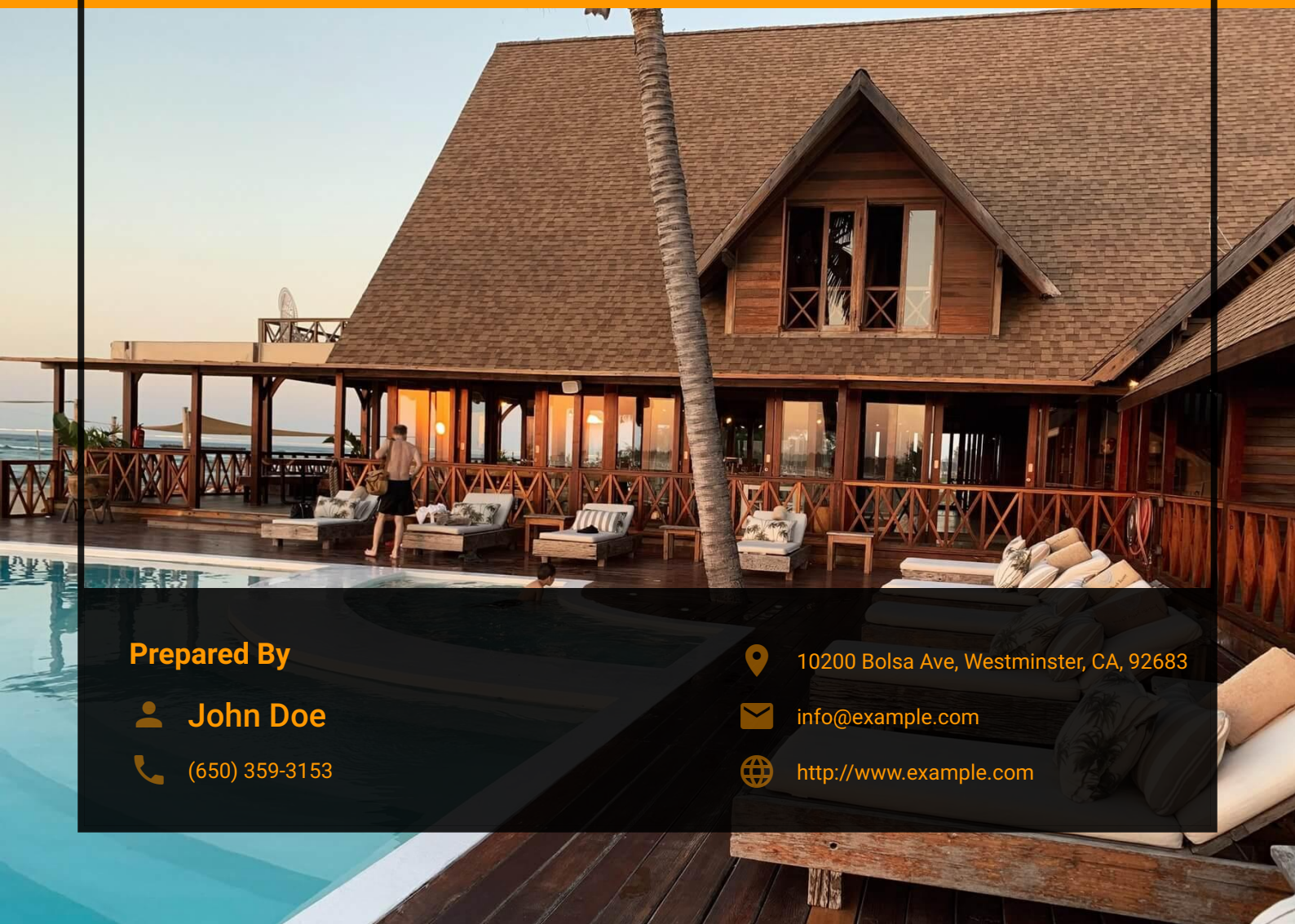





Eleven Palms Hotel


BUSINESS PLAN


Sunrise and sunset right from your bed




Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@example.com


 http://www.example.com

Table of Contents

Executive Summary 5

Business Overview	6
Management	6
John Doe	6
Objectives	6
Mission Statement	7
Location and Facility	7

Business Overview 8

Ownership	9
John Doe	9
Steve Cowan	10
Key Advisors to the Company	10
Corporate Development Plan	11
Phase I	11
Phase II	11

Market Analysis 12

Economic Environment	13
Geographical/Competitive Environment	13
Legal/Political Environment	14
Technology Environment	14
Competitive Environment	14
High Line (\$139-\$750 per night, depending upon season)	15
Motel (\$59-\$119 per night, depending upon season)	15
Bed & Breakfast (B&B)	15
Market Research	16
Summary of Opportunities and Threats in the Environment	16

Competitive Analysis 18

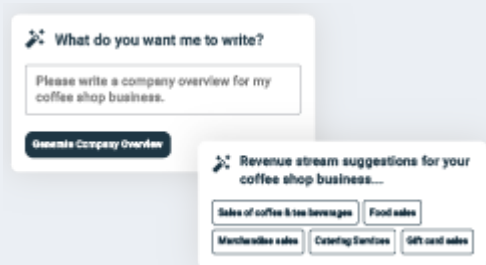
Competitive Advantage	19
-----------------------------	----

Industry Keys to Success	19
SWOT Analysis	20
Strategy & Implementation	21
Marketing Strategies	22
Target Markets - Consumer	22
Positioning and Product Strategy	23
Distribution Strategy	23
Pricing Strategy	23
Service and Support Philosophy	25
Marketing Plan	26
New Business Segment	27
Publicity and Public Relations	27
Guest Reward Programs	28
Advertising	28
Marketing and Promotion Budget	28
Evaluation & Control Strategies	29
Financial Plan	30
Project Funding Summary	31
Phase 1 Funding Amounts Sought	31
Financial Plan Assumptions	32
Projected Profit and Loss	32
Balance Sheet	35
Cash Flow Projections	36

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.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets – with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Business Overview

Management

Objectives

Mission Statement

Location and Facility

Business Overview

Eleven Palms

Eleven Palms is an adult-marketed, 17-room "boutique-style" hotel specializing in a couples' "getaway" to provide relaxation and recreation in Benzie County, a popular tourist spot located next to the state of Michigan's Lake Michigan. Moderately priced between \$100 and \$150 per night.

To unlock help try Upmetrics! 

Start writing here..

Management



John Doe

Owner - johnd@example.com

Mr. Doe is an owner of Eleven Palms, He has an extensive business background, including over 14 years of experience developing a variety of businesses. Mr. Doe received his B.A. in Business Economics, and currently is an M.B.A. candidate at the University of Michigan. Desiring to return to his own business, he wishes to establish Eleven Palms, Inc. in 2010.

Objectives

Eleven Palms

1. Attract \$1.4 million mortgage/investment capital;
2. Focus ideas and establish goals;
3. Identify and quantify objectives;

To unlock help try Upmetrics! 

Start writing here..

Mission Statement

Eleven Palms

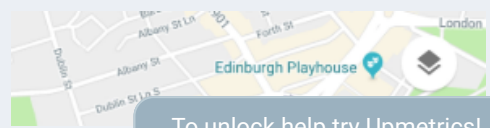
Eleven Palms, Inc.'s mission is to provide quality hospitality services to our guests in a comprehensive and cost-competitive manner, providing the finest accommodations in Benzie County, Michigan.

To unlock help try Upmetrics! 

Start writing here..

Eleven Palms

The preferred location is a 10-acre parcel with 8 acres of woods. Of the 18 rooms, 3 are executive suites, with Jacuzzi tubs, and one of them will be converted to an



To unlock help try Upmetrics! 

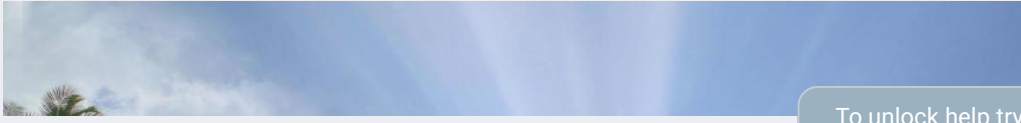
Location and Facility

2.

Business Overview

Ownership

Corporate Development Plan



To unlock help try Upmetrics!

Start writing here..

Ownership



John Doe

Owner - johnd@example.com

Mr. John Doe founded Eleven Palms, Inc. hotel and lounge in 1998 as a Michigan Subchapter "S" Corporation. Since 1985, John has had extensive experience in creating and managing organizations for environmental and economic development-oriented companies involved in nationwide projects.

John consults with area businesses in development-related issues, including finance, and is a United States SBA counselor at the Small Business Development Center at the University of Michigan. Past SBA clients include service and manufacturing organizations. He is a certified SBA Fast Track program instructor, a Michigan licensed loan solicitor, with a specialty in commercial finance, and a guest lecturer at U-M for Business Plan Writing Workshops. He has started a previous business and corporate subsidiaries and looks forward to managing Eleven Palms on a daily basis.

Currently, John is an M.B.A. candidate at U-M and holds a Bachelor of Arts degree in Business Economics with a minor in chemistry from Notre Dame University.



Steve Cowan

Manager - stevec@example.com

Mr. Steve Cowan will manage all aspects of the business and service development to ensure effective customer responsiveness. Qualified resort associate professionals will provide additional support services. The support staff will be added as a guest and/or patron load factors mandate. Cowan has joined the American Hotel and Motel Association.

Eleven Palms

Eleven Palms, Inc. has additional key staff members and advisors to assist during the development, planning, and initial planning phases. They include an architect trained at the University of Notre Dame, CPAs, and former managers of bar and Bed

To unlock help try Upmetrics!

Key Advisors to the Company

Start writing here..

Corporate Development Plan

For purposes of this Business Plan document, Eleven Palms, Inc.—Phase I and Phase II for developmental growth are defined below:

Eleven Palms

This phase involves the preparation and development of Eleven Palms. Until the ideal property is acquired, Eleven Palms, Inc. offices will be housed at the home of Mr. John Doe, its founder. The property will establish its own Prairie Style identity, management

To unlock help try Upmetrics! 

Phase I

Start writing here..

Eleven Palms

Continue implementation of sales, advertising, and marketing strategies developed in Phase I. Identify and pursue additional guest markets, i.e. Internet room guarantee services. Eleven Palms shall evaluate its room occupancy position to determine if a fa

To unlock help try Upmetrics! 

Phase II

Start writing here..

3.

Market Analysis

Economic Environment

Geographical/Competitive Environment

Legal/Political Environment

Technology Environment

Competitive Environment

Market Research

Eleven Palms

Eleven Palms, Inc. like all businesses, is affected by forces and trends in the market environment. These include economic, geographical, competitive, legal/political, and technical.

To unlock help try Upmetrics! 

Start writing here..

Economic Environment

Eleven Palms

Positive forces include the generally prosperous economy that is currently in place, full employment, rising wages, and low inflation, leading more people to be able and willing to spend money and to get away for some time. The close locality of Lake Michigan provides a

To unlock help try Upmetrics! 

Start writing here..

Geographical/Competitive Environment

Eleven Palms

Located just two blocks from Lake Michigan and downtown Lakegrove, the area has several golf courses, two ski hills, water recreation activities, numerous dining establishments, various retail and specialty shops, art galleries, theatre entertainment venues, and a variety of


To unlock help try Upmetrics! 

Start writing here..

Legal/Political Environment

Eleven Palms

Eleven Palms management will not move the project forward until it has obtained an option to acquire one of the 19 Benzie County, Michigan, liquor licenses. As faced by all businesses, the proper insurance needs shall be met and all operations and policy ma

To unlock help try Upmetrics! 

Start writing here..

Technology Environment

Eleven Palms

Computer programs greatly simplify the financial record keeping for today's businesses. As a small business, Eleven Palms will need to watch its expenses closely. By utilizing the existing software packages available in the hotel industry, including room and

To unlock help try Upmetrics! 

Start writing here..

Competitive Environment

Eleven Palms

A listing of the hotel and motel properties in Benzie County, Michigan (sourced through Midwest and the [Ameritech](#) Directories) is as follows. (Note: Other properties on Lake Michigan, but outside the city limits, are not included):

To unlock help try Upmetrics! 

Start writing here..

Eleven Palms

- The Cove of Lake Michigan (\$145-\$225)
- Grand Michigan Resort and Spa (\$139-\$750)
- The Harbor's Edge (\$120-\$100)

To unlock help try Upmetrics! 

High Line (\$139-\$750 per night, depending upon season)

Start writing here..

Eleven Palms

- Breezy Chateau Inn
- Budget Time Motel
- Lake Michigan Motel

To unlock help try Upmetrics! 

Motel (\$59-\$119 per night, depending upon season)

Start writing here..

Eleven Palms

- Dahlia House
- The Mixer House
- Precious Times Inn


To unlock help try Upmetrics! 

Bed & Breakfast (B&B)

Start writing here..

Eleven Palms

Hotel and motel properties in adjacent communities are not listed, however, they do advertise in the Yellow Pages.

To unlock help try Upmetrics! 

Start writing here..

Market Research

Eleven Palms

A hypothetical behavior sequence model for a new customer (future guest) contemplating using a hotel and lounge service for the first time might look something like the following (based on discussions and interviews with potential guests):

To unlock help try Upmetrics! 

Start writing here..

Eleven Palms

Overall, the environment appears very positive for Eleven Palms, Inc. The forces driving market demand, mainly economic and geographical, are strong, with more people staying closer to home for shorter getaway trips and their comfort level of visiting Lake

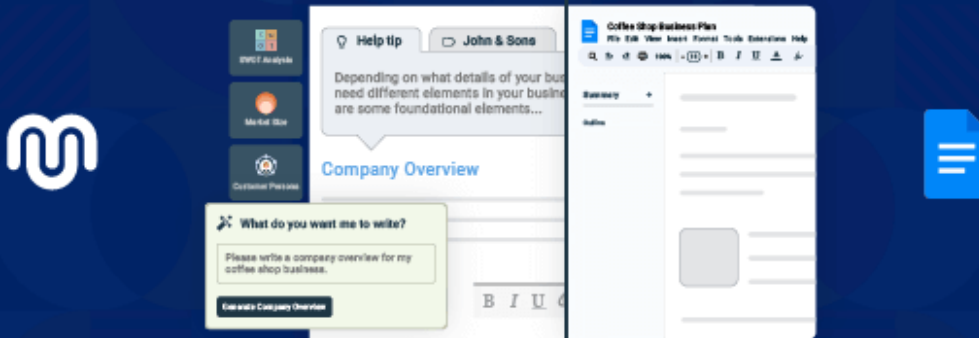
To unlock help try Upmetrics! 

Summary of Opportunities and Threats in the Environment

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.

Competitive Analysis

Competitive Advantage

Industry Keys to Success

SWOT Analysis

Competitive Advantage

Eleven Palms

Strengths of Eleven Palms, Inc. include John Doe's broad base of experience in managing different types of companies. He has extensive development experience and a track record of hiring the right people and training them. Doe understands the service

To unlock help try Upmetrics! 

Start writing here..

Industry Keys to Success

Eleven Palms

1. A property designed for the guest and/or lounge patron
2. Frequent Guest Award Program
3. Controlled overhead and operational costs

To unlock help try Upmetrics! 

Start writing here..

SWOT Analysis

Strength

- Excellent services and security
- Good location and amazing landscape
- Reasonable prices and numerous activities offered
- Modern facilities and clean atmosphere
- Fresh foods
- Local cultures and traditions involve

Weakness

- Need a lot of capital
- Transportation
- Competitors

Opportunity

- Unique services offered in the region
- More profit earning]
- More visitors
- Increase GDP in the country
- Job opportunities

Threat

- Risky for transportation
- Trash from construction
- No clean water
- No electricity
- Weather and natural

5.

Strategy & Implementation

Marketing Strategies

Target Markets - Consumer

Positioning and Product Strategy

Distribution Strategy

Pricing Strategy

Service and Support Philosophy

Eleven Palms

The business is driven by referrals and repeat business, so for the first few years, Eleven Palms will need to be aggressive in attracting new guests. The marketing strategy is subject to change upon guest feedback and surveys.


To unlock help try Upmetrics! 

Start writing here..

Marketing Strategies

Eleven Palms

Target Markets—Geographical: The major cities within a three-hour drive of the property.


To unlock help try Upmetrics! 

Start writing here..

Target Markets - Consumer

Eleven Palms

- New visitors traveling to the area
- Middle- and upper-income bracket
- Returning visitors to the area

To unlock help try Upmetrics! 

Start writing here..

Positioning and Product Strategy

Eleven Palms

For its guests, Eleven Palms will be positioned as a new, beautifully landscaped, nature-filled, unique atmosphere hotel with a bar lounge service that fits an adult "getaway" market niche. A full range of referral services (i.e. restaurant recommendations, shopping recommendations, etc.) will be provided to guests.

To unlock help try Upmetrics! 

Start writing here..

Distribution Strategy

Eleven Palms

Unlike products that are produced, then distributed, and sold, hotel and lounge services are produced and consumed simultaneously in a real-time environment. Thus, distribution issues center on making the services available in a convenient manner to the guest.

To unlock help try Upmetrics! 

Start writing here..

Pricing Strategy

Rooms per night fees have been developed. The fee schedule takes into account seasonal rates that are common in the area. For businesses and other large group functions, pricing can be discounted depending upon the number of rooms reserved.

Example lounge pricing and grill food offerings are also noted.

Example fees:

Room Fees	
Winter Rates (November through April):	
Regular Rooms	\$109.00
Suites	\$149.00
Summer Rates (May through October):	
Regular Rooms	\$129.00
Suites	\$179.00


Room Fees	
(Includes Continental Breakfast, use of indoor and outdoor pools, and exercise equipment room.)	
Fax Service (per page, outgoing)	\$0.75
Telephone Rates (set at going company rate)	
Hotel Safe Storage Fee (per day)	\$2.50

Liquor and Drink Fees	
"Top Shelf" Brands	\$4.75 - \$7.50
Specialty Drinks	\$4.50 - \$5.75
Well Drinks	\$4.25
Import Beers & Wine	\$3.75
Domestic Beers	\$3.25
Draft Beer	\$2.75
Juices, Bottled Water, and Soft Drinks	\$2.50
Grill Menu	
Rib-Eye Steak Sandwich	\$7.99
Chicken Breast Sandwich	\$5.99
Hamburger (1/4 pound)	\$5.99
Fried Cod Fish Sandwich	\$5.99
Salads	\$4.99 - \$8.99
Chicken Tenders	\$4.99 - \$6.99
Cheese Sticks (with sauce)	\$4.99
Frozen Pizza	\$6.99 - \$8.99

Service and Support Philosophy

Eleven Palms

By giving careful consideration to customer responsiveness, Eleven Palms Resort's goal will be to meet and exceed every service expectation of its hotel and lounge services. Our guests can expect quality service and a total quality management (TQM) philosophy.

To unlock help try Upmetrics! 

Start writing here..

6.

Marketing Plan

New Business Segment

Publicity and Public Relations

Guest Reward Programs

Advertising

Marketing and Promotion Budget

Evaluation & Control Strategies

Eleven Palms

Promotion strategies will vary depending on the target market segments. Given the importance of word-of-mouth referrals among all market segments when choosing a "getaway" hotel or small business meeting location, our efforts are designed to create a

To unlock help try Upmetrics! 

Start writing here..

New Business Segment

Eleven Palms

A direct marketing (direct mail) package consisting of a tri-fold brochure, letter of introduction, and reply card will be sent to a list of potential guests. This list can be obtained from International Business Lists, Inc. (Chicago, IL) and is compiled from ta

To unlock help try Upmetrics! 

Start writing here..

Publicity and Public Relations

Eleven Palms

A news release will be sent to area newspapers and magazines announcing the launch of Eleven Palms, Inc. and the lounge. Area talent searches will be conducted to secure weekend cabaret room entertainment.

To unlock help try Upmetrics! 

Start writing here..

Guest Reward Programs

Eleven Palms

For present guests: "Stay 6 nights and get the seventh night for free" promotion and as a means of building business by word-of-mouth, present customers should be encouraged and rewarded for referring future guests. This can be accomplished by offering a sm

To unlock help try Upmetrics! 

Start writing here..

Advertising

Eleven Palms

Advertising is utilized primarily to attract new guests and serves to build awareness and name recognition of the resort in general, which is important for word-of-mouth referrals ("Oh yes, I've seen that resort's ads before.")

To unlock help try Upmetrics! 

Start writing here..

Marketing and Promotion Budget

Example of Promotion Budget	Amount
Resort brochure (2-color, 1,000 quantity, high-quality paper)	\$750
Reply card (2-color, 500 quantity, card stock)	\$250
Lists (new businesses, home-based businesses)	\$750
Postage (mailing 450 pieces)	\$500
Restaurant placemats (5 restaurants/10 events)	\$500
Newspaper advertising	\$5,000
Yellow Pages	\$2,000
Advertising specialties (give-away)	\$250
Total for 1999	\$10,000

Evaluation & Control Strategies

Eleven Palms

Objectives have been established for Eleven Palms so that actual performance can be measured. Thus, at the end of its first year, Eleven Palms should have:

To unlock help try Upmetrics! 

Start writing here..

7.

Financial Plan

Project Funding Summary

Financial Plan Assumptions

Projected Profit and Loss

Balance Sheet

Cash Flow Projections

Project Funding Summary

Here is the Project Funding Summary for Eleven Palms Resort:

Project Funding Summary	Amount
Building and Improvements Cost	\$881,000
Fixtures, Build-Out and Furniture	\$353,739
Developmental Start-Up Expense	\$116,000
Five Months Working Capital	\$49,261
Total	\$1,400,000

Phase 1 Funding Amounts Sought

Developmental costs for the start-up of this new hotel and lounge services company are listed above. These schedules also listed in the Ten Year Proforma.

The following schedule highlights the anticipated developmental costs:

Classification: Cost	
Liquor License	\$71,000
Architect Fees	\$7,500
Accounting	\$1,500
Marketing, PR & Advertising	\$10,000
Engineering & Permitting	\$5,000
Office Expense	\$2,000
Founders Draw (Gen. Contractor)	\$16,000
Legal	\$3,000
Total	\$116,000

The development of Eleven Palms Resort, Inc. will require the full-time talents of Steve Cowan. Phase II growth amounts will be developed and sought at a later date, based upon needs to be determined at that time.

Financial Plan Assumptions

Eleven Palms

The following assumptions will be incorporated into Eleven Palms Resort, Inc. proforma statements.

To unlock help try Upmetrics! 

Start writing here..

Projected Profit and Loss

	2024	2025	2026
Revenue	\$869,730.20	\$1,583,082	\$2,627,430.10
Room Bookings	\$516,663	\$678,087	\$911,881.50
Unit Sales	3,444	4,521	6,079
Unit Price	\$150	\$150	\$150
Bar/Lounge	\$118,526.40	\$152,836.20	\$217,443
Unit Sales	3,951	5,095	7,248
Unit Price	\$30	\$30	\$30
Poolside Beverage Service	\$234,540.80	\$752,158.80	\$1,498,105.60
Users	1,852	4,358	8,071
Recurring Charges	\$20	\$20	\$20
Cost Of Sales	\$136,947.01	\$191,395.07	\$267,241.78
General Costs	\$136,947.01	\$191,395.07	\$267,241.78
Food and Beverage Costs	\$110,547.01	\$164,203.07	\$239,234.02
Food Supplies	\$67,060.47	\$85,048.94	\$107,862.48
Beverage Supplies	\$43,486.54	\$79,154.13	\$131,371.54
Room Maintenance	\$26,400	\$27,192	\$28,007.76

	2024	2025	2026
Room Cleaning Supplies	\$24,000	\$24,720	\$25,461.60
Room Repair & Maintenance	\$2,400	\$2,472	\$2,546.16
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$732,783.19	\$1,391,686.93	\$2,360,188.32
Gross Margin (%)	84.25%	87.91%	89.83%
Operating Expense	\$712,486.54	\$763,145.73	\$830,706.70
Payroll Expense (Indirect Labor)	\$621,000	\$634,755.60	\$648,826.56
Management	\$125,400	\$128,658	\$132,003.72
Hotel Manager	\$75,000	\$77,250	\$79,567.56
Assistant Manager	\$50,400	\$51,408	\$52,436.16
Service Staff	\$309,600	\$315,792	\$322,107.84
Front Desk Staff	\$144,000	\$146,880	\$149,817.60
Housekeeping Staff	\$165,600	\$168,912	\$172,290.24
Maintenance	\$186,000	\$190,305.60	\$194,715
Maintenance Supervisor	\$58,560	\$60,316.80	\$62,126.28
General Maintenance Staff	\$127,440	\$129,988.80	\$132,588.72
General Expense	\$91,486.54	\$128,390.13	\$181,880.14
Utilities	\$24,000	\$24,576	\$25,166.40
Electricity	\$14,400	\$14,688	\$14,981.76
Water	\$9,600	\$9,888	\$10,184.64
Marketing and Advertising	\$49,486.54	\$85,274.13	\$137,613.94

	2024	2025	2026
Online Advertising	\$43,486.54	\$79,154.13	\$131,371.54
Print Advertising	\$6,000	\$6,120	\$6,242.40
General and Administrative	\$18,000	\$18,540	\$19,099.80
Office Supplies	\$6,000	\$6,060	\$6,120.60
Insurance	\$12,000	\$12,480	\$12,979.20
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$20,296.65	\$628,541.20	\$1,529,481.62
Additional Expense	\$49,495.23	\$44,042.82	\$38,254.08
Long Term Depreciation	\$21,900	\$21,900	\$21,900
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$1,603.35)	\$606,641.20	\$1,507,581.62
Interest Expense	\$27,595.23	\$22,142.81	\$16,354.10
EBT	(\$29,198.58)	\$584,498.38	\$1,491,227.54
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$898,928.78	\$998,583.62	\$1,136,202.56
Net Income	(\$29,198.58)	\$584,498.38	\$1,491,227.54
Net Income (%)	(3.36%)	36.92%	56.76%
Retained Earning Opening	\$0	(\$59,198.58)	\$495,299.80

	2024	2025	2026
Owner's Distribution	\$30,000	\$30,000	\$30,000
Retained Earning Closing	(\$59,198.58)	\$495,299.80	\$1,956,527.34

Balance Sheet

	2024	2025	2026
Assets	\$452,399.85	\$913,044.25	\$2,274,629.07
Current Assets	\$224,299.85	\$706,844.25	\$2,090,329.07
Cash	\$224,299.85	\$706,844.25	\$2,090,329.07
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$228,100	\$206,200	\$184,300
Gross Long Term Assets	\$250,000	\$250,000	\$250,000
Accumulated Depreciation	(\$21,900)	(\$43,800)	(\$65,700)
Liabilities & Equity	\$452,399.85	\$913,044.24	\$2,274,629.08
Liabilities	\$411,598.43	\$317,744.44	\$218,101.74
Current Liabilities	\$93,853.99	\$99,642.70	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$93,853.99	\$99,642.70	\$0
Long Term Liabilities	\$317,744.44	\$218,101.74	\$218,101.74
Long Term Debt	\$317,744.44	\$218,101.74	\$218,101.74
Equity	\$40,801.42	\$595,299.80	\$2,056,527.34

	2024	2025	2026
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	(\$59,198.58)	\$495,299.80	\$1,956,527.34
Check	\$0	\$0	\$0

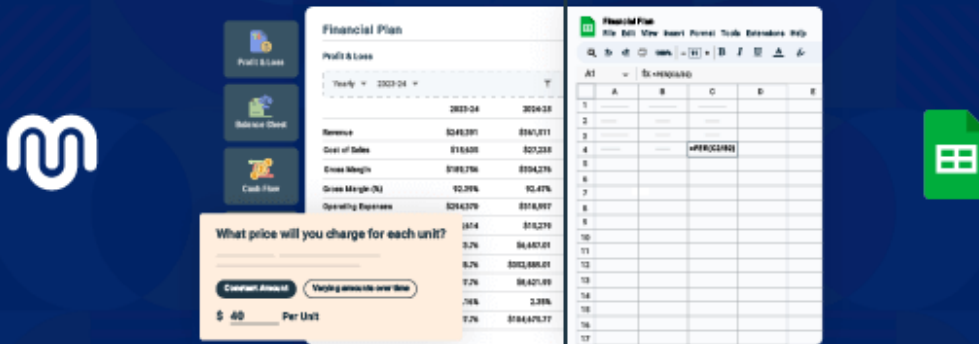
Cash Flow Projections

	2024	2025	2026
Cash Received	\$869,730.20	\$1,583,082	\$2,627,430.10
Cash Paid	\$877,028.78	\$976,683.62	\$1,114,302.56
COS & General Expenses	\$228,433.55	\$319,785.20	\$449,121.92
Salary & Wages	\$621,000	\$634,755.60	\$648,826.56
Interest	\$27,595.23	\$22,142.81	\$16,354.10
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$7,298.58)	\$606,398.38	\$1,513,127.54
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$250,000	\$0	\$0
Net Cash From Investments	(\$250,000)	\$0	\$0
Amount Received	\$600,000	\$0	\$0

	2024	2025	2026
Loan Received	\$500,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
Amount Paid	\$118,401.57	\$123,853.98	\$129,642.72
Loan Capital	\$88,401.57	\$93,853.99	\$99,642.70
Dividends & Distributions	\$30,000	\$30,000	\$30,000
Net Cash From Financing	\$481,598.43	(\$123,853.98)	(\$129,642.72)
Summary			
Starting Cash	\$0	\$224,299.85	\$706,844.25
Cash In	\$1,469,730.20	\$1,583,082	\$2,627,430.10
Cash Out	\$1,245,430.35	\$1,100,537.60	\$1,243,945.28
Change in Cash	\$224,299.85	\$482,544.40	\$1,383,484.82
Ending Cash	\$224,299.85	\$706,844.25	\$2,090,329.07

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 table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.4%
Operating Expenses	\$214,379	\$118,987
	104	\$1,279
	0.2%	\$6,687.01
	0.2%	\$102,888.01
	7.2%	\$6,821.89
	3.0%	2,386
	7.2%	\$184,670.77

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](#)

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.

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.

Online sharing made simple

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

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

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.**

Create winning Business Plans with our

AI Business Plan Platform

[Get Started Today!](#)

15-day money-back guarantee

