

BUSINESS PLAN [YEAR]



Yoga Studio Business Plan

Find Balance, Ignite Peace

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

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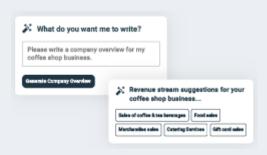
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Executive Summary

Market opportunity
Services Offered
Management team
Financial Highlights



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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Yoga Studio Business Plan

Start your executive summary by introducing your idea behind starting a yoga studio business and explaining what it does.

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Start writing here..

Market opportunity



Yoga Studio Business Plan

Describe the target market in brief, and explain the demographics, geographic location, and psychographic attributes of your customer.

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Start writing here..

Services Offered



Yoga Studio Business Plan

Describe in detail the services that a client can expect at your yoga studio.

Also, incorporate all the details about the tools and equipment you will use keeping quetomers'

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Name all the key members of your management team with their duties, responsibilities, and qualifications.

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Management team



John Doe Founder and CEO - john.doe@example.com

John Doe brings his rich experience and deep understanding of the wellness industry to his role as the Founder and CEO of [Lotus Blossom Yoga Studio].



Jane Doe Operations Manager - jane.doe@example.com

Jane Doe is the linchpin that ensures the smooth day-to-day operations of the studio.



Alice Brown Lead Yoga Trainer - alice.brown@example.com

Her passion for yoga is evident in the meticulous way she curates yoga programs and mentors junior trainers.



Robert Brown Marketing & Outreach Head - robert.brown@example.com

Robert Brown is a dynamic and results-driven marketing professional with a knack for developing innovative strategies that drive business growth.

Financial Highlights



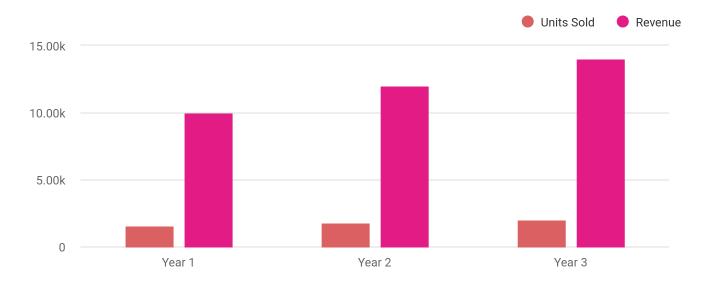
Yoga Studio Business Plan

Provide a summary of your financial projections for the company's initial years of operation. Include any capital or investment requirements, startup costs, projected revenues, and profits.

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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



Yoga Studio Business Plan

After giving a brief about your business plan, end your summary with a call to action, for example; inviting potential investors or readers to the next meeting if they are interested in your business. To unlock help try Upmetrics! 🔒

Write a call to action for your business plan.

Company Overview

Ownership

Mission statement

Business history

Future goals



Depending on what details of your business are essential, you'll need different elements in your business overview.

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Yoga Studio Business Plan

Provide all the basic information about your business in this section like:

• The name of the yoga studio and on which concept will it be based will you tooch only

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Start writing here..

Ownership

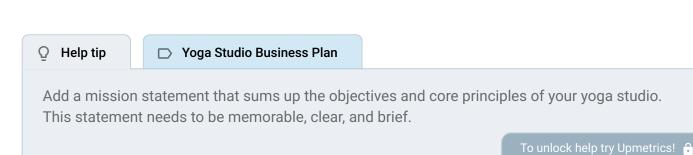


Yoga Studio Business Plan

Describe the owners of and mention their roles in running it. Whose shares in the corporation are they, and how each owner helps in the business?

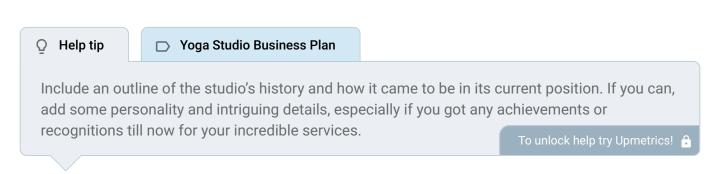
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Mission statement



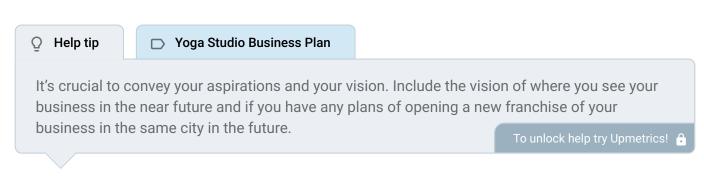
At [Lotus Blossom Yoga Studio], our mission is to foster a supportive and inclusive community where individuals of all ages and fitness levels can explore and embrace the transformative power of yoga and wellness, achieving balance in body, mind, and spirit.

Business history



Start writing here..

Future goals



Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



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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Yoga Studio 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



Yoga Studio Business Plan

Identify your target market and define your ideal customer with demographics like age, gender group, etc. Know more about your customers and which services they prefer.

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Start writing here..

Market size and growth potential

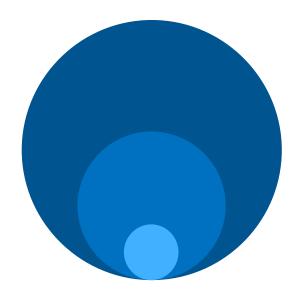


Yoga Studio Business Plan

Provide an overview of the yoga industry. It will include market size, trends, growth potential, and regulatory considerations.

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Market Size



Available Market

Total number of yoga practitioners in the region.

3M

Served Market

Yoga practitioners actively seeking studio classes.

2M

Target Market

Health-conscious individuals aged 18 to 65 years.

750k



Yoga Studio Business Plan

Identify and analyze all other yoga studios in the local market, including direct and indirect competitors.

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Competitive analysis

CorePower Yoga

CorePower Yoga is a national chain with studios all over the country. Their classes are set in a range of temperatures, depending on the type and intensity of the class, and they offer a modern take on traditional yoga.

Features

Various class types including CorePower Yoga 1 (beginner), CorePower Yoga 2 (intermediate), and Hot Power Fusion.

Teacher training programs.

Yoga on demand – online yoga classes.

Strengths

Brand recognition due to nationwide presence.

Consistency in class structure across all studios.

A wide variety of class options catering to various skill levels.

Weaknesses

Less focus on individualized attention due to larger class sizes.

Less of a community feel due to its chain nature.

YogaWorks

YogaWorks is a well-established brand that offers a blend of yoga styles, from Vinyasa Flow to Ashtanga and Iyenga.

Features

Multiple levels of classes catering to beginners through to advanced.

Yoga retreats and workshops.

Comprehensive teacher training programs.

An online platform for yoga classes

Strengths

Respected reputation in the yoga community.

A holistic approach to yoga, incorporating meditation and wellness.

Diverse class styles, catering to a broad audience.

Weaknesses

Higher membership costs compared to local independent studios.

Some locations have received feedback on crowded spaces.

The Yoga Collective

Located in Venice, California, The Yoga Collective is an independent studio known for its intimate class settings and attention to individual growth.

Features

Classes focusing on Vinyasa Flow, Restorative Yoga, and Meditation.

Workshops and special events for members.

Teacher training with a focus on personal development.

Strengths

Personalized attention due to smaller class sizes.

Strong community vibe with loyal members.

Offers a unique and intimate setting compared to larger chains.

Weaknesses

Limited number of class types.

Less brand visibility compared to national chains.

Market trends

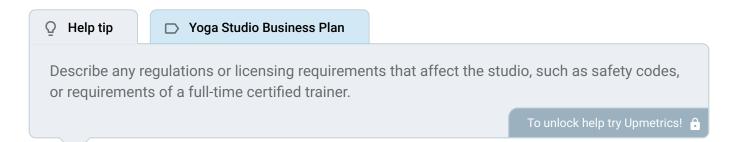


Yoga Studio Business Plan

Analyze current and emerging trends in your industry, such as changes in customer preference. Explain how your studio will cope with all the trends.

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Regulatory environment





Products and Services

Services

Retail Products



The product and services section of a yoga studio 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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Yoga Studio 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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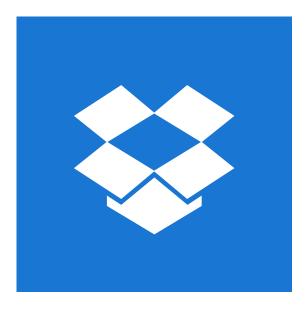
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Create a list of the services that your studio will offer, which may include yoga classes, private yoga sessions, workshops, events, or any additional services.

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Services



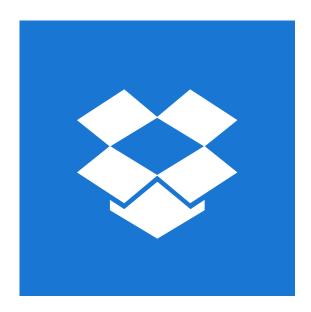
Group Yoga Classes

Price: [\$20] per session or [\$180] for a 10-class package.

A variety of yoga styles including Vinyasa, Ashtanga, and Hatha, suitable for all levels.

Specifications

- Duration: 60 to 75 minutes.
- · Instructor: Certified with a minimum of 500 hours of training.
- · Class Size: Limited to 15 participants to ensure individual attention.



Private Yoga Sessions

Price: [\$80] per session.

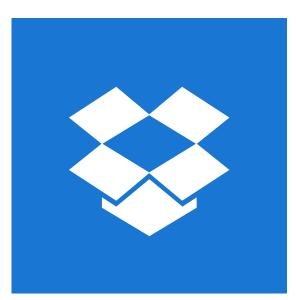
Personalized one-on-one sessions focusing on proper alignment and techniques.

Specifications

Duration: 60 minutes.

• Instructor: Specialized in advanced yoga practices.

• Equipment: All necessary props and mats provided.



Workshops and Events

Price: Varies per event, typically ranging from [\$30 to \$50].

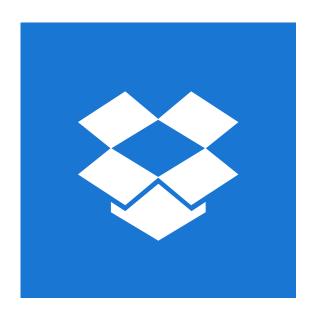
Monthly workshops covering topics such as yoga philosophy, nutrition, and wellness.

Specifications

• Duration: 2 to 3 hours.

 Speaker: Qualified with expertise in their respective field.

• Materials: Handouts and resources provided.



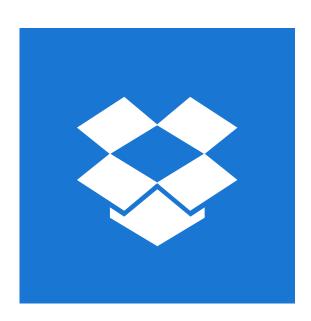
Meditation Sessions

Price: [\$15] per session or [\$120] for a 10-session package.

Guided meditation sessions to relax the mind and reduce stress.

Specifications

- Duration: 30 to 45 minutes.
- Instructor: Certified with a minimum of 200 hours of training.
- Environment: Calm and serene setting with props provided.



Wellness Retreats

Price: [\$500 to \$1,000] depending on the location and duration.

Annual retreats offering yoga, meditation, and holistic wellness activities.

Specifications

- Duration: 3 to 5 days.
- Instructors: Experienced yoga and wellness coaches.
- · Accommodation: Comfortable and scenic locations.

Retail Products



For each service, provide a detailed description of what it entails, the time required, and the qualifications of the professionals who will provide the service.

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Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



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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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)



Yoga Studio 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



Yoga Studio 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.

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Develop a marketing strategy that includes a mix of online and offline marketing tactics. Consider social media, email marketing, content marketing, brochures, print marketing, and other events.

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Marketing strategies

Online



Social Media

- · Leverage platforms like Instagram, Facebook, and Twitter to connect with our target audience.
- Regularly post about class schedules, events, and wellness tips.
- · Engage with followers through comments and direct messages



Email Marketing

- Develop a monthly newsletter to keep our community informed about upcoming events and studio updates.
- Offer exclusive promotions and discounts to email subscribers.



Content Marketing

- · Create blog content related to yoga, wellness, and healthy living.
- · Share posts on social media and through our email newsletter.

Offline



Brochures

- · Distribute brochures in local businesses, health clinics, and community centers.
- Advertise in local magazines and newspapers.



Events

- Host free community yoga classes in local parks or community centers.
- Participate in wellness expos and other local events.



Mention your sales strategy as in – partner with other businesses and healthcare providers to establish referral programs that can help you generate more business. Consider offering incentives for referrals.

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Sales strategies



Partner with Businesses

- Partner with local businesses and healthcare providers to establish referral programs.
- · Offer reciprocal promotions to mutually benefit from each other's customer base.



Engage with Universities

Establishing programs with [specific universities or institutes, e.g., "XYZ University's Engineering Department"] to cater to academic projects and research.



Referral Programs

Implement a referral program that offers incentives for clients who refer new customers to our studio.

Describe how your studio will retain customers and build loyalty, such as through loyalty programs, special events, or personalized service.

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Customer retention



Loyalty Programs

- Develop a loyalty program that rewards customers for their repeat business.
- Offer points for each class attended, which can be redeemed for free classes or studio merchandise.



Special Events

Host member appreciation events such as social gatherings or workshops.



Personalized Service

- · Foster a welcoming and inclusive community where each client feels valued.
- Provide personalized attention and support to help clients reach their wellness goals.

Operations Plan

Hiring Plan
Operational Process
Technologies and Equipment



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

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Yoga Studio 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..

Hiring Plan



Yoga Studio Business Plan

As you grow you may need to hire Yoga teachers, trainers, and some helper staff, Tell the staffing requirements of your studio, including the number of employees needed, their qualifications, and the duties they will perform.

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Start writing here..

Operational Process

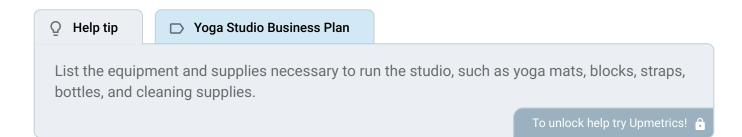


Yoga Studio Business Plan

Outline the processes and procedures that you will use to run your studio. It includes the scheduling of classes, studio hours, and the number of participants per batch.

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Technologies and Equipment



Management Team

Key managers
Organizational structure
Compensation plan
Board of advisors



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

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Yoga Studio 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



Yoga Studio Business Plan

Describe the key members of your management team, their roles, and their responsibilities. It should include the owners, senior management, and trainers.

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Start writing here..



John Doe

CEO & Co-founder - john.doe@example.com

John Doe brings his rich experience and deep understanding of the wellness industry to his role as the Founder and CEO of [Lotus Blossom Yoga Studio].





With his strategic acumen and passion for yoga, John is dedicated to creating a holistic and welcoming environment that promotes health and wellbeing.

- · Educational Background: John holds an MBA from [University Name] and a 500-hour Yoga Teacher Certification.
- · Professional Background: Over the past decade, John has worked in various capacities within the wellness industry, including managing fitness centers and developing wellness programs.







Operations Manager - jane.doe@example.com

As the Operations Manager, Jane Doe is the linchpin that ensures the smooth day-to-day operations of the studio.

Her keen attention to detail and exceptional organizational skills keep the studio running like a well-oiled machine.

- Educational Background: Jane has a Bachelor's degree in Business Administration and is a certified Yoga instructor.
- Professional Background: Jane brings over 5 years of experience in operations management, having previously managed fitness centers and health clubs.





Alice Brown

Lead Yoga Trainer - alice.brown@example.com

Alice Brown is a seasoned yoga practitioner and an expert trainer. Her passion for yoga is evident in the meticulous way she curates yoga programs and mentors junior trainers.

- Educational Background: Alice has a Master's degree in Yoga Science and a 300-hour Yoga Teacher Certification.
- Professional Background: With over 8 years of teaching experience, Alice has honed her skills and developed a unique teaching style that resonates with her students.





Robert Brown

Marketing & Outreach Head - robert.brown@example.com

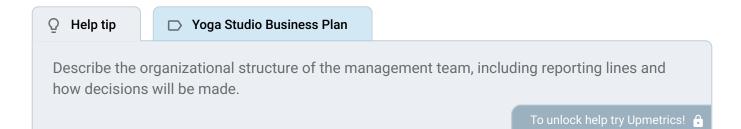
Robert Brown is a dynamic and results-driven marketing professional with a knack for developing innovative strategies that drive business growth.



He is committed to expanding the studio's reach and establishing it as a leading yoga destination.

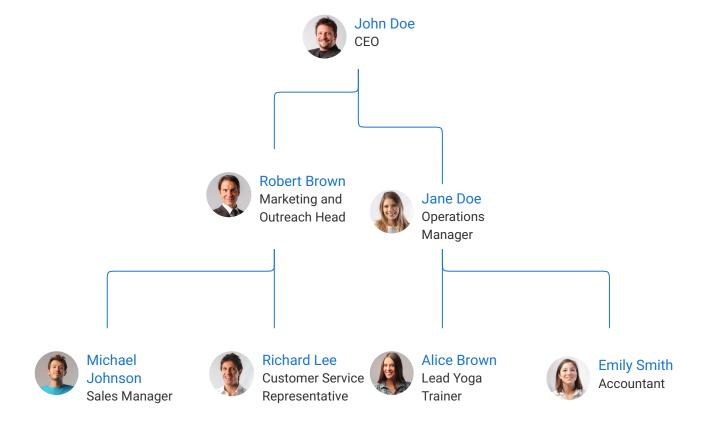
- Educational Background: Robert has a Bachelor's degree in Marketing from [University Name].
- Professional Background: With 6 years of experience in marketing roles across the health and wellness sectors, Robert has a comprehensive understanding of the market dynamics and consumer behavior.

Organizational structure

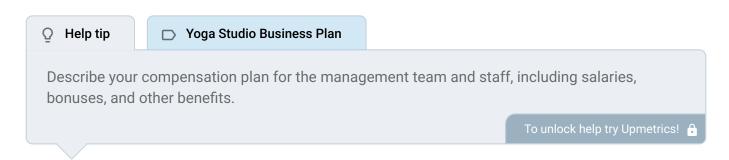


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Organization chart



Compensation plan



If you have a board of advisors for your business, then mention them along with their roles and experience.

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Board of advisors



Mr. David White Consultant

With an extensive background in business strategy, Mr. White lends his expertise in strategic growth and outreach.



Dr. Emily Smith Advisor

A wellness guru and author, Dr. Smith advises on the studio's wellness programs.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



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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Yoga Studio 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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Start writing here..

Yoga Studio Business Plan

Create a projected profit and loss statement that describes the expected revenue, cost of products sold, and operational costs.

Your yoga studio's anticipated net profit or loss should be computed and included.

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Profit & loss statement

	2024	2025	2026
Revenue	\$286,536.30	\$709,588	\$1,051,892.50
Membership Fees	\$58,450.80	\$163,990	\$260,486.20

	2024	2025	2026
Users	443	871	1,256
Recurring Charges	\$20	\$20	\$20
Drop-in Classes	\$18,000	\$21,930	\$31,270.80
Unit Sales	600	731	1,042
Unit Price	\$30	\$30	\$30
Private Sessions	\$210,085.50	\$523,668	\$760,135.50
Users	204	356	472
Recurring Charges	\$150	\$150	\$150
Cost Of Sales	\$87,573.74	\$94,419.21	\$106,158.21
General Costs	\$87,573.74	\$94,419.21	\$106,158.21
Class Materials	\$13,512.94	\$18,028.57	\$25,258.32
Yoga Mats	\$6,000	\$6,000	\$6,000
Cleaning Supplies	\$7,512.94	\$12,028.57	\$19,258.32
Instructor Payments	\$74,060.80	\$76,390.64	\$80,899.89
Instructor Wages	\$72,000	\$74,160	\$78,485.36
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	2024	2025	2026
Special Guest Instructor Fees	\$2,060.80	\$2,230.64	\$2,414.53
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$198,962.56	\$615,168.79	\$945,734.29
Gross Margin (%)	69.44%	86.69%	89.91%
Operating Expense	\$343,658.58	\$377,968.27	\$421,993.15
Payroll Expense (Indirect Labor)	\$265,512	\$282,486	\$300,749.04
Studio Instructors	\$144,000	\$156,672	\$170,472.96
Lead Yoga Instructor	\$57,600	\$63,360	\$69,696
Yoga Instructor	\$86,400	\$93,312	\$100,776.96
Administrative Staff	\$79,392	\$82,257.60	\$85,233.36
Studio Manager	\$55,200	\$56,856	\$58,561.68
Receptionist	\$24,192	\$25,401.60	\$26,671.68

	2024	2025	2026
Support Staff	\$42,120	\$43,556.40	\$45,042.72
Cleaning Staff	\$24,840	\$25,585.20	\$26,352.72
Maintenance Worker	\$17,280	\$17,971.20	\$18,690
General Expense	\$78,146.58	\$95,482.27	\$121,244.11
Facility Costs	\$42,000	\$43,260	\$44,557.80
Rent	\$36,000	\$37,080	\$38,192.40
Utilities	\$6,000	\$6,180	\$6,365.40
Marketing and Advertising	\$22,121.67	\$34,173.78	\$52,940.05
Digital Marketing	\$15,025.71	\$24,056.64	\$38,515.47
Print Advertising	\$7,095.96	\$10,117.14	\$14,424.58
Operating Supplies	\$14,024.91	\$18,048.49	\$23,746.26
Office Supplies	\$9,224.91	\$13,152.49	\$18,752.34
Cleaning Services	\$4,800	\$4,896	\$4,993.92
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$144,696.02)	\$237,200.52	\$523,741.14
Additional Expense	\$11,519.05	\$10,428.56	\$9,270.82
Long Term Depreciation	\$6,000	\$6,000	\$6,000
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$150,696.02)	\$231,200.52	\$517,741.14
Interest Expense	\$5,519.05	\$4,428.56	\$3,270.82
EBT	(\$156,215.07)	\$226,771.96	\$514,470.32
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$442,751.37	\$482,816.04	\$537,422.18
Net Income	(\$156,215.07)	\$226,771.96	\$514,470.32
Net Income (%)	(54.52%)	31.96%	48.91%
Retained Earning Opening	\$0	(\$163,215.07)	\$58,556.89

	2024	2025	2026
Owner's Distribution	\$7,000	\$5,000	\$5,000
Retained Earning Closing	(\$163,215.07)	\$58,556.89	\$568,027.21



Estimate your cash inflows and outflows for the first few years of operation.

It should include cash receipts from clients, payments to vendors, loan payments, and any other cash inflows and outflows

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Cash flow statement

	2024	2025	2026
Cash Received	\$286,536.30	\$709,588	\$1,051,892.50
Cash Paid	\$436,751.37	\$476,816.04	\$531,422.18
COS & General Expenses	\$165,720.32	\$189,901.48	\$227,402.32
Salary & Wages	\$265,512	\$282,486	\$300,749.04
Interest	\$5,519.05	\$4,428.56	\$3,270.82
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$150,215.07)	\$232,771.96	\$520,470.32
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$110,000	\$0	\$0
Net Cash From Investments	(\$110,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$24,680.31	\$23,770.80	\$24,928.54
Loan Capital	\$17,680.31	\$18,770.80	\$19,928.54
Dividends & Distributions	\$7,000	\$5,000	\$5,000
Net Cash From Financing	\$125,319.69	(\$23,770.80)	(\$24,928.54)

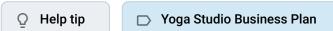
	2024	2025	2026
Summary			
Starting Cash	\$0	(\$134,895.38)	\$74,105.78
Cash In	\$436,536.30	\$709,588	\$1,051,892.50
Cash Out	\$571,431.68	\$500,586.84	\$556,350.72
Change in Cash	(\$134,895.38)	\$209,001.16	\$495,541.78
Ending Cash	(\$134,895.38)	\$74,105.78	\$569,647.56
Q Help tip	usiness Plan		
Prepare a projected balance shee	t, which shows the studio's assets, liabilities	, and equity.	

Balance sheet

	2024	2025	2026
Assets	(\$30,895.38)	\$172,105.78	\$661,647.56
Current Assets	(\$134,895.38)	\$74,105.78	\$569,647.56

	2024	2025	2026
Cash	(\$134,895.38)	\$74,105.78	\$569,647.56
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$104,000	\$98,000	\$92,000
Gross Long Term Assets	\$110,000	\$110,000	\$110,000
Accumulated Depreciation	(\$6,000)	(\$12,000)	(\$18,000)
Liabilities & Equity	(\$30,895.38)	\$172,105.78	\$661,647.56
Liabilities	\$82,319.69	\$63,548.89	\$43,620.35
Current Liabilities	\$18,770.80	\$19,928.54	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,770.80	\$19,928.54	\$0
Long Term Liabilities	\$63,548.89	\$43,620.35	\$43,620.35
Long Term Debt	\$63,548.89	\$43,620.35	\$43,620.35

	2024	2025	2026
Equity	(\$113,215.07)	\$108,556.89	\$618,027.21
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$163,215.07)	\$58,556.89	\$568,027.21
Check	\$0	\$0	\$0



Determine the point at which your yoga studio will break even, or generate enough revenue to cover its operating costs.

This will help you understand how much revenue you need to generate to make a profit.

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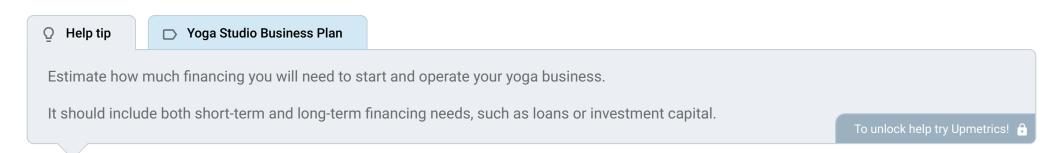
Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$286,536.30	\$996,124.30

	2024	2025	2026
Net Revenue	\$286,536.30	\$709,588	\$1,051,892.50
Closing Revenue	\$286,536.30	\$996,124.30	\$2,048,016.80
Starting Expense	\$0	\$442,751.37	\$925,567.41
Net Expense	\$442,751.37	\$482,816.04	\$537,422.18
Closing Expense	\$442,751.37	\$925,567.41	\$1,462,989.59
Is Break Even?	No	Yes	Yes
Break Even Month	0	Oct '25	0
Days Required	0	20 Days	0
Break Even Revenue	\$442,751.37	\$829,759.13	\$0
Membership Fees	\$0	\$182,862.93	\$0
Drop-in Classes	\$0	\$35,041.70	\$0
Private Sessions	\$0	\$611,854.50	\$0
Break Even Units			
Membership Fees	0	806	0

	2024	2025	2026
Drop-in Classes	0	1,168	0
Private Sessions	0	337	0

Financing needs



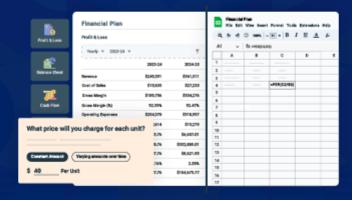
Start writing here..



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9.

Appendix



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

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Mariia Yevlash

★ ★ ★ ★

Student, Sumy State University – Ukraine

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