



Telemedicine Business Plan

Business Plan

[YEAR]

Healing through Screens

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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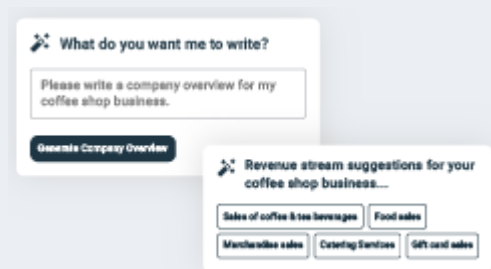
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1.

Executive Summary

Market opportunity

Services Offered

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

Telemedicine Business Plan

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

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

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Telemedicine Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

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Start writing here..

Services Offered

Help tip

Telemedicine Business Plan

Highlight the telemedicine services you offer your clients. The USPs and differentiators you offer are always a plus.

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Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Telemedicine Business Plan**

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

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Financial Highlights

 **Help tip**

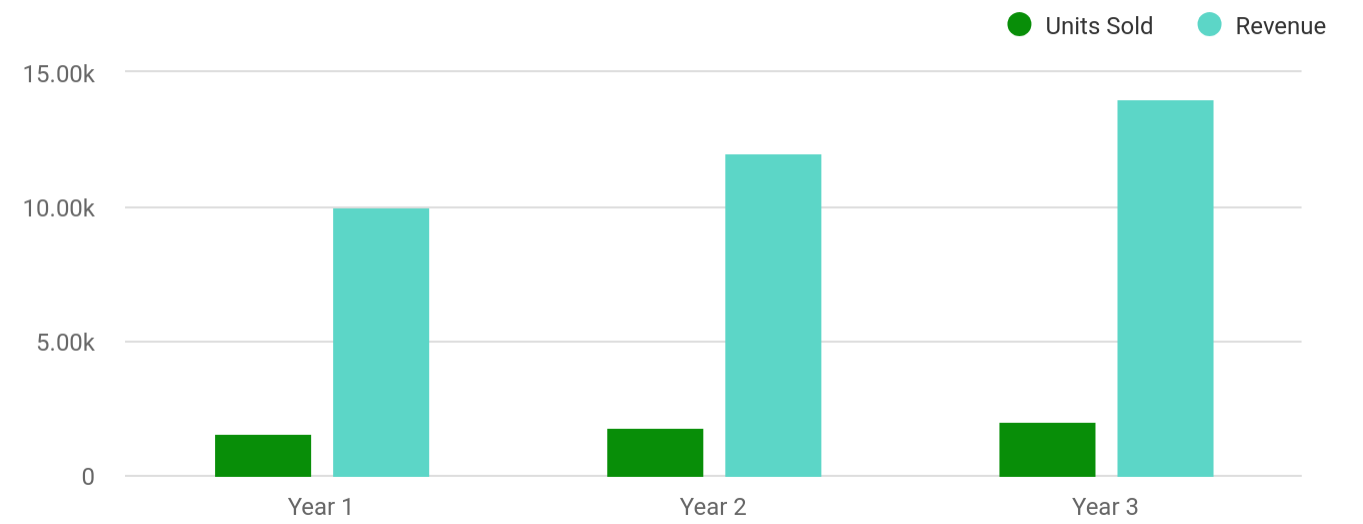
 **Telemedicine Business Plan**

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

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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

Telemedicine Business Plan

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

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Write a call to action for your business plan.

2.

Company Overview

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.

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Help tip

Telemedicine Business Plan

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

Describe what kind of telemedicine company you run and the name of it. Briefly explain the type

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Ownership

Help tip

Telemedicine Business Plan

Describe the owners of your business 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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Start writing here..

Mission statement

 Help tip

 Telemedicine Business Plan

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

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Our mission at [ABC TeleMed Inc.] is to provide unparalleled telemedicine services, ensuring healthcare is not just accessible, but also affordable.

We are committed to reimagining healthcare delivery, rooted in our core principles of trust, transparency, and technological excellence.



Business history

 Help tip

 Telemedicine Business Plan

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

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Future goals

 Help tip

 Telemedicine Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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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.

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Help tip

Telemedicine Business Plan

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

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Start writing here..

Target Market

Help tip

Telemedicine Business Plan

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

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Start writing here..

Market size and growth potential

Help tip

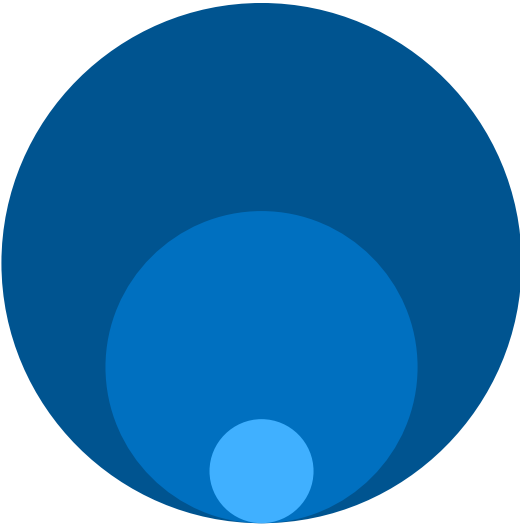
Telemedicine Business Plan

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	500M
Global population seeking remote healthcare solutions	
Served Market	300M
Global population with access to online telemedicine	
Target Market	100M
Individuals preferring virtual consultations for non-emergency health issues.	

Help tip

Telemedicine Business Plan

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

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Competitive analysis

Teladoc Health, Inc.

As a pioneer in the telemedicine industry, Teladoc Health, Inc. has been at the forefront of transforming healthcare delivery.

With its comprehensive range of services and vast network of healthcare providers, Teladoc has established itself as a market leader, setting the standard for quality and innovation in virtual care.

Features	Strengths	Weaknesses
Provides a wide range of services including general medical consultations	Established market presence with a broad network of healthcare providers	Service costs can be on the higher side
Mental health services and dermatology	Extensive service offerings	Some users have reported long wait times
Specialized care for chronic conditions	Robust technological infrastructure	

Doctor On Demand

Doctor On Demand stands out in the telemedicine landscape as a platform that emphasizes quality and convenience.

With a strong focus on mental health, the company has carved a niche for itself, appealing to individuals seeking comprehensive and accessible psychiatric and psychological care.

Features	Strengths	Weaknesses
Offers virtual consultations with board-certified physicians, psychiatrists, and licensed psychologists	Easy-to-use platform	Limited availability of healthcare providers in certain geographical areas
Catering to a wide range of medical and mental health needs.	Availability of mental health services	Result in longer wait times for appointments.
	Strong customer service	

Amwell

Amwell has emerged as a key player in the telemedicine sector, providing innovative virtual care solutions to meet the diverse needs of patients.

With its user-friendly platform and wide range of services, Amwell has been instrumental in making healthcare more accessible and convenient.

Features	Strengths	Weaknesses
Provides virtual care for various health concerns, including urgent care, therapy and psychiatry	Broad range of services	Service quality can vary depending on the healthcare provider
Specialized care for conditions such as diabetes and heart disease	User-friendly platform	There have been instances of technical difficulties during virtual consultations.
	Partnerships with major health insurers to facilitate coverage for virtual consultations.	

Market trends

 Help tip

 Telemedicine Business Plan

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

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Start writing here..

Regulatory environment

 **Help tip**

 **Telemedicine Business Plan**

List regulations and licensing requirements that may affect your telemedicine company, such as business registration, HIPAA compliance, IMLC agreement, insurance, state and federal regulations, etc.

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Start writing here..



Upmetrics vs Business Plan Templates

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

SWOT Analysis

Market Size

Customer Personas

Help tip

John & Sons

Depending on what details of your business you need different elements in your business plan. 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

Telemedicine Business Plan | Business Plan [YEAR]

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4.

Products and Services

Services

Service Model

Quality Measures

Additional Services



REMEMBER

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

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Help tip

Telemedicine 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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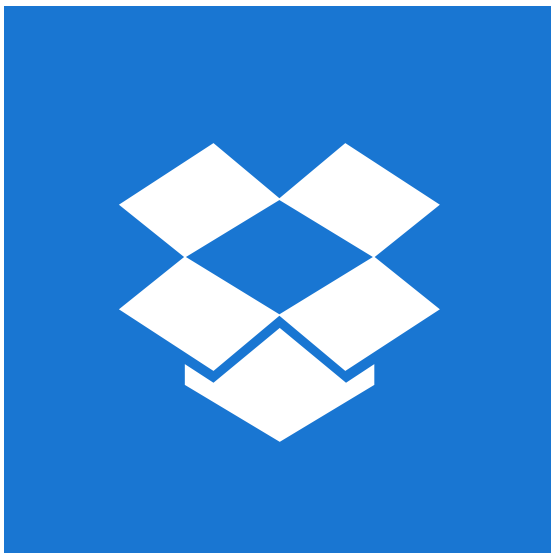
Help tip

Mention the telemedicine services your business will offer. This list may include services like,

- Virtual Consultation

To unlock help try Upmetrics!

Services



Virtual Consultation

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

Real-time consultations with certified healthcare professionals to address immediate medical needs.

Specifications

- 30-minute sessions
- Secure video conferencing platform
- Access to a wide range of specialists



Second Opinion

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

Expert opinions from top specialists to help patients make informed healthcare decisions.

Specifications

- In-depth analysis of medical history
- Written report included
- Follow-up session for clarification



Prescription Writing

Price: **[\$50] per prescription**

Allows physicians to write and renew prescriptions, which can be sent directly to the patient's pharmacy of choice.

Specifications

- Secure e-prescribing platform
- Includes consultation with a physician
- Prescription delivered to a pharmacy within 24 hours



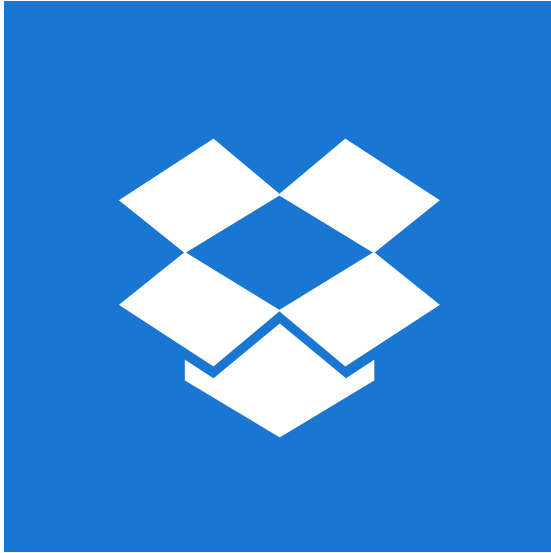
Teletherapy

Price: **[\$120] per session**

Mental health support provided by certified therapists and psychiatrists, accessible from the comfort of home.

Specifications

- 45-minute sessions
- Options for ongoing treatment plans
- Confidential and secure platform



Follow-up Care

Price: **[\$80] per session**

Ongoing care for patients post-diagnosis or treatment, with regular check-ins and support.

Specifications

- 30-minute sessions
- Direct communication with the treating physician
- Personalized treatment plan

Service Model

 Help tip

 Telemedicine Business Plan

Provide a detailed description of your service model briefly describing different ways of providing services.

To unlock help try Upmetrics! 

Start writing here..

Quality Measures

 Help tip

 Telemedicine Business Plan

This section should explain how you maintain quality standards and consistently provide the highest quality service.

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Start writing here..

Additional Services

 **Help tip**

 **Telemedicine Business Plan**

Mention if your telemedicine company offers any additional services. You may include services like medicine delivery, EHR integration, health and wellness programs, 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

Telemedicine Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

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Start writing here..

Unique Selling Proposition (USP)

Help tip

Telemedicine 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

Telemedicine Business Plan

Describe your pricing strategy—how you plan to price your telehealth services and stay competitive in the local market.

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

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media

Leveraging platforms like Facebook, Instagram, and LinkedIn to reach and engage our target audience.



Email Marketing

Sending periodic newsletters and promotions to our subscriber list, keeping our brand top-of-mind.



Content Marketing

Producing high-quality articles and videos addressing common health concerns, positioning us as thought leaders in the industry.



Google Ads

Ensuring we appear at the top of search results for relevant keywords, driving more traffic to our website.

Offline



Brochures

Creating informative brochures for distribution in [relevant locations, e.g., clinics, pharmacies].



Print Marketing

Local newspaper ads, magazine features, and other print media methods to capture the local market.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include direct sales, offering free trials, partnering with healthcare providers, offering referral programs, etc.

To unlock help try Upmetrics! 

Sales strategies



Partner with Businesses

Collaborating with healthcare providers to provide our services as an added benefit to their existing patients



Direct Sales

Actively reaching out to potential clients, offering personalized consultations to understand their needs.



Referral Programs

Encouraging our satisfied clients to refer friends and family in exchange for discounts or free sessions.



Free Trials

Offering first-time users a free initial consultation, giving them a risk-free opportunity to experience our services.

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

Offering points for each consultation, which can be redeemed for discounts or free sessions.



Annual Membership Discounts

Providing price reductions for clients who commit to a year-long membership.



Personalized Service

Remembering patient histories and preferences, ensuring they feel seen and valued in each session.

6.

Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



REMEMBER

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

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Help tip

Telemedicine 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 & Training

Help tip

Telemedicine Business Plan

Mention your telehealth business's staffing requirements, including the healthcare professionals, nursing and assisting staff, tech specialists, or sales and marketing professionals.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Telemedicine Business Plan

Outline the processes and procedures you will use to run your telemedicine business.

Your operational processes may include scheduling appointments, offering virtual

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Start writing here..

Equipment & Machinery

 **Help tip**

 **Telemedicine Business Plan**

Include the list of equipment and machinery required for telemedicine, such as computer systems, software, hardware, remote diagnostic tools, mobile applications, etc.

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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.

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Help tip

Telemedicine Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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Start writing here..

Key managers

Help tip

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

John leads the company's vision, strategy, and growth. He is responsible for overseeing all executive decisions and ensuring the company's financial viability.

- Education: MBA from Harvard Business School, Bachelor's in Computer Science from MIT.
- Professional Background: With over 20 years in the healthcare industry, John has previously held leadership roles at top healthcare firms and has successfully launched multiple health-tech startups.



Jane Doe

Chief Operating Officer (COO) - jane.doe@example.com

Jane is responsible for the overall operations of the company, including day-to-day management and implementing business strategies.

- Education: Master's in Healthcare Administration from UCLA, Bachelor's in Nursing from UCSF.
- Professional Background: Jane brings over 15 years of experience in healthcare management and operations.



Alice Brown

CMO - alice.brown@example.com

Alice oversees the company's marketing strategy, brand development, and customer acquisition efforts.

- Education: MBA in Marketing from NYU Stern, Bachelor's in Communication from USC.
- Professional Background: Alice has over 12 years of experience in healthcare marketing and has successfully led marketing campaigns for major healthcare brands.



Robert Brown

Chief Technology Officer (CTO) - robert.brown@example.com

Robert is responsible for the company's technology strategy, development, and implementation.

- Education: PhD in Computer Science from Stanford University, Master's in Electrical Engineering from UC Berkeley.
- Professional Background: With over 18 years in technology and healthcare, Robert has extensive experience in developing innovative healthcare technologies.

Organizational structure

 **Help tip**

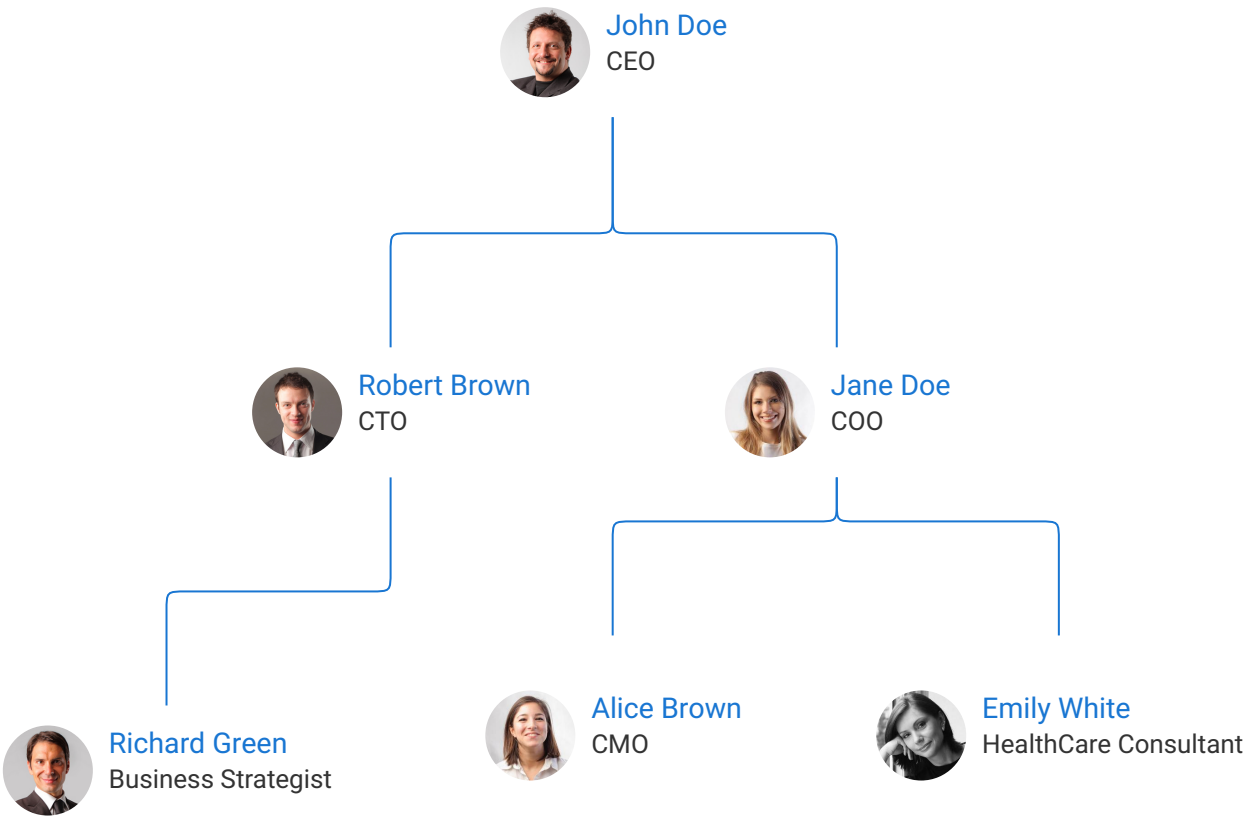
 **Telemedicine Business Plan**

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**

 **Telemedicine 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..

 Help tip

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

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Advisors/Consultants



Mr. Richard Green

Advisor - richard.green@example.com

Richard is a business strategist who specializes in helping healthcare startups scale their operations and achieve sustainable growth.

Years of Experience: 20 years



Dr. Emily White

Consultant - emily.white@example.com

A serial entrepreneur and a Wharton School alumna, Clara has successfully founded and scaled multiple tech startups.

Recognized by Forbes in their "30 Under 30" list, she possesses a deep understanding of the tech landscape, startup dynamics, and growth strategies.

Her vast network and entrepreneurial insights are invaluable assets to our board.

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:

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Help tip

Telemedicine 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..

Help tip

Telemedicine Business Plan

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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Profit & loss statement

	2024	2025	2026
Revenue	\$1,292,506.88	\$3,211,891.74	\$5,573,037.62
Monthly Subscription Fees	\$1,088,338.80	\$2,960,533.20	\$5,218,682.40

	2024	2025	2026
Users	5,382	10,826	17,909
Recurring Charges	\$30	\$30	\$30
Consultation Fees	\$184,050	\$225,844	\$321,996.50
Unit Sales	3,681	4,517	6,440
Unit Price	\$50	\$50	\$50
Partner Pharmacy Commissions	\$20,118.08	\$25,514.54	\$32,358.72
Cost Of Sales	\$249,940.28	\$314,204.69	\$404,316.23
General Costs	\$249,940.28	\$314,204.69	\$404,316.23
Technology Infrastructure	\$36,020	\$36,980.40	\$37,946.40
Cloud Services	\$24,000	\$24,720	\$25,461.60
Software Licenses	\$12,020	\$12,260.40	\$12,484.80
Medical Staff Compensation	\$213,920.28	\$277,224.29	\$366,369.83
Doctor Consultation Fees	\$141,920.28	\$202,344.29	\$288,494.63
Nurse Support Fees	\$72,000	\$74,880	\$77,875.20
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,042,566.60	\$2,897,687.05	\$5,168,721.39
Gross Margin (%)	80.66%	90.22%	92.75%
Operating Expense	\$897,756.59	\$941,310.02	\$998,998.78
Payroll Expense (Indirect Labor)	\$818,760	\$842,242.80	\$866,408.64
Medical Staff	\$561,000	\$577,830	\$595,165.08
Doctors	\$300,000	\$309,000	\$318,270
Nurses	\$261,000	\$268,830	\$276,895.08
Support Staff	\$108,000	\$110,160	\$112,363.20
Medical Billing Specialist	\$60,480	\$61,689.60	\$62,923.44
Customer Service Representative	\$47,520	\$48,470.40	\$49,439.76
Administrative Staff	\$149,760	\$154,252.80	\$158,880.36
Office Manager	\$72,000	\$74,160	\$76,384.80

	2024	2025	2026
IT Support Specialist	\$77,760	\$80,092.80	\$82,495.56
General Expense	\$78,996.59	\$99,067.22	\$132,590.14
Operational Costs	\$36,000	\$37,080	\$38,192.40
Office Rent	\$30,000	\$30,900	\$31,827
Utilities	\$6,000	\$6,180	\$6,365.40
Marketing and Advertising	\$26,196.59	\$44,419.22	\$76,026.22
Online Advertising	\$19,100.63	\$34,302.08	\$61,601.64
Promotional Materials	\$7,095.96	\$10,117.14	\$14,424.58
Administrative Expenses	\$16,800	\$17,568	\$18,371.52
Insurance	\$9,600	\$10,080	\$10,584
Legal Fees	\$7,200	\$7,488	\$7,787.52
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$144,810.01	\$1,956,377.03	\$4,169,722.61

	2024	2025	2026
Additional Expense	\$112,078.09	\$109,897.13	\$107,381.64
Long Term Depreciation	\$101,040	\$101,040	\$100,840
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$43,770.01	\$1,855,337.03	\$4,068,882.61
Interest Expense	\$11,038.09	\$8,857.12	\$6,541.64
EBT	\$32,731.92	\$1,846,479.90	\$4,062,340.97
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,259,774.96	\$1,365,411.84	\$1,510,696.65
Net Income	\$32,731.92	\$1,846,479.90	\$4,062,340.97
Net Income (%)	2.53%	57.49%	72.89%
Retained Earning Opening	\$0	(\$7,268.08)	\$1,799,211.82
Owner's Distribution	\$40,000	\$40,000	\$40,000
Retained Earning Closing	(\$7,268.08)	\$1,799,211.82	\$5,821,552.79

The cash flow for the first few years of your operation should be estimated and described in this section. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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Cash flow statement

	2024	2025	2026
Cash Received	\$1,292,506.88	\$3,211,891.74	\$5,573,037.62
Cash Paid	\$1,158,734.96	\$1,264,371.84	\$1,409,856.65
COS & General Expenses	\$328,936.87	\$413,271.91	\$536,906.37
Salary & Wages	\$818,760	\$842,242.80	\$866,408.64
Interest	\$11,038.09	\$8,857.12	\$6,541.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$133,771.92	\$1,947,519.90	\$4,163,180.97
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$350,000	\$0	\$0
Net Cash From Investments	(\$350,000)	\$0	\$0
Amount Received	\$700,000	\$0	\$0
Loan Received	\$200,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$500,000	\$0	\$0
Amount Paid	\$75,360.63	\$77,541.59	\$79,857.08
Loan Capital	\$35,360.63	\$37,541.60	\$39,857.08
Dividends & Distributions	\$40,000	\$40,000	\$40,000
Net Cash From Financing	\$624,639.37	(\$77,541.59)	(\$79,857.08)
Summary			
Starting Cash	\$0	\$408,411.29	\$2,278,389.60

	2024	2025	2026
Cash In	\$1,992,506.88	\$3,211,891.74	\$5,573,037.62
Cash Out	\$1,584,095.59	\$1,341,913.43	\$1,489,713.73
Change in Cash	\$408,411.29	\$1,869,978.31	\$4,083,323.89
Ending Cash	\$408,411.29	\$2,278,389.60	\$6,361,713.49

 Help tip

 Telemedicine Business Plan

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

To unlock help try Upmetrics! 

Balance sheet

	2024	2025	2026
Assets	\$657,371.29	\$2,426,309.60	\$6,408,793.49
Current Assets	\$408,411.29	\$2,278,389.60	\$6,361,713.49
Cash	\$408,411.29	\$2,278,389.60	\$6,361,713.49
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$248,960	\$147,920	\$47,080
Gross Long Term Assets	\$350,000	\$350,000	\$350,000
Accumulated Depreciation	(\$101,040)	(\$202,080)	(\$302,920)
Liabilities & Equity	\$657,371.29	\$2,426,309.59	\$6,408,793.48
Liabilities	\$164,639.37	\$127,097.77	\$87,240.69
Current Liabilities	\$37,541.60	\$39,857.08	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$37,541.60	\$39,857.08	\$0
Long Term Liabilities	\$127,097.77	\$87,240.69	\$87,240.69
Long Term Debt	\$127,097.77	\$87,240.69	\$87,240.69
Equity	\$492,731.92	\$2,299,211.82	\$6,321,552.79
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0

	2024	2025	2026
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$500,000	\$500,000	\$500,000
Retained Earnings	(\$7,268.08)	\$1,799,211.82	\$5,821,552.79
Check	\$0	\$0	\$0

💡 Help tip

📁 Telemedicine 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	\$1,292,506.88	\$4,504,398.62
Net Revenue	\$1,292,506.88	\$3,211,891.74	\$5,573,037.62
Closing Revenue	\$1,292,506.88	\$4,504,398.62	\$10,077,436.24

	2024	2025	2026
Starting Expense	\$0	\$1,259,774.96	\$2,625,186.80
Net Expense	\$1,259,774.96	\$1,365,411.84	\$1,510,696.65
Closing Expense	\$1,259,774.96	\$2,625,186.80	\$4,135,883.45
Is Break Even?	Yes	Yes	Yes
Break Even Month	Dec '24	0	0
Days Required	13 Days	0	0
Break Even Revenue	\$1,191,199.66	\$0	\$0
Monthly Subscription Fees	\$996,843.44	\$0	\$0
Consultation Fees	\$175,295	\$0	\$0
Partner Pharmacy Commissions	\$19,061.22	\$0	\$0
Break Even Units			
Monthly Subscription Fees	5,198	0	0
Consultation Fees	3,506	0	0
Partner Pharmacy Commissions	\$19,061.22	\$0	\$0

Financing needs

 **Help tip**

 **Telemedicine Business Plan**

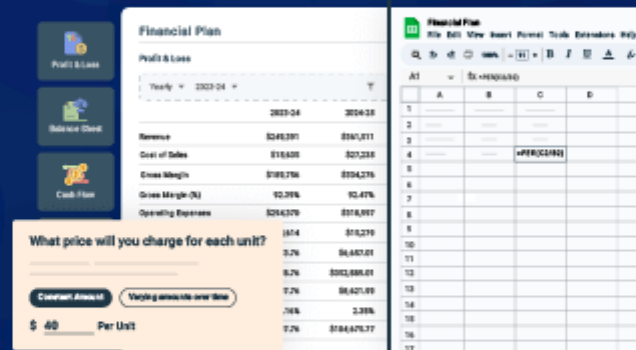
Calculate costs associated with starting a telemedicine business, and estimate your financing needs and how much capital you need to raise to operate your business.

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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 are three tabs: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' tab is selected, showing a table with columns for '2023-04' and '2024-04'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Vary price over time' button. A dropdown menu shows '\$ 40 Per Unit'. On the right, there is a green icon representing a spreadsheet.

	2023-04	2024-04
Revenue	\$245,391	\$161,011
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,786	\$104,276
Gross Margin (%)	80.9%	64.8%
Operating Expenses	\$24,329	\$18,957

What price will you charge for each unit?

Constant Amount Vary price over time

\$ 40 Per Unit

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

[Start your planning today](#)

9.

Appendix



REMEMBER

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

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Mariia Yevlash



Student, Sumy State University – Ukraine

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