



Nail Salon Studio

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Business Plan

[YEAR]

Prepared By

John Doe



Fall in Love with the Art of Nails

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	5
Mission statement	6
Vision statement	6
Customer Focus	7
Management Team	7
Success Factors	7
Financial Summary	8
3 Year profit forecast	8
Company Summary	9
History	10
Products and Services	10
Salon Design	11
Market Analysis	12
Market Trends	13
Target Market	13
Strategy & Implementations	15
Advertising Strategy	16
Local Publications	16
Major Publications	17
Community Events/Organizations	17
Commute Advertising	17
Direct Mail	17
Ongoing Customer Communications	18
Customer Loyalty Programs	18
Pre-Opening Events	18
Pricing Strategy	18

Management Summary 19

Management Team Members	20
Hiring Plan	20

Operations Plan 21

Functional Roles	22
Service Functions	22
Administrative Functions	22
Milestones	23

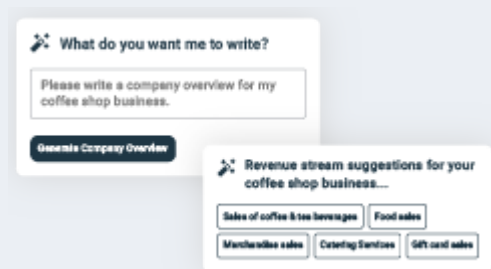
Financial Plan 24

Important Assumptions	25
Break-even Analysis	25
Projected Profit and Loss	26
Projected Cash Flow	29
Projected Balance Sheet	30
Business Ratios	31

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1.

Executive Summary

Mission statement

Vision statement

Customer Focus

Management Team

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Nail salon service, you must create a detailed Nail salon business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Finger Art

Finger Art Nail Studio is a classy nail salon that will be opened in New York City, United States. We have chosen New York because we think that it would be an amazing opportunity to have the crème de la crème in society and in showbiz visit our nail hub.

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Start writing here..

Mission statement

Finger Art

Our mission is to provide professional and creative service to our clients- thereby meeting their beauty needs at all times.

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Vision statement

Finger Art

Our vision is to provide our teeming clients with the best of nail services, such that is hard to experience in New York. We strive to achieve this with our overly trained nail attendants and the ambiance which our salon has to offer.

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Customer Focus

Finger Art

Finger Art will primarily serve the residents within a 5-mile radius of our location. The demographics of these customers are as follows:

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Management Team

Finger Art

Finger Art is led by John Moore who has been in the nail care business for 20 years. While Mr. Moore has never run a nail salon himself, he has been doing nails since age 15 and spent most of his adult life working at several major salons. As such Mr. Moore has

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Success Factors

Finger Art

Finger Art is uniquely qualified to succeed due to the following reasons:

- The Company will fill a specific market niche in the growing community we are entering

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Financial Summary

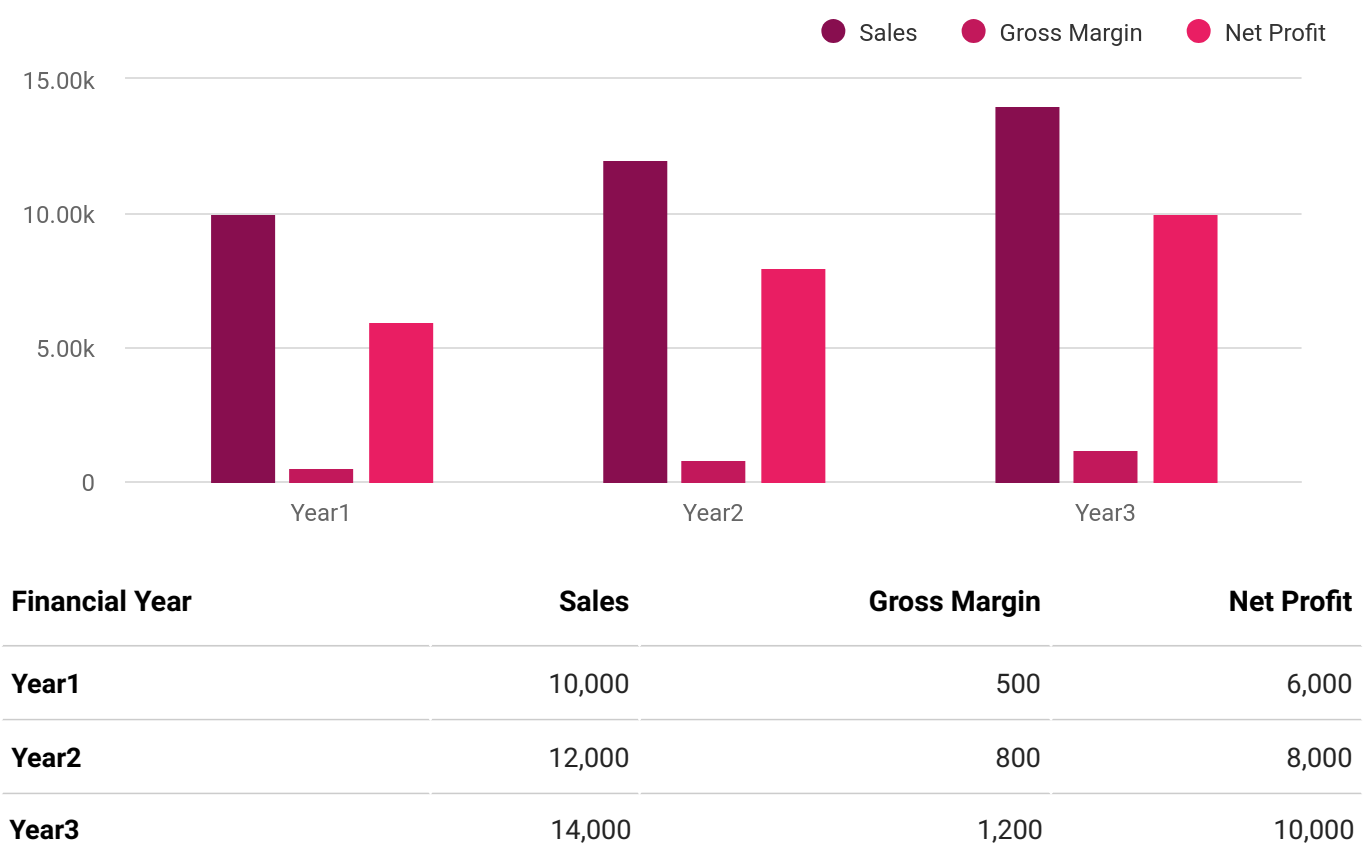
Finger Art

Finger Art is currently seeking \$260,000 to launch. Specifically, these funds will be used as follows:

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3 Year profit forecast



Finger Art

In addition to providing these services, Finger Art will also be a retailer of exclusive nail care products. Customers will find products at Finger Art that they won't find in grocery stores. Our prices would also be very affordable; we do not want to scare our new customers.

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2.

Company Summary

History

Products and Services

Salon Design

Finger Art

Finger Art, located at the heart of New York is a new, upscale nail salon focusing on providing professional nail services in an enjoyable environment. It will showcase a well-designed interior as well as a full-featured waiting area equipped with television screen

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History

Finger Art

Upon returning from Fort Lauderdale, surveying the local customer base, and finding a potential retail location, John incorporated Finger Art as an S-Corporation in 2021.

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Products and Services

Finger Art

Below are Finger Art's initial service offerings and in-store products sold.

Nail Technicians will be asked to perform the following services:

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Salon Design

Finger Art

Finger Art will develop a 2,500 square foot store whose key elements will include the following:

- Stylist Booths

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3.

Market Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective Nail Salon business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from the internet.

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Market Trends

Finger Art

Quite a number of distinct trends have emerged in recent times in the nail beauty industry which is why nail salons are positioning their organizations to attract all and sundry. As a matter of fact, this is one of the things that makes most nail studios successful.

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Target Market

Finger Art

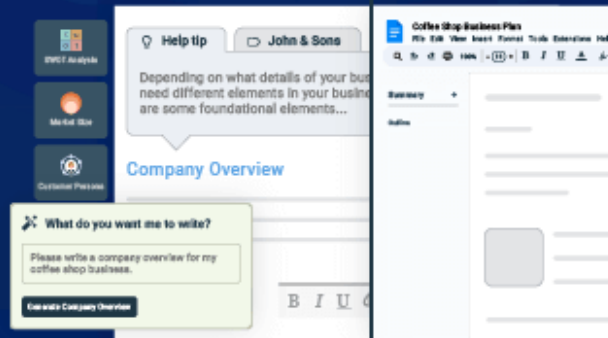
The target market which we are all out to serve is primarily the female folks. This is because of the fact that they are the ones who will leave no stone unturned in seeing that they look their best. Whilst some may do this to continue to be attractive to their partners.

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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.



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4.

Strategy & Implementations

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Finger Art

We are mindful of the fact that there is stiff competition amongst nail salons in the United States of America; hence we have been able to hire some of the best business developers to handle our sales and marketing. Our sales and marketing team will be

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Advertising Strategy

Finger Art

Finger Art expects its target market to be individuals working and/or living within a 5-mile radius of its location. Our promotions strategy to reach these individuals includes:

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Finger Art

Finger Art will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, school public

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Local Publications

Start writing here..

Finger Art

We will make careful use of advertising in selected larger publications. [Publication or newspaper name] has a circulation of XYZ and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major pu

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Major Publications

Start writing here..

Finger Art

Finger Art will promote itself by distributing marketing materials and participating in local community events, such as school fairs, local festivals, homeowner associations, or sporting events. Since mothers are often heavily involved in such things, we will

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Community Events/Organizations

Start writing here..

Finger Art

We will drive attention toward Finger Art by hiring workers to hold signs alongside [route or highway]. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of working individuals with disposable income of our openin

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Commute Advertising

Start writing here..

Finger Art

Finger Art will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

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Direct Mail

Start writing here..

Finger Art

Before opening the store, Finger Art will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for Finger Art in the area.

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Ongoing Customer Communications

Start writing here..

Finger Art

Finger Art will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Finger Art, offer discounts, and/or provide other inducements for people to visit the salon.

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Customer Loyalty Programs

Start writing here..

Finger Art

Finger Art will create a winning customer loyalty program to keep its best clients coming back again and again. When not actively providing services to customers in the store, our professionals and other employees will make periodic, regular phone

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Pre-Opening Events

Start writing here..

Pricing Strategy

Finger Art

One of the ways through which we know that we will be able to get more clients within a short period of time is when our pricing is on a moderate level. Being on the moderate level means that we are able to maximize profit in a way that doesn't put holes in t

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Start writing here..

5.

Management Summary

Management Team Members

Hiring Plan



REMEMBER

The management plan is also an important component of a nail salon business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries.

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Management Team Members

Finger Art

Finger Art is led by John Moore who has been in the nail salon business for 20 years.

While Mr. has never run a nail salon himself, he has extensive at major salons for the past 20

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Start writing here..

Hiring Plan

Finger Art

John Moore will serve as the store manager. In order to launch our salon, we need to hire the following personnel:

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6.

Operations Plan

Functional Roles

Service Functions

Administrative Functions

Milestones

Functional Roles

Finger Art

Finger Art will carry out its day-to-day operations primarily on an appointment basis. Walk-in clients will be served by the earliest available technicians, but priority will be given to clients who called ahead. In the meantime, waiting for customers can divert t

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Start writing here..

Service Functions

Finger Art

1. Manicures

2. Pedicures

3. Massage

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Start writing here..

Administrative Functions

Finger Art

• General & administrative functions including legal, marketing, bookkeeping, etc.

• Sourcing and storing products

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Milestones

Finger Art

Finger Art’s long-term goal is to become the dominant provider of nail care and related services and products in the area. We seek to the standard by which other providers are judged.

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Start writing here..

7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a nail salon business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the business owner.

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Little Stars

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the nail salon business start-up, no equity funding or outside loans will be required. With the help of friends and family, the company will be able to cover the initial costs of the business.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$251,355.70	\$406,646.90	\$664,580.40
Hair and Scalp Treatment	\$79,587.50	\$142,939.50	\$256,700
Unit Sales	1,592	2,859	5,134
Unit Price	\$50	\$50	\$50
Manicure and Pedicure	\$102,183.20	\$145,696.40	\$207,738.40
Unit Sales	2,555	3,642	5,193
Unit Price	\$40	\$40	\$40
Nail Art and Design	\$69,585	\$118,011	\$200,142
Unit Sales	1,392	2,360	4,003
Unit Price	\$50	\$50	\$50
Cost Of Sales	\$34,082.11	\$47,043.31	\$67,454.83
General Costs	\$34,082.11	\$47,043.31	\$67,454.83
Nail Products	\$12,625.15	\$17,311.52	\$24,666.04
Nail Polish	\$6,341.24	\$7,145.34	\$8,051.52
Nail Art Supplies	\$6,283.91	\$10,166.18	\$16,614.52
Salon Equipment	\$21,456.96	\$29,731.79	\$42,788.79
Manicure Stations	\$10,145.95	\$11,432.68	\$12,882.69
Pedicure Chairs	\$11,311.01	\$18,299.11	\$29,906.10
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$217,273.59	\$359,603.59	\$597,125.57

	2024	2025	2026
Gross Margin (%)	86.44%	88.43%	89.85%
Operating Expense	\$234,275.61	\$343,352.42	\$377,174.89
Payroll Expense (Indirect Labor)	\$209,364	\$309,641.55	\$330,051.72
Salon Staff	\$67,524	\$164,122.35	\$180,754.44
Hairstylists	\$33,924	\$121,702.35	\$112,203.72
Nail Technicians	\$33,600	\$42,420	\$68,550.72
Administrative Staff	\$84,240	\$86,767.20	\$89,370.24
Salon Manager	\$55,200	\$56,856	\$58,561.68
Receptionist	\$29,040	\$29,911.20	\$30,808.56
Support Staff	\$57,600	\$58,752	\$59,927.04
Cleaners	\$36,000	\$36,720	\$37,454.40
Maintenance Staff	\$21,600	\$22,032	\$22,472.64
General Expense	\$24,911.62	\$33,710.87	\$47,123.17
Utilities	\$5,050.02	\$6,924.61	\$9,866.40
Electricity	\$2,536.46	\$2,858.16	\$3,220.59
Water	\$2,513.56	\$4,066.45	\$6,645.81
Salon Maintenance	\$5,979.69	\$7,441.50	\$9,267.83
Equipment Maintenance	\$1,956.12	\$2,338.64	\$2,796.07
Cleaning Services	\$4,023.57	\$5,102.86	\$6,471.76
Marketing and Advertising	\$13,881.91	\$19,344.76	\$27,988.94
Online Advertising	\$7,540.67	\$12,199.42	\$19,937.42
Local Media Advertising	\$6,341.24	\$7,145.34	\$8,051.52
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$17,002.01)	\$16,251.16	\$219,950.68
Additional Expense	\$8,467.02	\$7,192.40	\$5,812.01
Long Term Depreciation	\$5,022	\$5,022	\$5,022
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$22,024.01)	\$11,229.16	\$214,928.68
Interest Expense	\$3,445.02	\$2,170.41	\$790.01
EBT	(\$25,469.03)	\$9,058.76	\$214,138.67
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$276,824.73	\$397,588.14	\$450,441.73
Net Income	(\$25,469.03)	\$9,058.76	\$214,138.67
Net Income (%)	(10.13%)	2.23%	32.22%
Retained Earning Opening	\$0	(\$115,469.03)	(\$196,410.27)
Owner's Distribution	\$90,000	\$90,000	\$90,000
Retained Earning Closing	(\$115,469.03)	(\$196,410.27)	(\$72,271.60)

Projected Cash Flow

	2024	2025	2026
Cash Received	\$251,355.70	\$406,646.90	\$664,580.40
Cash Paid	\$271,802.74	\$392,566.15	\$445,419.73
COS & General Expenses	\$58,993.72	\$80,754.20	\$114,578
Salary & Wages	\$209,364	\$309,641.55	\$330,051.72
Interest	\$3,445.02	\$2,170.41	\$790.01
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$20,447.04)	\$14,080.75	\$219,160.67
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
Amount Paid	\$105,356.82	\$106,631.44	\$108,011.76
Loan Capital	\$15,356.82	\$16,631.43	\$18,011.76
Dividends & Distributions	\$90,000	\$90,000	\$90,000
Net Cash From Financing	(\$25,356.82)	(\$106,631.44)	(\$108,011.76)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$80,803.86)	(\$173,354.55)
Cash In	\$331,355.70	\$406,646.90	\$664,580.40
Cash Out	\$412,159.56	\$499,197.59	\$553,431.49
Change in Cash	(\$80,803.86)	(\$92,550.69)	\$111,148.91
Ending Cash	(\$80,803.86)	(\$173,354.55)	(\$62,205.64)

Projected Balance Sheet

	2024	2025	2026
Assets	(\$50,825.86)	(\$148,398.55)	(\$42,271.64)
Current Assets	(\$80,803.86)	(\$173,354.55)	(\$62,205.64)
Cash	(\$80,803.86)	(\$173,354.55)	(\$62,205.64)
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$29,978	\$24,956	\$19,934
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$5,022)	(\$10,044)	(\$15,066)
Liabilities & Equity	(\$50,825.84)	(\$148,398.51)	(\$42,271.60)
Liabilities	\$34,643.19	\$18,011.76	\$0
Current Liabilities	\$16,631.43	\$18,011.76	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,631.43	\$18,011.76	\$0
Long Term Liabilities	\$18,011.76	\$0	\$0
Long Term Debt	\$18,011.76	\$0	\$0
Equity	(\$85,469.03)	(\$166,410.27)	(\$42,271.60)
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$115,469.03)	(\$196,410.27)	(\$72,271.60)
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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 compares Upmetrics and Financial Spreadsheets. On the left is the Upmetrics logo. In the center, a screenshot of the Upmetrics 'Financial Plan' interface shows a 'Profit & Loss' statement for 2023-04 and 2024-03. It lists metrics like Revenue, Cost of Sales, Gross Margin, and Operating Expenses with corresponding values. Below this is a 'What price will you charge for each unit?' section with a 'Constant Amount' and 'Varying amounts over time' option, showing a price of \$ 40 per unit. On the right is a screenshot of a standard financial spreadsheet, showing a grid with formulas like '=PER(C2:B2)' and various data points.

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.

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Create a winning business plan that gets you funded

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

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Pitch decks that impress investors

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

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Mariia Yevlash



Student, Sumy State University – Ukraine

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