extracurricular activities, artistic initiatives, sports teams, STEM efforts, language immersion

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Student Leadership Programs

Help tip | **School Business Plan**

If your school has a vibrant student leadership program that encourages students to grow as leaders, participate in volunteer work in the community, and actively contribute to the improvement, then mention it here.

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Start writing here..

Additional Services

Help tip | **School Business Plan**

Mention if your school business offers any additional services. You may include services like, after-school programs, school transportation, food services, parent education & involvement, etc.

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Start writing here..

5.

Sales And Marketing Strategies

REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

Help Tip

School 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

School 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.

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Start writing here..

Pricing Strategy

Help tip

School 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 students.

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Start writing here..

Help tip

School 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, content marketing, and print marketing.

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Marketing strategies

Online

Social Media

Use social media platforms to connect with potential students and parents.

Googlr

Leverage Google Ads to target your audience and promote your services.

Content Marketing

Create valuable content to educate and engage your audience.

Offline

Brochures and Print Marketing

Use brochures and print marketing to showcase your offerings.

Help tip

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include targeted marketing, personalized sales approach, referral programs, conversion strategies, etc.

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Sales strategies

Personalized Sales Approach

Personalize your sales approach to meet the unique needs of each prospective student and parent.

Referral Programs

Add referral programs you have in place to incentivize word-of-mouth marketing.

Targeted Marketing

Target specific segments of your market to increase sales.

Conversion Strategies

Analyze the techniques you use to convert leads into enrolled students.

Help tip

Describe your customer retention strategies and how you plan to execute them. For instance excellent services, alumni engagement, parental engagement, etc.

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Customer retention

Parental Engagement

Involve parents in the educational process and create a supportive community.

Alumni Engagement

Engage with alumni to maintain a strong relationship.

Excellent Services

Provide exceptional services that contribute to customer satisfaction and retention.

6.

Operations Plan

Staffing & Training

Operational Process

Equipment & Software

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

School 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

School Business Plan

Mention your business's staffing requirements, including the number of employees or teachers needed. Include their qualifications, the training required, and the duties they will perform.

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Start writing here..

Operational Process

Help tip

School Business Plan

Outline the processes and procedures you will use to run your school business. Your operational processes may include enrollment process, staffing & human resources, classroom management, finance & budgeting, etc.

To unlock help try Upmetrics!

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Equipment & Software

Help tip

School Business Plan

Include the list of equipment and software required for school, such as whiteboards & projectors, student information systems, learning management systems, communication & collaboration tools, etc.

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Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Board of advisors

REMEMBER

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

To unlock help try Upmetrics!

Help tip | School Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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Start writing here..

Key managers

Help tip | School 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 & Co-founder - john.doe@example.com

John is a visionary leader with a passion for education and a commitment to excellence.

He has a Masters in Education Leadership from Harvard University and over 20 years of experience in the educational sector.

His career spans various roles, from a classroom teacher to an educational consultant, before co-founding [School Name].

Jane Doe

Principal - jane.doe@example.com

Jane is an experienced educator with a strong background in curriculum development and school administration.

She holds a Master's in Education Administration from Stanford University and has 15 years of experience in the education sector.

Her leadership and strategic planning skills have been instrumental in shaping the academic programs at [School Name].

Michael Johnson

Operations Manager - michael.johnson@example.com

Michael has a degree in Business Administration and over 10 years of experience in managing operations for educational institutions.

His expertise lies in optimizing processes, ensuring compliance with regulations, and managing day-to-day school operations efficiently.

Lisa White

Admission Manager - lisa.white@example.com

Lisa has a Bachelor's degree in Public Relations and has worked in student admissions for over 8 years.

Her role involves managing the admission process, handling public relations, and ensuring a smooth enrollment process for new students.

David Brown

Facilities Manager - david.brown@example.com

David has a degree in Civil Engineering and has been managing facilities for educational institutions for 12 years.

His expertise lies in maintaining and improving school facilities to provide a safe and conducive learning environment.

Organizational structure

Help tip | **School Business Plan**

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

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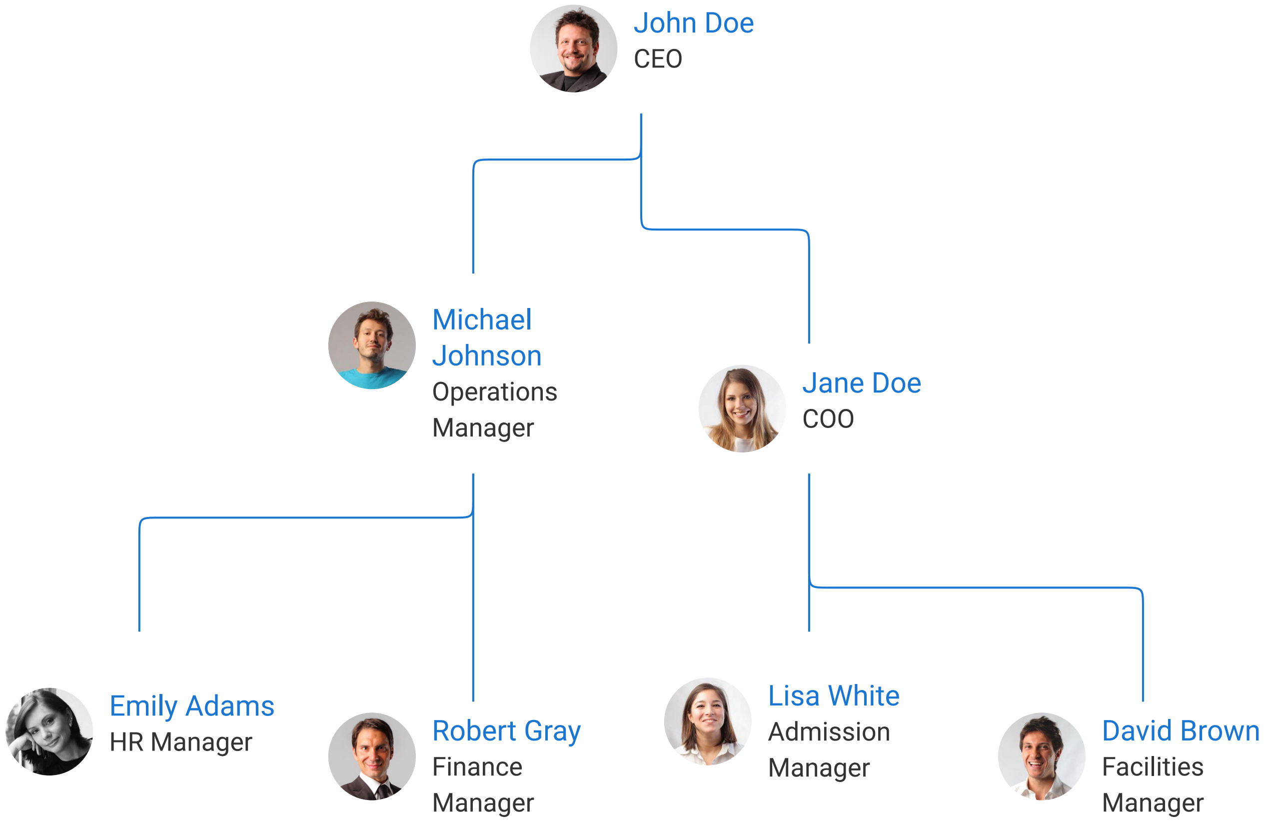
Start writing here..

Organization chart



Compensation plan

Help tip | **School Business Plan**

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

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Start writing here..

Help tip

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

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Board of advisors

[ADVISOR 1 NAME]

Advisor 1

- Role: [Describe their role and the specific areas of the business they advise on.]
- Years of Experience: [Include their years of experience and any relevant qualifications.]

[ADVISOR 2 NAME]

Advisor 2

- Role: [Describe their role and the specific areas of the business they advise on.]
- Years of Experience: [Include their years of experience and any relevant qualifications.]

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 | School 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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Help tip | School 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
Revenue	**$953,878**	**$1,611,485.67**	**$2,349,851.58**
Tuition Fees	$700,000	$1,276,666.67	$1,975,583.33

	2024	2025	2026
Users	70	139	209
Recurring Charges	$833.33	$833.33	$833.33
Textbook Sales	$180,000	$185,400	$190,962
Extracurricular Activities	$73,878	$149,419	$183,306.25
Users	790	1,121	1,283
Recurring Charges	$12.50	$12.50	$12.50

Cost Of Sales	**$153,460.47**	**$174,940.94**	**$201,405.24**
General Costs	$153,460.47	$174,940.94	$201,405.24
Educational Materials	$80,400	$83,412	$86,544.36
Textbooks	$50,400	$51,912	$53,469.36
Workbooks	$30,000	$31,500	$33,075
Classroom Supplies	$73,060.47	$91,528.94	$114,860.88
Art Supplies	$6,000	$6,480	$6,998.40
Science Kits	$67,060.47	$85,048.94	$107,862.48
Revenue Specific Costs	$0	$0	$0

	2024	2025	2026
Personnel Costs (Direct Labor)	$0	$0	$0
Gross Margin	**$800,417.53**	**$1,436,544.73**	**$2,148,446.34**
Gross Margin (%)	**83.91%**	**89.14%**	**91.43%**
Operating Expense	**$797,115.44**	**$868,230.24**	**$967,371.24**
Payroll Expense (Indirect Labor)	$580,824	$605,580.96	$631,415.40
Teaching Staff	$359,400	$375,426	$392,175.60
Mathematics Teacher	$165,000	$173,250	$181,912.56
General Education Teachers	$194,400	$202,176	$210,263.04
Administrative Staff	$144,624	$149,868.96	$155,307.60
Senior Administrator	$54,000	$55,620	$57,288.72
Junior Administrator	$90,624	$94,248.96	$98,018.88
Support Staff	$76,800	$80,286	$83,932.20
Groundskeeper	$35,400	$36,816	$38,288.64

	2024	2025	2026
Facility Maintenance	$41,400	$43,470	$45,643.56
General Expense	$216,291.44	$262,649.28	$335,955.84
Administrative Expenses	$18,386.37	$21,465.22	$25,712.51
Office Supplies	$6,386.37	$9,105.22	$12,981.71
Utilities	$12,000	$12,360	$12,730.80
Facility-Related Expenses	$144,000	$150,480	$157,560.94
Rent	$120,000	$126,000	$132,300
Maintenance	$24,000	$24,480	$25,260.94
Marketing Expenses	$53,905.07	$90,704.06	$152,682.39
Advertising	$46,392.13	$78,675.49	$133,424.07
Promotional Materials	$7,512.94	$12,028.57	$19,258.32
Bad Debt	$0	$0	$0
Amortization of Current Assets	$0	$0	$0
EBITDA	**$3,302.06**	**$568,314.50**	**$1,181,075.10**

	2024	2025	2026
Additional Expense	**$52,500**	**$52,500**	**$52,500**
Long Term Depreciation	$52,500	$52,500	$52,500
Gain or loss from Sale of Assets	$0	$0	$0
EBIT	($49,197.94)	$515,814.50	$1,128,575.10
Interest Expense	$0	$0	$0
EBT	($49,197.94)	$515,814.50	$1,128,575.10
Income Tax Expense / Benefit	$0	$0	$0
Total Expense	**$1,003,075.91**	**$1,095,671.18**	**$1,221,276.48**
Net Income	**($49,197.94)**	**$515,814.50**	**$1,128,575.10**
Net Income (%)	**(5.16%)**	**32.01%**	**48.03%**
Retained Earning Opening	$0	($66,697.94)	$429,116.56
Owner's Distribution	$17,500	$20,000	$20,000
Retained Earning Closing	**($66,697.94)**	**$429,116.56**	**$1,537,691.66**

Help tip

School 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
Cash Received	**$953,877.97**	**$1,611,485.68**	**$2,349,851.58**
Cash Paid	**$950,575.91**	**$1,043,171.18**	**$1,168,776.48**
COS & General Expenses	$369,751.91	$437,590.22	$537,361.08
Salary & Wages	$580,824	$605,580.96	$631,415.40
Interest	$0	$0	$0
Sales Tax	$0	$0	$0
Income Tax	$0	$0	$0
Net Cash From Operations	**$3,302.06**	**$568,314.50**	**$1,181,075.10**
Assets Sell	$0	$0	$0

	2024	2025	2026
Assets Purchase	$1,250,000	$0	$0
Net Cash From Investments	**($1,250,000)**	**$0**	**$0**
Amount Received	**$300,000**	**$0**	**$0**
Loan Received	$100,000	$0	$0
Common Stock	$0	$0	$0
Preferred Stock	$0	$0	$0
Owner's Contribution	$200,000	$0	$0
Amount Paid	**$17,500**	**$20,000**	**$20,000**
Loan Capital	$0	$0	$0
Dividends & Distributions	$17,500	$20,000	$20,000
Net Cash From Financing	**$282,500**	**($20,000)**	**($20,000)**
Summary			
Starting Cash	$0	($964,197.94)	($415,883.44)

	2024	2025	2026
Cash In	$1,253,877.97	$1,611,485.68	$2,349,851.58
Cash Out	$2,218,075.91	$1,063,171.18	$1,188,776.48
Change in Cash	($964,197.94)	$548,314.50	$1,161,075.10
Ending Cash	**($964,197.94)**	**($415,883.44)**	**$745,191.66**

Help tip

School Business Plan

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

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Balance sheet

	2024	2025	2026
Assets	**$233,302.06**	**$729,116.56**	**$1,837,691.66**
Current Assets	**($964,197.94)**	**($415,883.44)**	**$745,191.66**
Cash	($964,197.94)	($415,883.44)	$745,191.66
Accounts Receivable	$0	$0	$0
Inventory	$0	$0	$0

	2024	2025	2026
Other Current Assets	$0	$0	$0
Long Term Assets	**$1,197,500**	**$1,145,000**	**$1,092,500**
Gross Long Term Assets	$1,250,000	$1,250,000	$1,250,000
Accumulated Depreciation	($52,500)	($105,000)	($157,500)

Liabilities & Equity	**$233,302.06**	**$729,116.56**	**$1,837,691.66**
Liabilities	**$100,000**	**$100,000**	**$100,000**
Current Liabilities	**$0**	**$0**	**$0**
Accounts Payable	$0	$0	$0
Income Tax Payable	$0	$0	$0
Sales Tax Payable	$0	$0	$0
Short Term Debt	$0	$0	$0
Long Term Liabilities	**$100,000**	**$100,000**	**$100,000**
Long Term Debt	$100,000	$100,000	$100,000
Equity	**$133,302.06**	**$629,116.56**	**$1,737,691.66**
Paid-in Capital	$0	$0	$0
Common Stock	$0	$0	$0

	2024	2025	2026
Preferred Stock	$0	$0	$0
Owner's Contribution	$200,000	$200,000	$200,000
Retained Earnings	($66,697.94)	$429,116.56	$1,537,691.66
Check	**$0**	**$0**	**$0**

Help tip

School 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

	2024	2025	2026
Starting Revenue	$0	$953,877.97	$2,565,363.65
Net Revenue	$953,878	$1,611,485.67	$2,349,851.58
Closing Revenue	**$953,877.97**	**$2,565,363.65**	**$4,915,215.23**

	2024	2025	2026
Starting Expense	$0	$1,003,075.91	$2,098,747.09
Net Expense	$1,003,075.91	$1,095,671.18	$1,221,276.48
Closing Expense	**$1,003,075.91**	**$2,098,747.09**	**$3,320,023.57**

Is Break Even?	**No**	**Yes**	**Yes**
Break Even Month	**0**	**Mar '25**	**0**
Days Required	**0**	**29 Days**	**0**
Break Even Revenue	**$1,003,075.91**	**$1,260,744.99**	**$0**
Tuition Fees	$0	$928,799.95	$0
Textbook Sales	$0	$225,835	$0
Extracurricular Activities	$0	$106,110.04	$0
Break Even Units			
Tuition Fees	0	140	0
Textbook Sales	$0	$225,835	$0
Extracurricular Activities	0	972	0

Financing needs

Help tip | **School Business Plan**

Calculate costs associated with starting a school 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..

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 do

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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.**