



# Social Enterprise Business Plan


BUSINESS PLAN

# 2023



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# 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.

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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

### Social Enterprise Business Plan

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

This section may include the name of your social enterprise business, its location, when it was

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*Start writing here..*

## Market opportunity

### Help tip

### Social Enterprise 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

### Social Enterprise Business Plan


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

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*Start writing here..*

## Marketing & Sales Strategies

 **Help tip**

 **Social Enterprise Business Plan**


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

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*Start writing here..*

## Financial Highlights

 **Help tip**

 **Social Enterprise Business Plan**

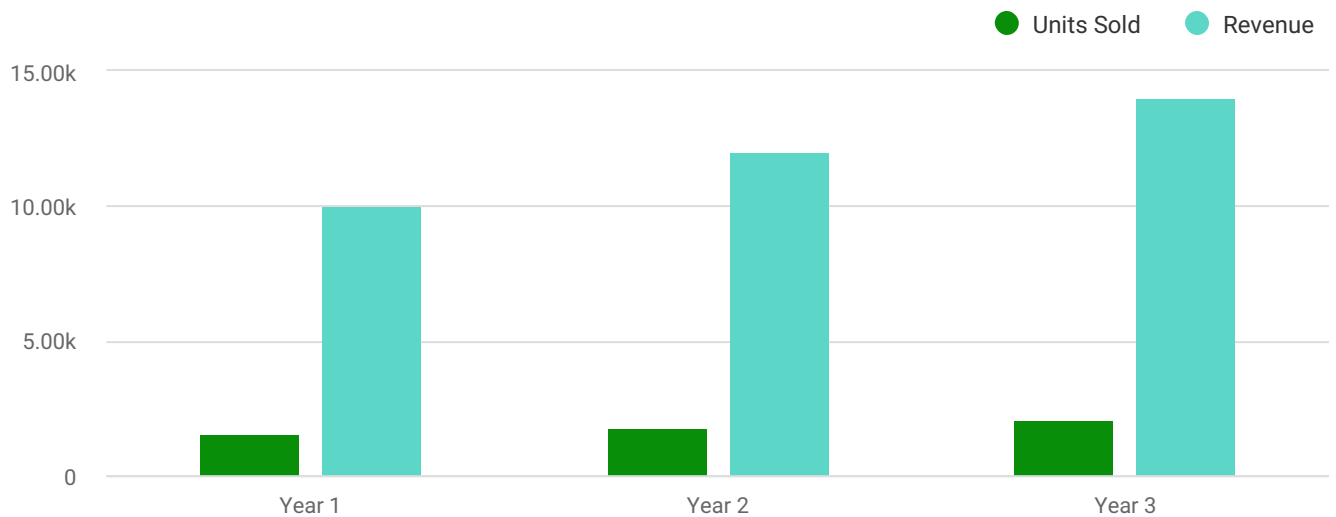
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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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

📄 Social Enterprise Business Plan

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

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*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.

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### Help tip

### Social Enterprise Business Plan

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

Describe what kind of social enterprise business you run and the name of it. You may specialize

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Start writing here..

## Ownership

### Help tip

### Social Enterprise Business Plan

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

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## Mission statement

### Help tip

### Social Enterprise Business Plan

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

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**At [ABC Social Enterprise], our mission is to [insert mission statement]. We are guided by our core principles of [insert core principles] and our values of [insert values]. Our mission is not just a statement; it is our promise to society and our customers.**



## Business history

 **Help tip**

 **Social Enterprise Business Plan**


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

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*Start writing here..*

## Future goals

 **Help tip**

 **Social Enterprise 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



## 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

### Social Enterprise 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

### Social Enterprise Business Plan

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

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## Market size and growth potential

### Help tip

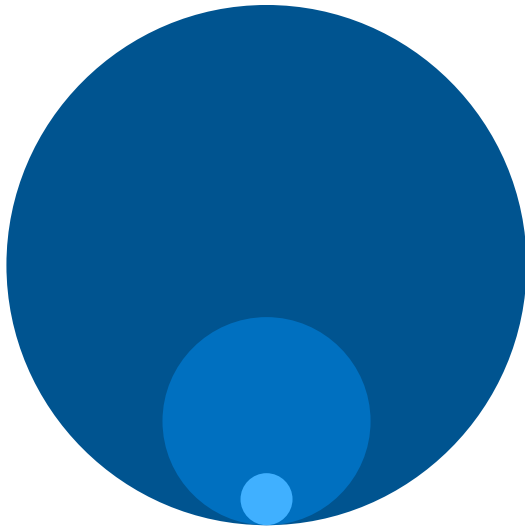
### Social Enterprise Business Plan

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

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*Start writing here..*

## Market Size



### Available Market

Total potential customers interested in socially responsible products.

**500M**

### Served Market

Customers who can access and afford our social enterprise products.

**200M**

### Target Market

Socially conscious consumers specifically interested in our unique product offerings.

**50M**

 **Help tip**

 **Social Enterprise Business Plan**

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

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## Competitive analysis

### TOMS Shoes

TOMS Shoes is a prominent social enterprise known for its "One for One" business model. They have successfully combined fashion with social responsibility, making a significant impact on children's lives around the world.

#### Features

TOMS follows a One for One business model

For every pair of shoes sold, another pair is donated to a child in need.

Beyond shoes, TOMS has expanded into eyewear, with each purchase helping to restore sight to an individual.

#### Strengths

Strong brand recognition and loyalty.

Broad product range, from shoes to eyewear.

Successful integration of cause marketing and social responsibility.

#### Weaknesses

Criticism regarding the impact and sustainability of the One for One model.

Dependency on consumer purchases for donations can limit philanthropic flexibility.

## Patagonia

Patagonia is a world-renowned outdoor apparel brand that is synonymous with sustainability and environmental responsibility. Their commitment to the planet sets them apart in the fashion industry.

### Features

Patagonia is an outdoor apparel company that integrates sustainability and environmental responsibility into its operations.

They donate 1% of their total sales to environmental organizations.

### Strengths

Robust commitment to sustainability and environmental activism.

Durable, high-quality products.

Transparent supply chain and corporate responsibility reports.

### Weaknesses

Premium pricing can exclude a segment of potential customers.

As a large corporation, it's challenging to maintain a 100% sustainable operation.

## Warby Parker

Warby Parker revolutionized the eyewear industry by offering stylish, affordable glasses through an innovative online platform, while also making a positive social impact through their Buy-A-Pair, Give-A-Pair program.

### Features

An eyewear company that uses a Buy-A-Pair, Give-A-Pair program.

For every pair of glasses sold, a pair is distributed to someone in need.

### Strengths

Innovative online try-on system.

Affordability and stylish designs.

Strong online and offline retail presence.


### Weaknesses

Dependency on the sales-driven donation model, similar to TOMS.


Increased competition from other online eyewear startups.

## Market trends

 **Help tip**

 **Social Enterprise 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

Social Enterprise Business Plan

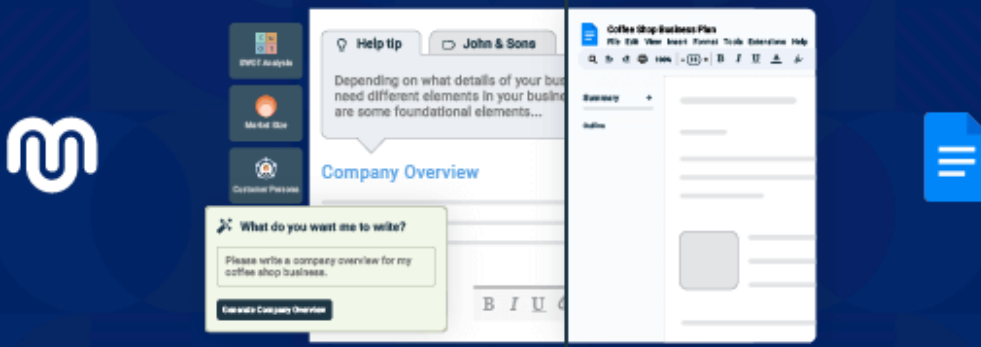
List regulations and licensing requirements that may affect your social enterprise business, such as legal structure, registration & certification, taxation, employment & labor laws, etc.

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Start writing here..

## Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



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

[Start your planning today](#)

# 4.

## Products and Services



## REMEMBER

The product and services section of a social enterprise 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

### Social Enterprise Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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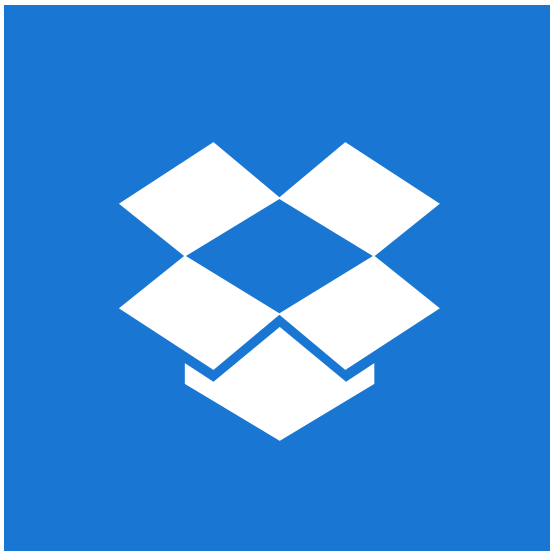
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### Help tip

Mention the social enterprise products or services your business will offer. This list may include products or services like,

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## Products or services



### Eco-Friendly Cleaning Solution

Price: **[\$10.99] per 16oz bottle.**

A natural and sustainable cleaning solution, free from harmful chemicals and packaged in recyclable materials

#### Specifications

- Ingredients: Vinegar, baking soda, essential oils, etc.
- Packaging: 100% recyclable plastic bottle.



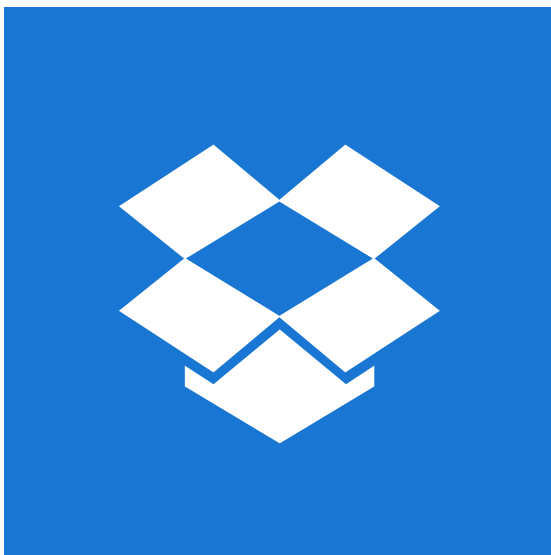
## Sustainable Cotton T-Shirts

Price: **[\$25.99] per T-shirt.**

Stylish and comfortable T-shirts made from 100% sustainable cotton, supporting ethical farming practices.

### Specifications

- Material: 100% sustainable cotton.
- Sizes: XS to XXL.
- Colors: Available in various colors.



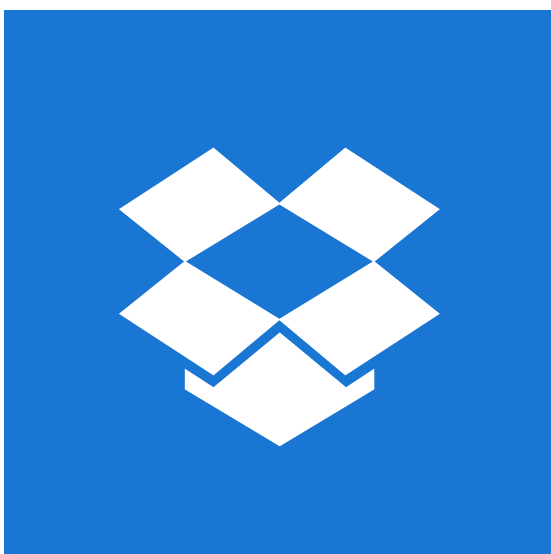
## Solar-Powered Outdoor Lights

Price: **[\$49.99] per light.**

Innovative outdoor lights powered by solar energy, contribute to reduced electricity consumption.

### Specifications

- Power Source: Solar panels.
- Battery Life: Up to 12 hours.
- Installation: Easy-to-install with no wiring required.



## Professional Job Training Program

Price: **[\$299.99] per course**

Comprehensive job training programs designed to equip individuals with the necessary skills for their desired industry.

### Specifications

- Duration: Varies by course (e.g., 6 weeks).
- Format: In-person or online options available.
- Certification: Certificate provided upon completion.



## Healthcare Consultation Services

Price: **[\$150] per hour.**


Expert healthcare consultation services to guide individuals in making informed decisions regarding their health and well-being.

### Specifications


- Availability: In-person or virtual consultation.
- Expertise: Board-certified healthcare professionals.
- Duration: Hourly sessions.

## Benefits

 **Help tip**

 **Social Enterprise Business Plan**


Explain in detail how your products and services have a positive impact on society or the environment.

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## Innovation

 **Help tip**

 **Social Enterprise Business Plan**


Emphasize any unique features, technology integration, or distinctive value proposition your products or services may offer.

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*Start writing here..*

## Additional Services

 **Help tip**

 **Social Enterprise Business Plan**

Mention if your social enterprise business offers any additional services. You may include services like education & training, consulting & advisory services, product service & customization, 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.

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### Help Tip

### Social Enterprise 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

### Social Enterprise 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

### Social Enterprise Business Plan

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

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*Start writing here..*



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

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## Marketing strategies

### Online



#### Social Media

Leveraging platforms like [list platforms] to engage with our community and share our story.



#### Email Marketing

Utilizing email campaigns to keep our audience informed about new products, initiatives, and updates.



#### Content Marketing

Producing valuable content that highlights our mission, impact, and offerings.



#### Influencer Marketing

Partnering with influencers who align with our values to amplify our message.

### Offline



#### Brochures and Print Marketing

Creating eye-catching brochures and other printed materials for distribution at local events and community centers.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include targeted marketing & segmentation, partnering with other local businesses, offering referral programs, etc.

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## Sales strategies



### Partner with Businesses

Forming strategic partnerships with other local businesses and organizations that share our values.



### Targeted Marketing & Segmentation

Identifying and targeting specific customer segments based on their preferences and needs.



### Referral Programs

Encouraging customer referrals through rewards and incentives.

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

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## Customer retention



### Loyalty Programs

Offering rewards for repeat purchases and long-term patronage.



### Bulk Purchase Discounts

Providing discounts for customers who make large or bulk purchases.



### Personalized Service

Delivering personalized and attentive service to meet the unique needs of each customer, thereby fostering loyalty and satisfaction.

# 6.

## Operations Plan



## 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

### Social Enterprise 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

### Social Enterprise Business Plan

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

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*Start writing here..*

## Operational Process

### Help tip

### Social Enterprise Business Plan


Outline the processes and procedures you will use to run your social enterprise business. Your operational processes may include legal structure & compliance, resource management, operations & production, etc.

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*Start writing here..*

# Equipment & Machinery

 **Help tip**

 **Social Enterprise Business Plan**

Include the list of equipment and machinery required for social enterprise, such as manufacturing or production equipment, kitchen & cooking equipment, recycling or waste management, etc.

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*Start writing here..*

# 7.

## Management Team



## REMEMBER

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

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### Help tip

### Social Enterprise 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

### Social Enterprise 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

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

As the founding member and chief visionary of [ABC Social Enterprise], John Doe is responsible for setting the strategic direction of the enterprise, overseeing all major decisions, and ensuring alignment with our core mission.

John has a degree in [Field of Study] from [University/Institute] and brings over [number] years of experience in the [industry].







## JANE DOE

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

Jane is responsible for overseeing the daily administrative and operational functions of [ABC Social Enterprise].



She holds a degree in [Field of Study] from [University/Institute] and has a wealth of experience, having worked in [industry or related industry] for over [number] years.



## ALICE BROWN

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

Alice is at the helm of our marketing efforts, designing and implementing strategies that elevate our brand.



She has a [Degree] in [Field of Study] and brings [number] years of experience to the table, having previously worked in [Industry/Role].

## Organizational structure

Help tip

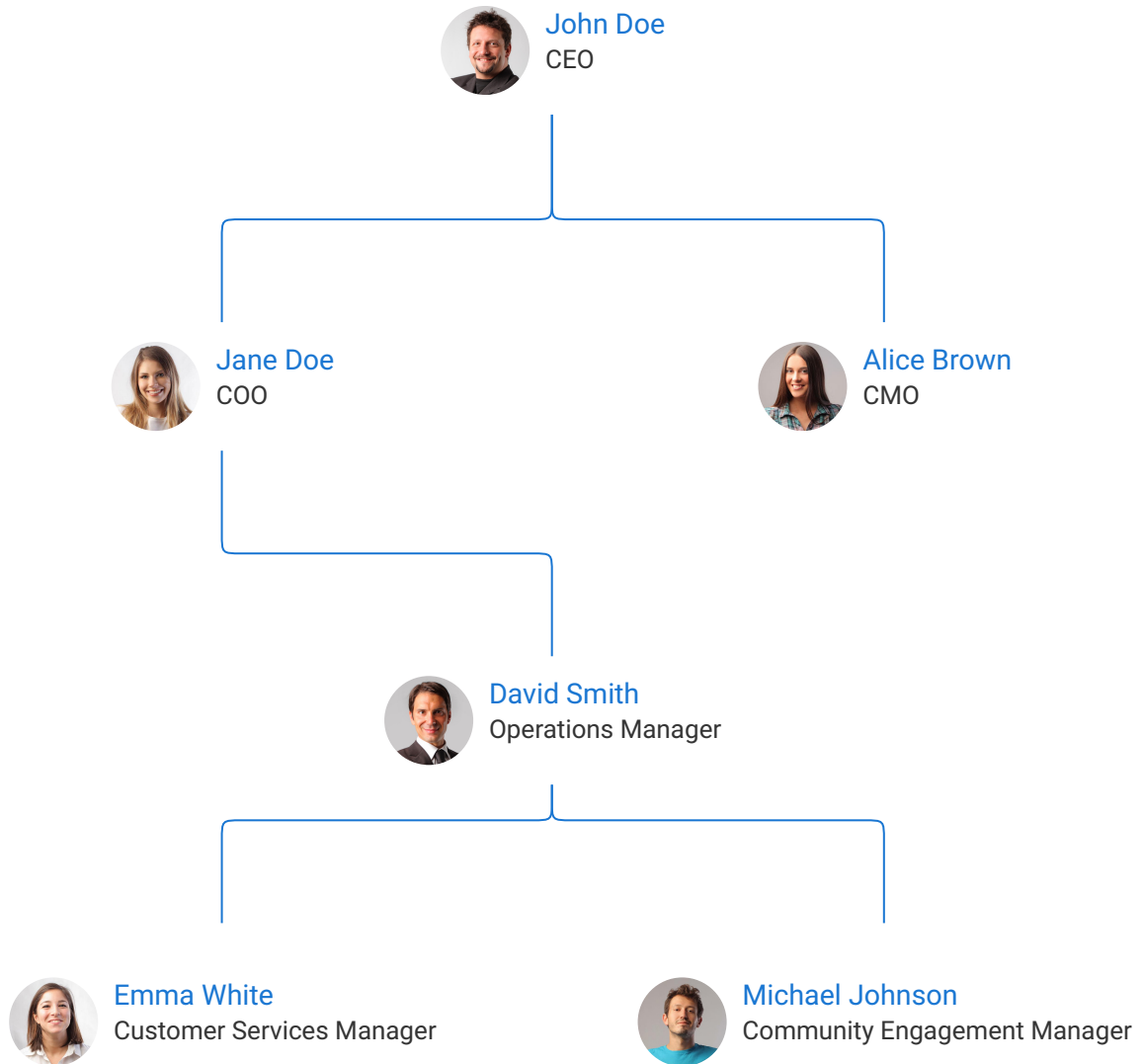
Social Enterprise Business Plan

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**

 **Social Enterprise 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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## Advisors/Consultants



---

### [ADVISOR NAME]

Sustainability Advisor

[Advisor Name 1] brings their wealth of knowledge in sustainability and social enterprise development, advising us on how to best align our operations with our environmental and societal goals.

They have over [number] years of experience in the field and have previously worked with [previous clients or organizations].



---

### [ADVISOR NAME]

Strategic Business Advisor

With a strong background in business development and strategy, [Advisor Name 2] plays a crucial role in guiding our growth strategies.

Their experience includes [number] years in [industry] and roles in [previous companies or organizations].

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:

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### Help tip

### Social Enterprise 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

### Social Enterprise 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

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Revenue</b>	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Cost Of Sales</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
General Costs	\$0	\$0	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Gross Margin (%)</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Operating Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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
<b>EBITDA</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

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

💡 Help tip

📄 Social Enterprise 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

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

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Summary</b>					
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
<b>Ending Cash</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

💡 Help tip

📄 Social Enterprise Business Plan

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

To unlock help try Upmetrics! 🔒


## Balance sheet

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

	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
<b>Long Term Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
<b>Liabilities &amp; Equity</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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
<b>Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$0	\$0	\$0	\$0	\$0

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

 **Help tip**

 **Social Enterprise 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
<b>Closing Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Starting Expense	\$0	\$0	\$0	\$0	\$0
Net Expense	\$0	\$0	\$0	\$0	\$0
<b>Closing Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Is Break Even?</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Break Even Month</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Break Even Units</b>					

## Financing needs

 **Help tip**

 **Social Enterprise Business Plan**

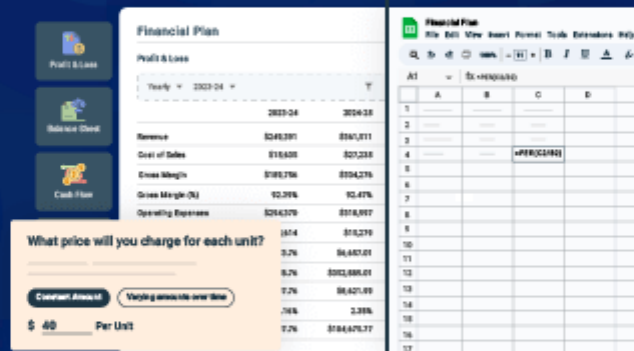
Calculate costs associated with starting a social enterprise business, and estimate your financing needs and how much capital you need to raise to operate your business.

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*Start writing here..*

# Upmetrics vs Financial Spreadsheets

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



The image shows 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. A pop-up window asks 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View price table over time' link. On the right is a standard spreadsheet interface, which is cluttered with many tabs and a complex grid of cells. A formula '=PER(C14:R1)' is visible in cell C4.

	2023-24	2024-25
Revenue	\$245,391	\$561,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$534,276
Gross Margin (%)	80.9%	95.1%
Operating Expenses	\$294,379	\$518,957
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$202,895.01
	7.2%	\$6,627.00
	.18%	3,386
	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.

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# Create a winning business plan that gets you funded

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

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## 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.

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

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## 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.

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