



Swim School Business Plan

Splash, Swim, Succeed

BUSINESS PLAN [YEAR]

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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.

Table of Contents

Executive Summary 6

Market opportunity	7
Swim School Programs	7
Marketing & Sales Strategies	8
Financial Highlights	8
Units Sold v/s Revenue	9

Company Overview 10

Ownership	11
Business Owners	11
Mission statement	12
Business history	12
Future goals	12

Market Analysis 13

Target Market	14
Market size and growth potential	14
Market Size	15
Competitive analysis	15
Aqua-Tots Swim Schools	15
Goldfish Swim School	16
SwimLabs Swim School	16
Market trends	16
Regulatory environment	17

Products and Services 18

Services	19
Learn-to-Swim School	19
Competitive Swim School	20
Infant & Toddler Swim School	20
Adult Swim School	21

Facilities & Amenities	21
Additional Services	21

Sales And Marketing Strategies 22

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

Operations Plan 26

Staffing and Training	27
Operational Process	27
Equipment & Machinery	28

Management Team 29

Key managers	30
John Doe	30
Jane Doe	31
Alice Brown	31
Robert Brown	31
Organizational structure	31
Organization chart	32
Compensation plan	32
Advisors/Consultants	33
[ADVISOR NAME]	33
[CONSULTANT NAME]	33

Financial Plan 34

Profit & loss statement	35
Cash flow statement	40

Balance sheet

42

Break-even Analysis

44

Financing needs

46

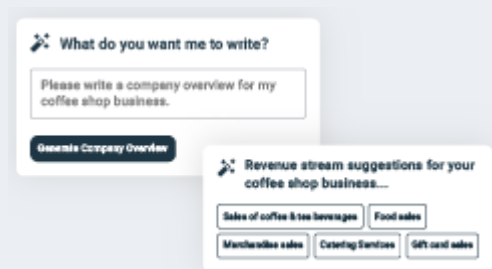
Appendix

48

Business planning that's simpler and faster than you think

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

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



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

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

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Business Plan Builder

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Create your business plan today

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1.

Executive Summary

Market opportunity

Swim School Programs

Marketing & Sales Strategies

Financial Highlights



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Swim School Business Plan

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

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

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Swim School Programs

Help tip


Swim School Business Plan


Highlight the swim school programs 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**

 **Swim School Business Plan**


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

To unlock help try Upmetrics! 


Start writing here..

Financial Highlights

 **Help tip**

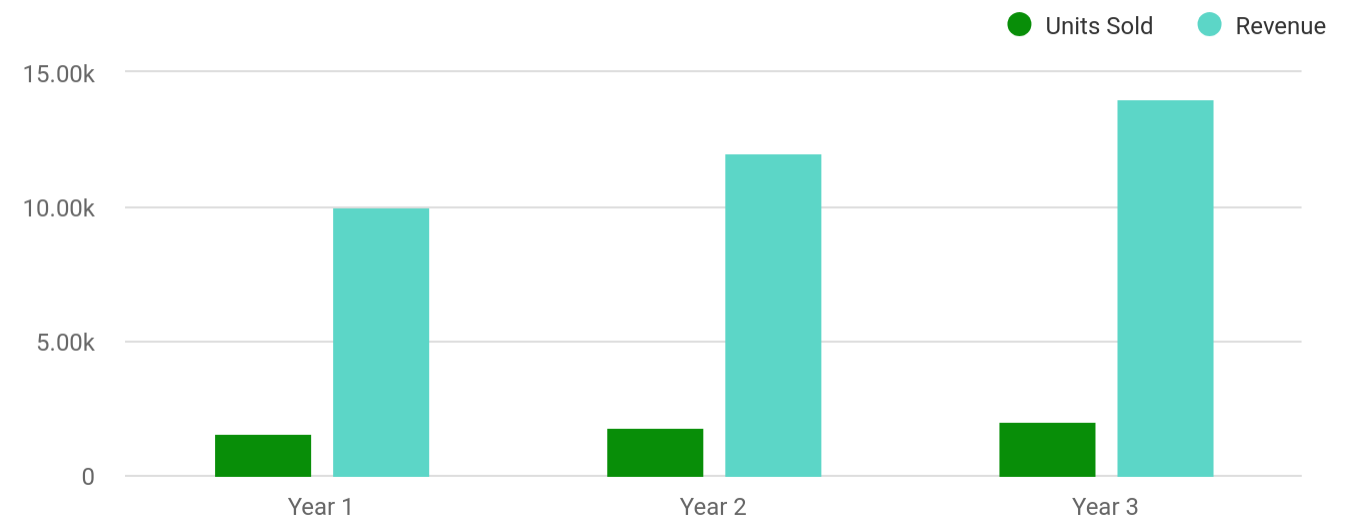
 **Swim School Business Plan**

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.

To unlock help try Upmetrics! 

Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

Help tip

Swim 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.

To unlock help try Upmetrics!

Help tip

Swim School Business Plan

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

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

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Swim School Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Business Owners

60%

40%




John Doe

Jane Doe

Mission statement

 Help tip

 Swim School Business Plan

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

To unlock help try Upmetrics! 




At [Blue Wave Swim School], our mission is to provide exceptional swim education and aquatic safety training that empowers individuals to confidently and safely enjoy the water.

We are committed to fostering a supportive, inclusive environment where students of all ages and backgrounds can thrive and reach their full potential.




Business history

 Help tip

 Swim School Business Plan


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

To unlock help try Upmetrics! 


Start writing here..

Future goals

 Help tip

 Swim 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.

To unlock help try Upmetrics! 

Start writing here..

3.

Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Swim School Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

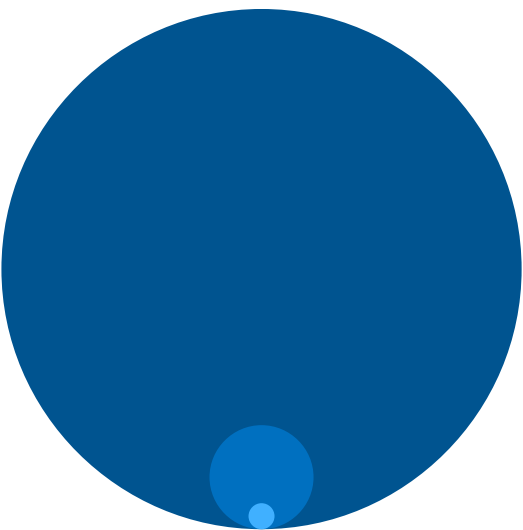
Swim School Business Plan

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

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Start writing here..

Market Size



Available Market	10M
Total global population interested in swimming education.	
Served Market	2M
Global population with access to swim schools	
Target Market	500k
Children aged 3-12 in need of swim lessons.	

Help tip

Swim School Business Plan

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

To unlock help try Upmetrics!

Competitive analysis

Aqua-Tots Swim Schools

Aqua-Tots Swim Schools is an international franchise that has been providing swim lessons to children of all ages for over two decades. With locations spread across various countries, they have a standardized curriculum and a strong brand reputation.

Features Comprehensive age-based programs from infants to adolescents. Flexible class schedules including private and semi-private lessons. Specialized training for children with special needs.	Strengths Broad geographic presence due to franchise model. Established brand reputation and trust. Comprehensive training for instructors.	Weaknesses Less flexibility in tailoring programs to specific community needs due to standardized curriculum. Potential for variability in lesson quality across franchises.
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Goldfish Swim School

Goldfish Swim School specializes in teaching children aged 4 months to 12 years. They are known for their highly trained instructors, small class sizes, and warm, kid-friendly environment.


Features	Strengths	Weaknesses
<div>Year-round swim lessons with a 4:1 student-to-teacher ratio.</div> <div>Unique facilities with a tropical décor and heated pools.</div> <div>Regular family swim sessions and parties.</div>	<div>High emphasis on creating a fun, engaging environment for kids.</div> <div>Consistent lesson quality due to rigorous instructor training.</div> <div>Strong community involvement and events.</div>	<div>Limited age range for their core programs.</div> <div>Premium pricing might not be accessible for all demographics.</div>


SwimLabs Swim School

SwimLabs stands out by combining traditional swim lessons with innovative technology. They use video feedback and other tech tools to improve swimming techniques for all ages and abilities.


Features	Strengths	Weaknesses
<div>Small group classes with video analysis feedback.</div> <div>Programs for competitive swimmers to refine their technique.</div> <div>Adult swim lessons and triathlete training.</div>	<div>Use of technology makes it attractive for tech-savvy parents and competitive swimmers.</div> <div>Broad range of programs catering to different age groups and skill levels.</div> <div>Focus on technical proficiency in swimming.</div>	<div>May not appeal to parents seeking a more traditional swim school experience.</div> <div>Higher dependency on technology infrastructure.</div>

Market trends

 **Help tip**

 **Swim 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.

To unlock help try Upmetrics! 

Start writing here..

Regulatory environment

💡 Help tip

📄 Swim School Business Plan

List regulations and licensing requirements that may affect your swim school company, such as business licenses & permits, health & safety regulations, insurance requirements, employment laws, etc.

To unlock help try Upmetrics! 🔒

Start writing here..

Upmetrics vs Business Plan Templates

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

SWOT Analysis

Market Size

Customer Profiles

Help tip

John & Sons

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

Company Overview

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline

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

Start your planning today

Swim School Business Plan | Business Plan [YEAR]

17/50

4.

Products and Services

Services

Facilities & Amenities

Additional Services



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Swim 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..

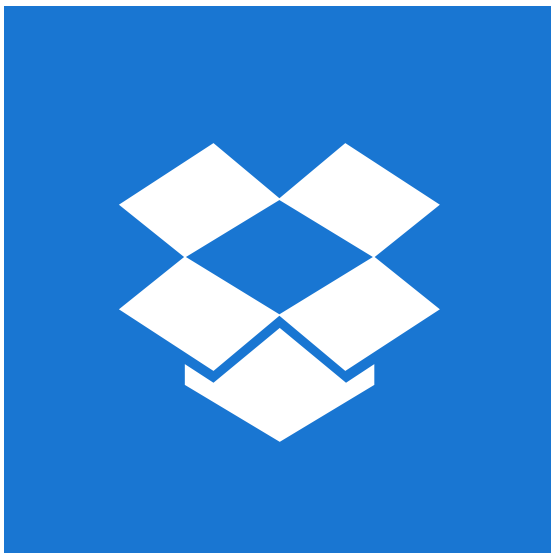
Help tip

Mention the swim school programs your school will offer. This list may include:

- Lean-to-swim school

To unlock help try Upmetrics!

Services



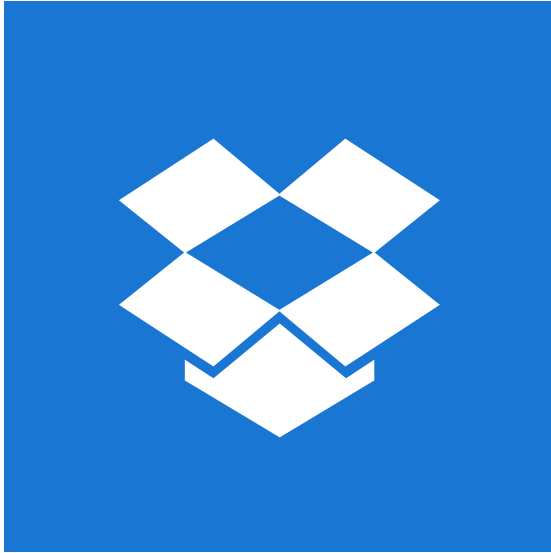
Learn-to-Swim School

Price: **[\$150] per month**

A foundational program designed for beginners of all ages, focusing on building confidence in the water and teaching basic swimming skills.

Specifications

- Duration: 8 classes per month
- Class Length: 30 minutes
- Age Group: All ages
- Instructor-to-Student Ratio: 1:4



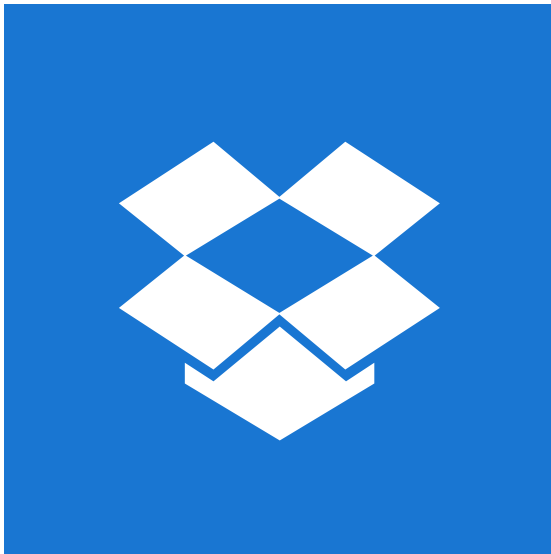
Competitive Swim School

Price: **[\$250] per month**

A comprehensive program offering advanced coaching for individuals aiming to compete. Focuses on technique optimization, endurance training, and competition readiness.

Specifications

- Duration: 12 classes per month
- Class Length: 45 minutes
- Age Group: 7 and above
- Instructor-to-Student Ratio: 1:6
- Additional: Access to competitions and events



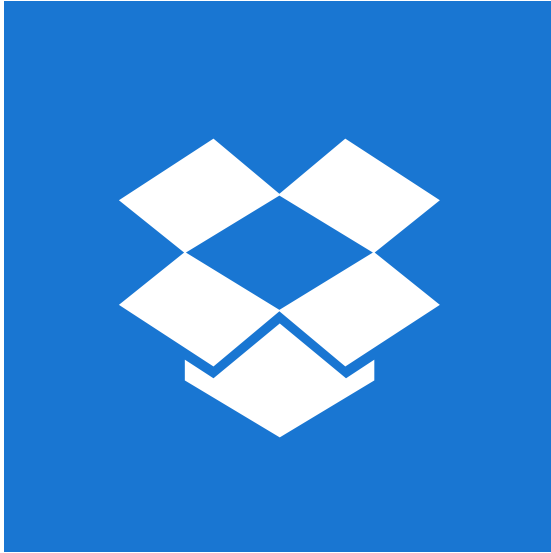
Infant & Toddler Swim School

Price: **[\$100] per month**

A gentle introduction to water for infants and toddlers, ensuring a fun and safe learning environment.

Specifications

- Duration: 8 classes per month
- Class Length: 20 minutes
- Age Group: 6 months to 3 years
- Instructor-to-Student Ratio: 1:2



Adult Swim School

Price: **[\$180] per month**

Tailored coaching for adults, whether beginners or looking to refine their strokes. Focuses on comfort, technique, and building confidence in the water.

Specifications

- Duration: 8 classes per month
- Class Length: 40 minutes
- Age Group: 18 and above
- Instructor-to-Student Ratio: 1:3

Facilities & Amenities

 **Help tip**

 **Swim School Business Plan**


Give a brief description of the services and facilities at your swim school, emphasizing any qualities that make you unique.

To unlock help try Upmetrics! 


Start writing here..

Additional Services

 **Help tip**

 **Swim School Business Plan**

Mention if your swim school company offers any additional services. You may include services like specialized events, birthday events, summer camps or clinics, etc.

To unlock help try Upmetrics! 

Start writing here..

5.

Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



REMEMBER

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

To unlock help try Upmetrics!

Help Tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Unique Selling Proposition (USP)

Help tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Swim 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 customers.

To unlock help try Upmetrics!

Start writing here..

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

To unlock help try Upmetrics! 🔒

Marketing strategies

Online



Social Media

Leverage platforms like Facebook, Instagram, and Twitter to engage with our community, share helpful content, and promote our programs.



Content Marketing

Develop and share valuable content such as blog posts, videos, and infographics that highlight the benefits of swimming and showcase our expertise.

Offline



Print Marketing

Distribute flyers and brochures in local communities and schools to raise awareness about our swim school.

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

To unlock help try Upmetrics! 

Sales strategies



Partner with Businesses

Form strategic partnerships with local businesses and organizations to cross-promote our services.



Referral Programs

Implement a referral program that rewards current customers for referring new clients to our swim school.

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

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Introduce loyalty programs that reward repeat customers with discounts and other perks.



Discounts on Annual Membership

Offer attractive discounts to customers who sign up for annual memberships.



Personalized Service

Provide personalized attention and support to each customer, ensuring their satisfaction and encouraging long-term loyalty.

6.

Operations Plan

Staffing and Training

Operational Process

Equipment & Machinery



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Staffing and Training

Help tip

Swim School Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip


Swim School Business Plan


Outline the processes and procedures you will use to run your swim school business. Your operational processes may include curriculum development, facilities & equipment management, enrollment, lesson delivery & instruction, etc.

To unlock help try Upmetrics!


Start writing here..

Equipment & Machinery

 **Help tip**

 **Swim School Business Plan**

Include the list of equipment and machinery required for a swim school, such as swimming pool, pool safety equipment, swim aids & training equipment, underwater cameras, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Key managers

Help tip

Swim School Business Plan

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

To unlock help try Upmetrics!

Start writing here..



John Doe

CEO and Founder - john.doe@example.com

John has a Bachelor's degree in Physical Education from the University of California and has over 15 years of experience in the swim education industry.

His passion for swimming and education drove him to establish [Blue Wave Swim School] to provide quality swim lessons to people of all ages.





Jane Doe

Operations Manager - jane.doe@example.com

Jane holds a Master's degree in Business Administration from Harvard University and has worked in operations management for over ten years.

Her expertise in process optimization and team management ensures that the swim school runs seamlessly.



Alice Brown

Swim Program Manager - alice.brown@example.com

Alice graduated with a degree in Physical Education and has a certification in advanced swim coaching.

With over eight years of experience in curriculum development, she creates programs that cater to the diverse needs of our clients.



Robert Brown

Senior Swim Coach - robert.brown@example.com

Robert has a degree in Sports Science and is a certified swim coach with over twelve years of experience.

His commitment to safety and excellence makes him an invaluable asset to our team.



Organizational structure

Help tip

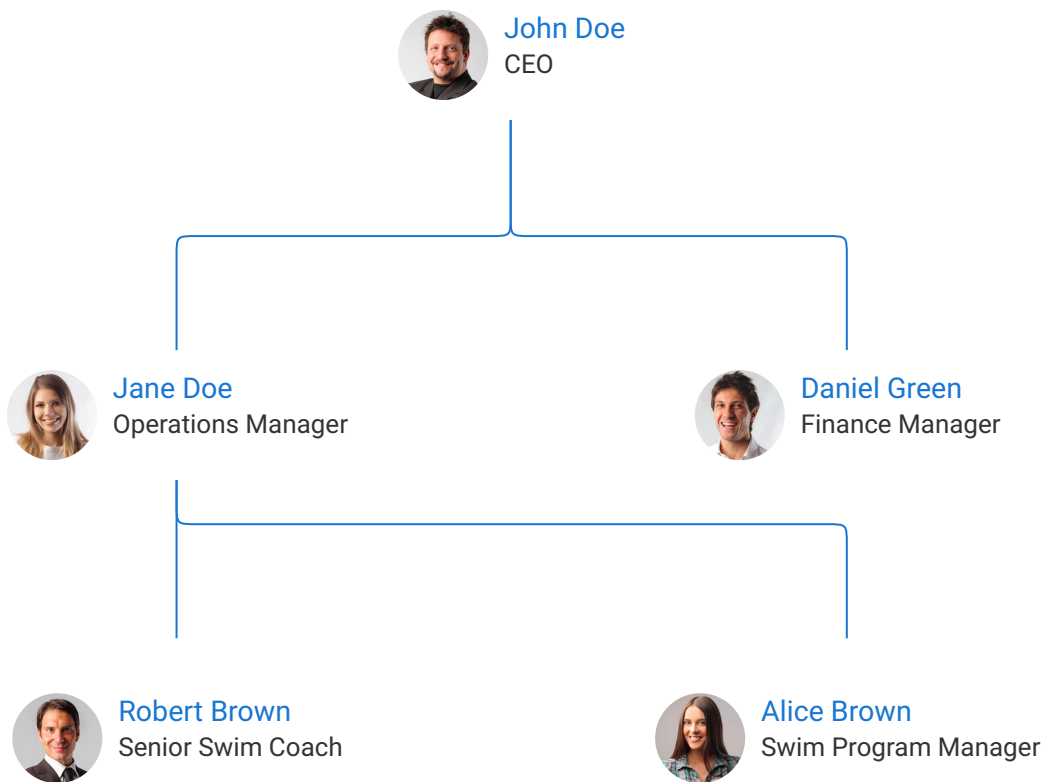
Swim School Business Plan

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

Swim School Business Plan

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

To unlock help try Upmetrics!

Start writing here..

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

To unlock help try Upmetrics! 🔒

Advisors/Consultants



[ADVISOR NAME]

Strategic Growth Advisor

With an extensive background in expanding businesses in the swim school industry, [Advisor Name] offers strategic guidance on scaling operations and tapping into new market segments.

With over 15 years in the swim school business, [Advisor Name 1] has a rich blend of operational and strategic experience that proves invaluable to our team.



[CONSULTANT NAME]

Customer Experience Consultant

[Consultant Name]'s expertise lies in optimizing the customer journey, ensuring that each student and parent has a positive, enriching experience at Blue Wave Swim School.

Having spent over 12 years refining customer experiences in various industries, [Consultant Name] brings a unique perspective to our operations.

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:

To unlock help try Upmetrics!

Help tip

Swim 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.

To unlock help try Upmetrics!

Start writing here..

Help tip

Swim 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.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$400,536.20	\$1,403,483.50	\$3,056,385.20
Swimming Lessons Revenue	\$176,117.60	\$621,072	\$1,354,564.40


	2024	2025	2026
Users	1,445	3,728	7,584
Recurring Charges	\$20	\$20	\$20
Membership Fees	\$220,162	\$776,344	\$1,693,170.50
Users	722	1,864	3,792
Recurring Charges	\$50	\$50	\$50
Equipment Rental	\$4,256.60	\$6,067.50	\$8,650.30
Unit Sales	426	607	865
Unit Price	\$10	\$10	\$10
Cost Of Sales	\$29,986.84	\$80,552.98	\$163,635.50
General Costs	\$29,986.84	\$80,552.98	\$163,635.50
Pool Maintenance and Supplies	\$26,026.84	\$76,474.18	\$159,434.30
Pool Cleaning Services	\$6,000	\$6,300	\$6,615
Pool Chemicals	\$20,026.84	\$70,174.18	\$152,819.30
Swim Gear and Equipment	\$3,960	\$4,078.80	\$4,201.20
Swimwear and Accessories	\$3,600	\$3,708	\$3,819.24


	2024	2025	2026
Equipment Depreciation	\$360	\$370.80	\$381.96
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$370,549.36	\$1,322,930.52	\$2,892,749.70
Gross Margin (%)	92.51%	94.26%	94.65%
Operating Expense	\$513,046.84	\$578,625.58	\$677,207.30
Payroll Expense (Indirect Labor)	\$409,020	\$421,235.40	\$433,831.68
Instructional Staff	\$202,500	\$208,575	\$214,832.16
Swimming Instructors	\$52,500	\$54,075	\$55,697.28
Junior Instructors	\$150,000	\$154,500	\$159,134.88
Administrative Staff	\$123,000	\$127,470	\$132,105.36
Management	\$78,000	\$81,120	\$84,364.80
Support Staff	\$45,000	\$46,350	\$47,740.56

	2024	2025	2026
Maintenance Staff	\$83,520	\$85,190.40	\$86,894.16
Pool Maintenance	\$43,200	\$44,064	\$44,945.28
Equipment Maintenance	\$40,320	\$41,126.40	\$41,948.88
General Expense	\$104,026.84	\$157,390.18	\$243,375.62
Facility Expenses	\$30,000	\$31,140	\$32,323.80
Rent	\$24,000	\$24,960	\$25,958.40
Utilities	\$6,000	\$6,180	\$6,365.40
Operational Expenses	\$63,226.84	\$115,102.18	\$199,544.42
Insurance	\$43,200	\$44,928	\$46,725.12
Marketing	\$20,026.84	\$70,174.18	\$152,819.30
Maintenance and Repairs	\$10,800	\$11,148	\$11,507.40
Pool Maintenance	\$8,400	\$8,652	\$8,911.56
Equipment Repairs	\$2,400	\$2,496	\$2,595.84
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$142,497.48)	\$744,304.94	\$2,215,542.40
Additional Expense	\$7,156.23	\$6,345.68	\$5,493.71
Long Term Depreciation	\$5,016	\$5,016	\$5,016
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$147,513.48)	\$739,288.94	\$2,210,526.40
Interest Expense	\$2,140.22	\$1,329.70	\$477.71
EBT	(\$149,653.71)	\$737,959.26	\$2,210,048.69
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$550,189.91	\$665,524.24	\$846,336.51
Net Income	(\$149,653.71)	\$737,959.26	\$2,210,048.69
Net Income (%)	(37.36%)	52.58%	72.31%
Retained Earning Opening	\$0	(\$169,653.71)	\$548,305.55

	2024	2025	2026
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$169,653.71)	\$548,305.55	\$2,738,354.24

 **Help tip**

 **Swim 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.

To unlock help try Upmetrics! 

Cash flow statement

	2024	2025	2026
Cash Received	\$400,536.20	\$1,403,483.50	\$3,056,385.20
Cash Paid	\$545,173.91	\$660,508.24	\$841,320.51
COS & General Expenses	\$134,013.68	\$237,943.16	\$407,011.12
Salary & Wages	\$409,020	\$421,235.40	\$433,831.68
Interest	\$2,140.22	\$1,329.70	\$477.71
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$144,637.71)	\$742,975.26	\$2,215,064.69
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
Net Cash From Investments	(\$25,000)	\$0	\$0
Amount Received	\$70,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$0	\$0
Amount Paid	\$35,842.25	\$36,652.80	\$37,504.96
Loan Capital	\$15,842.26	\$16,652.78	\$17,504.96
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$34,157.75	(\$36,652.80)	(\$37,504.96)


2024

2025


2026

Summary

Starting Cash	\$0	(\$135,479.96)	\$570,842.50
Cash In	\$470,536.20	\$1,403,483.50	\$3,056,385.20
Cash Out	\$606,016.16	\$697,161.04	\$878,825.47
Change in Cash	(\$135,479.96)	\$706,322.46	\$2,177,559.73
Ending Cash	(\$135,479.96)	\$570,842.50	\$2,748,402.23

 Help tip Swim School Business Plan

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

To unlock help try Upmetrics! 

Balance sheet

2024


2025


2026

Assets	(\$115,495.96)	\$585,810.50	\$2,758,354.23
Current Assets	(\$135,479.96)	\$570,842.50	\$2,748,402.23

	2024	2025	2026
Cash	(\$135,479.96)	\$570,842.50	\$2,748,402.23
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$19,984	\$14,968	\$9,952
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$5,016)	(\$10,032)	(\$15,048)
Liabilities & Equity	(\$115,495.97)	\$585,810.51	\$2,758,354.24
Liabilities	\$34,157.74	\$17,504.96	\$0
Current Liabilities	\$16,652.78	\$17,504.96	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,652.78	\$17,504.96	\$0
Long Term Liabilities	\$17,504.96	\$0	\$0
Long Term Debt	\$17,504.96	\$0	\$0

	2024	2025	2026
Equity	(\$149,653.71)	\$568,305.55	\$2,758,354.24
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$20,000	\$20,000
Retained Earnings	(\$169,653.71)	\$548,305.55	\$2,738,354.24
Check	\$0	\$0	\$0

 **Help tip**

 **Swim 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.

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Break-even Analysis


	2024	2025	2026
Starting Revenue	\$0	\$400,536.20	\$1,804,019.70

	2024	2025	2026
Net Revenue	\$400,536.20	\$1,403,483.50	\$3,056,385.20
Closing Revenue	\$400,536.20	\$1,804,019.70	\$4,860,404.90
Starting Expense	\$0	\$550,189.91	\$1,215,714.15
Net Expense	\$550,189.91	\$665,524.24	\$846,336.51
Closing Expense	\$550,189.91	\$1,215,714.15	\$2,062,050.66
Is Break Even?	No	Yes	Yes
Break Even Month	0	May '25	0
Days Required	0	16 Days	0
Break Even Revenue	\$550,189.91	\$787,444.71	\$0
Swimming Lessons Revenue	\$0	\$347,165.40	\$0
Membership Fees	\$0	\$433,977.27	\$0
Equipment Rental	\$0	\$6,302.04	\$0
Break Even Units			

	2024	2025	2026
Swimming Lessons Revenue	0	2,201	0
Membership Fees	0	1,100	0
Equipment Rental	0	630	0

Financing needs

 **Help tip**

 **Swim School Business Plan**

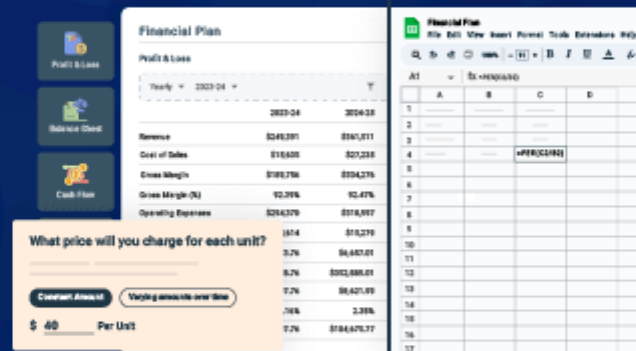
Calculate costs associated with starting a swim school business, and estimate your financing needs and how much capital you need to raise to operate your business.

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Start writing here..

Upmetrics vs Financial Spreadsheets

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

The image shows the Upmetrics Financial Plan interface. On the left, there's a sidebar with icons for Profit & Loss, Balance Sheet, and Cash Flow. The main area displays a Profit & Loss statement for the year 2023-24. Below the statement, there's a section titled 'What price will you charge for each unit?' with a table for unit pricing. On the right, a green icon represents a spreadsheet, and a portion of a spreadsheet is visible, showing a formula in cell A1: '=PER(C4:B6)'.

Financial Plan	
Profit & Loss	
Yearly	2023-24
Revenue	\$245,391
Cost of Sales	\$18,608
Gross Margin	\$196,783
Gross Margin (%)	80.21%
Operating Expenses	\$24,329
Operating Income	\$172,454

What price will you charge for each unit?	
Unit Price	Revenue
\$ 40	\$172,454
Per Unit	\$172,454

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

Start your planning today

9.

Appendix



REMEMBER

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

To unlock help try Upmetrics!

Create a winning business plan that gets you funded

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

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

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

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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