BUSINESS PLAN

[YEAR]

Maxwell Winery

Good Wine for Good Moments

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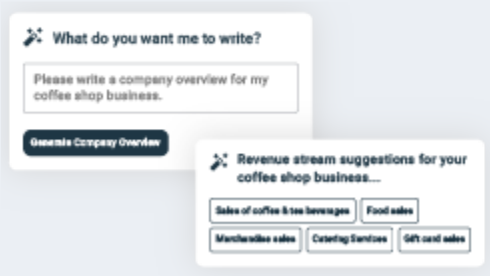
Business planning that's simpler and faster than you think

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.



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1.

Executive Summary

REMEMBER

Before you think about how to start a Winery business, you must create a detailed Winery 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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Maxwell Wine

Maxwell Wine, Inc. is a standard and licensed winery business that will be located in an industrial area in Detroit – Michigan. We have been able to secure a long-term lease for a standard facility and 2 acres of farmland in a strategic location with a

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Mission Statement

Maxwell Wine

- Our mission is to establish a standard winery business that will produce a wide range of wines for both low-income earners and for luxury consumption.

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Vision Statement

Maxwell Wine

Our vision is to establish a standard winery whose products will not only be sold in the United States of America and Canada but also in other parts of the world.

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Customer Focus

Maxwell Wine

Maxwell Wine will primarily serve the residents who live within a 20-mile radius of our winery and workers within a quarter-mile radius. The demographics of these customers are as follows:

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Financial Summary

Maxwell Wine

Maxwell Wine is seeking total funding of $520,000 to launch its winery. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

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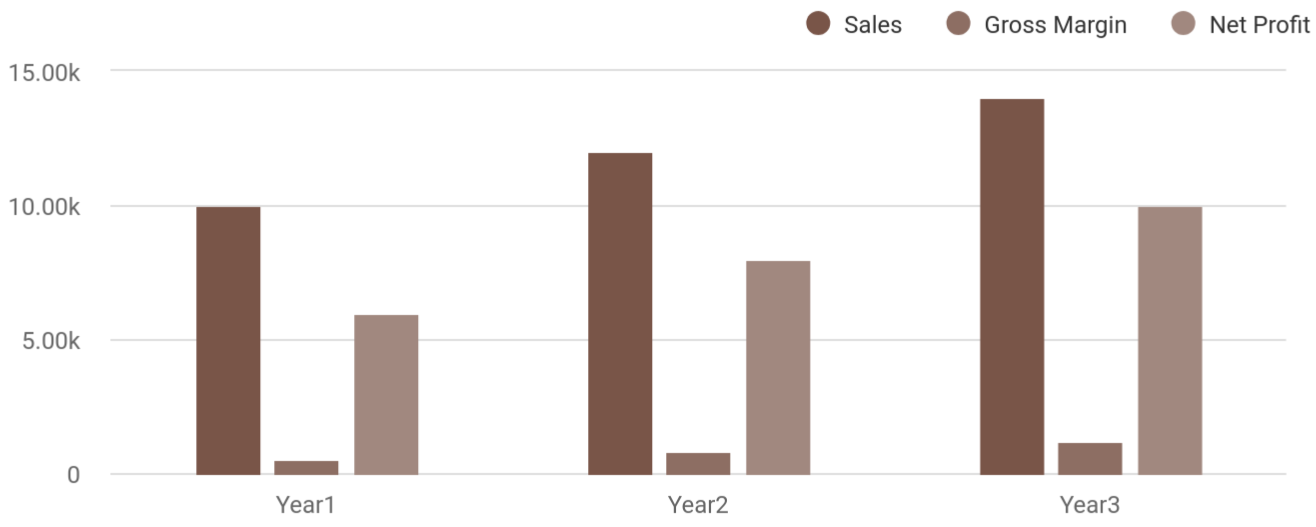
3 Year profit forecast



Maxwell Wine

Financial Summary	Year 1	Year 2	Year 3

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2.

Company Summary

History

Business Structure

Startup summary

Maxwell Wine

Maxwell Wine, Inc. is a family business that will be owned by John Moore and their Family. John Moore who is the Chief Executive Officer of the Company is a Graduate of MicroBiology (B.Sc.) and he holds a Master's Degree in Business Management (MB

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History

Maxwell Wine

In 2015, John Moore acquired land and decided to plant a Maxwell Wine with the vision to be a leading wine supplier in the Detroit area. He spent years developing his land and producing the best harvest of grapes to turn into wine. With the help of his three son

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Business Structure

Maxwell Wine

Maxwell Wine, Inc. is a business that is established with the aim of competing favorably with other leading winery brands in the industry. This is why we will ensure that we put the right structure in place that will support the kind of growth that we have in

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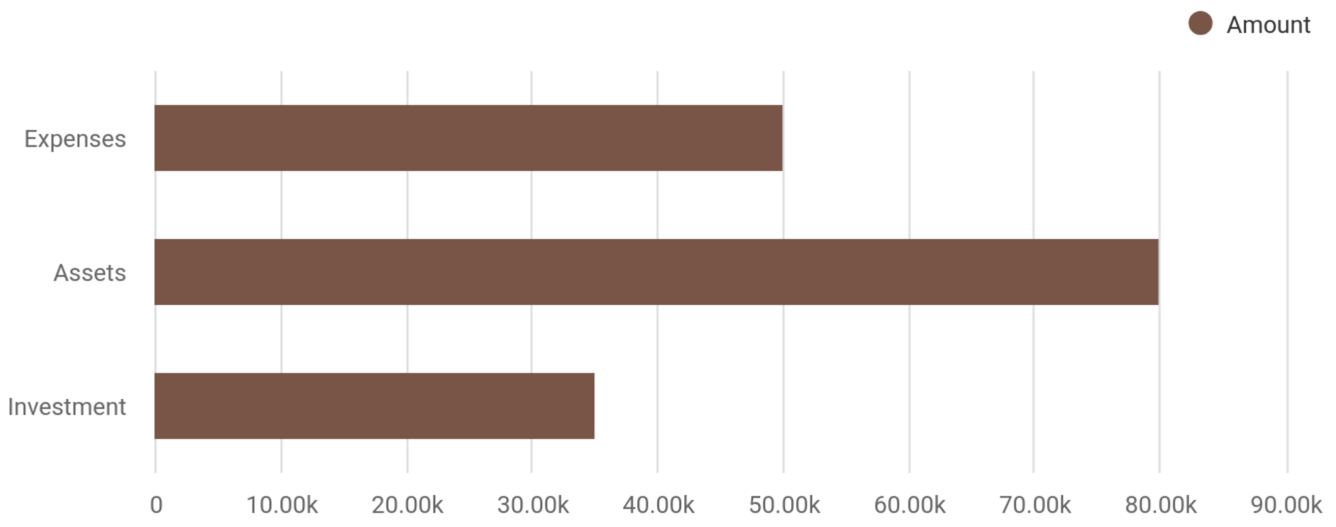
Startup summary

Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	$75,500
Consultants	$0
Insurance	$62,750
Rent	$22,500
Research and Development	$42,750
Expensed Equipment	$42,750
Signs	$1,250
TOTAL START-UP EXPENSES	$247,500
Start-up Assets	$0
Cash Required	$322,500
Start-up Inventory	$52,625
Other Current Assets	$222,500

Start-up Expenses	Amount
Long-term Assets	$125,000
TOTAL ASSETS	$121,875
Total Requirements	$245,000
START-UP FUNDING	$0
START-UP FUNDING	$273,125
Start-up Expenses to Fund	$121,875
Start-up Assets to Fund	$195,000
TOTAL FUNDING REQUIRED	$0
Assets	$203,125
Non-cash Assets from Start-up	$118,750
Cash Requirements from Start-up	$0
Additional Cash Raised	$118,750
Cash Balance on Starting Date	$121,875
TOTAL ASSETS	$0
Liabilities and Capital	$0
Liabilities	$0
Current Borrowing	$0
Long-term Liabilities	$0
Accounts Payable (Outstanding Bills)	$0
Other Current Liabilities (interest-free)	$0
TOTAL LIABILITIES	$0
Capital	$0
Planned Investment	$0
Investor 1	$312,500
Investor 2	$0
Other	$0
Additional Investment Requirement	$0
TOTAL PLANNED INVESTMENT	$695,000

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	$313,125
TOTAL CAPITAL	$221,875
TOTAL CAPITAL AND LIABILITIES	$221,875
Total Funding	$265,000

3.

Products and services

Maxwell Wine

Maxwell Wine, Inc. is going to operate a standard and licensed winery whose products will not only be sold in the United States and Canada but also in other parts of the world. We are in the winery business to make profits and also to give our customers value

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Growing wine grapes

Blending wines

Bottling wines

Marketing and retailing wines

Manufacturing brandy, vermouth and cider

Chardonnay

Cabernet Sauvignon

Merlot

Pinot Grigio

Pinot Noir

Sauvignon Blanc

Zinfandel, Riesling and other blends

4.

Market Analysis

Industry Analysis

Market Trends

Target Market

REMEMBER

The most important component of an effective Winery 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

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Industry Analysis

Maxwell Wine

The Winery industry has experienced fairly consistent growth over the past years. As the United States has become an increasingly prominent producer and exporter of quality wines, the industry has established itself as a key player in the global wine mark

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Market Trends

Maxwell Wine

One common trend in the wineries industry is that, over the last five years, it has become obvious that consumer drinking preferences have moved away from standard light beers, and loads of consumers have discovered wine for its perceived health ber

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Target Market

Maxwell Wine

When it comes to selling wines, there is indeed a wide range of available customers. In essence, our target market can't be restricted to just a group of people, but all those who drink alcoholic drinks and non – alcoholic drinks. One thing is certain; the t

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5.

SWOT Analysis

Maxwell Wine

We are quite aware that there are several wineries in the United States of America and Canada which is why we are following the due process of establishing a business so as to compete favorably with them.

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Strength

Part of what is going to count as positives for Maxwell Wine, Inc. is the vast experience of our management team, we have people on board who are highly experienced and understand how to grow business from scratch to becoming a national phenomenon.

So also, we grow our own grapes and the wide varieties of wine et al that we produce our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business.

Weakness

A major weakness that may count against us is the fact that we are a new winery and we don’t have the financial capacity to engage in the kind of publicity that we intend to give the business especially when big names like The Wine Group, Gallo, and Constellation Brand Inc. are already determining the direction of the market.

Opportunity

The opportunities for mega wineries with a wide range of products are enormous. This due to the fact that the average Americans and Canadians consume distilled products.

As a result of that, we were able to conduct a thorough market survey and feasibility studies so as to position our business to take advantage of the existing market for wine products and also to create our own new market. We know that it is going to requires hard work, and we are determined to achieve it.

Threat

We are quite aware that just like any other business, one of the major threats that we are likely going to face is an economic downturn and unfavorable government policies.

It is a fact that the economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new winery or distillery plant in the same location where ours is located.

6.

Strategy & Implementations

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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Sales Forecast

Maxwell Wine

It is important to state that our sales forecast is based on the data gathered during our feasibility studies, market survey, and also some of the assumptions readily available in the field. Below are the sales projections that we were able to come up w

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Advertising Strategy

Maxwell Wine

Maxwell Wine expects its target market to be residents and individuals working within the Detroit area. The Company's promotions strategy to reach these individuals includes:

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Maxwell Wine

Maxwell Wine will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Maxwell Wine, offer discounts, and/or provide other promotions for people to experience our wine offerings.

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Direct Mail

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Maxwell Wine

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of Maxwell Wine.

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Public Relations

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Maxwell Wine will initially advertise in local newspapers and sponsor community events in order to gain awareness.

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Advertising

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Maxwell Wine

Maxwell Wine employees will initially give free wine samples to enable customers to taste the quality of our wines and learn about us.

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Sampling

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Maxwell Wine

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

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Ongoing Customer Communications

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Maxwell Wine

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

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Pre-Opening Events

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Pricing Strategy

Maxwell Wine

When it comes to pricing for products such as alcoholic and non – alcoholic wines, there are two sides to the coin. We are aware of the pricing trend in the winery industry which is why we have decided to produce products for both high–end customers and r

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7.

Management Summary

Functional Roles

Milestones

Maxwell Wine

Maxwell Liquor Store will be managed by John Moore and James Moore. After the launch of the business, as sales volumes increase, an associate manager may be hired to help with day-to-day store operations.

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Functional Roles

Maxwell Wine

In order to execute on Maxwell Wine's business model, the Company needs to perform many functions including the following:

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Maxwell Wine

- Grape harvesting
- Grapes pressing and wine making

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Service Functions

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Maxwell Wine

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Hiring and training staff

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Administrative Functions

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Milestones

Maxwell Wine

Maxwell Wine's long-term goal is to become the dominant provider of quality wines in the Detroit area. We seek to be the standard by which other providers are judged.

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8.

Financial Plan

Important Assumptions

Brake-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios

REMEMBER

The last component of the Winery 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

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Maxwell Wine

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 Winery business start-up, no equity funding or outside loans will be required. With the help of finan

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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	**$1,200,669**	**$2,653,351.60**	**$4,003,606.15**
Wine Sales	$240,000	$283,841.60	$404,692
Unit Sales	12,000	14,192	20,235
Unit Price	$20	$20	$20
Tasting Room Charges	$90,000	$92,700	$98,106.15
Unit Sales	6,000	6,180	6,540
Unit Price	$15	$15	$15
Wine Club Subscriptions	$870,669	$2,276,810	$3,500,808
Users	1,292	2,370	3,350
Recurring Charges	$100	$100	$100

Cost Of Sales	**$191,118.13**	**$302,043.86**	**$406,797.68**
General Costs	$191,118.13	$302,043.86	$406,797.68
Wine Production Costs	$134,046.83	$237,734.60	$334,332.44
Grape Purchase	$50,000	$52,000	$54,080
Bottle and Packaging	$84,046.83	$185,734.60	$280,252.44
Labor and Processing Costs	$57,071.30	$64,309.26	$72,465.24
Winemaking Labor	$38,047.52	$42,872.83	$48,310.14
Fermentation and Storage	$19,023.78	$21,436.43	$24,155.10
Revenue Specific Costs	$0	$0	$0
Personnel Costs (Direct Labor)	$0	$0	$0

Gross Margin	**$1,009,550.87**	**$2,351,307.74**	**$3,596,808.47**

	2024	2025	2026
Gross Margin (%)	**84.08%**	**88.62%**	**89.84%**
Operating Expense	**$1,073,469.78**	**$1,108,688.69**	**$1,156,387.91**
Payroll Expense (Indirect Labor)	$986,640	$1,008,397.20	$1,030,650.36
Winemaking Team	$439,440	$449,383.20	$459,559.92
Head Winemaker	$115,440	$118,903.20	$122,470.32
Winery Workers	$324,000	$330,480	$337,089.60
Sales and Marketing Team	$339,000	$346,650	$354,479.16
Sales Manager	$87,000	$89,610	$92,298.36
Marketing Specialists	$252,000	$257,040	$262,180.80
Administrative Staff	$208,200	$212,364	$216,611.28
Office Manager	$73,200	$74,664	$76,157.28
Administrative Assistants	$135,000	$137,700	$140,454
General Expense	$86,829.78	$100,291.49	$125,737.55
Marketing and Advertising	$40,274.29	$47,935.25	$61,885.24
Digital Marketing	$23,474.29	$28,066.35	$33,556.80
Print Advertising	$16,800	$19,868.90	$28,328.44
Operational Costs	$29,482.53	$34,160	$44,431.88
Utilities	$12,682.53	$14,291.10	$16,103.44
Equipment Maintenance	$16,800	$19,868.90	$28,328.44
Administrative Costs	$17,072.96	$18,196.24	$19,420.43
Office Supplies	$5,072.96	$5,716.24	$6,441.23
Legal and Professional Fees	$12,000	$12,480	$12,979.20
Bad Debt	$0	$0	$0

	2024	2025	2026
Amortization of Current Assets	$0	$0	$0
EBITDA	**($63,918.91)**	**$1,242,619.06**	**$2,440,420.56**
Additional Expense	**$31,096.80**	**$28,853.24**	**$26,447.49**
Long Term Depreciation	$25,080	$25,080	$25,080
Gain or loss from Sale of Assets	$0	$0	$0
EBIT	($88,998.91)	$1,217,539.06	$2,415,340.56
Interest Expense	$6,016.82	$3,773.25	$1,367.48
EBT	($95,015.71)	$1,213,765.82	$2,413,973.07
Income Tax Expense / Benefit	$0	$0	$0
Total Expense	**$1,295,684.71**	**$1,439,585.78**	**$1,589,633.08**
Net Income	**($95,015.71)**	**$1,213,765.82**	**$2,413,973.07**
Net Income (%)	**(7.91%)**	**45.74%**	**60.29%**
Retained Earning Opening	$0	($122,015.71)	$1,064,750.11
Owner's Distribution	$27,000	$27,000	$27,000
Retained Earning Closing	**($122,015.71)**	**$1,064,750.11**	**$3,451,723.18**

Projected Cash Flow

	2024	2025	2026
Cash Received	**$1,200,669**	**$2,653,351.60**	**$4,003,606.15**
Cash Paid	**$1,270,604.72**	**$1,414,505.79**	**$1,564,553.07**
COS & General Expenses	$277,947.92	$402,335.35	$532,535.22
Salary & Wages	$986,640	$1,008,397.20	$1,030,650.36
Interest	$6,016.82	$3,773.25	$1,367.48
Sales Tax	$0	$0	$0
Income Tax	$0	$0	$0
Net Cash From Operations	**($69,935.72)**	**$1,238,845.81**	**$2,439,053.08**
Assets Sell	$0	$0	$0
Assets Purchase	$250,000	$0	$0
Net Cash From Investments	**($250,000)**	**$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	**$58,035.72**	**$60,279.28**	**$62,685.02**
Loan Capital	$31,035.70	$33,279.27	$35,685.03
Dividends & Distributions	$27,000	$27,000	$27,000
Net Cash From Financing	**$91,964.28**	**($60,279.28)**	**($62,685.02)**

	2024	2025	2026
Summary			
Starting Cash	$0	($227,971.44)	$950,595.09
Cash In	$1,350,669	$2,653,351.60	$4,003,606.15
Cash Out	$1,578,640.44	$1,474,785.07	$1,627,238.09
Change in Cash	($227,971.44)	$1,178,566.53	$2,376,368.06
Ending Cash	**($227,971.44)**	**$950,595.09**	**$3,326,963.15**

Projected Balance Sheet

	2024	2025	2026
Assets	**($3,051.44)**	**$1,150,435.09**	**$3,501,723.15**
Current Assets	**($227,971.44)**	**$950,595.09**	**$3,326,963.15**
Cash	($227,971.44)	$950,595.09	$3,326,963.15
Accounts Receivable	$0	$0	$0
Inventory	$0	$0	$0
Other Current Assets	$0	$0	$0
Long Term Assets	**$224,920**	**$199,840**	**$174,760**
Gross Long Term Assets	$250,000	$250,000	$250,000
Accumulated Depreciation	($25,080)	($50,160)	($75,240)
Liabilities & Equity	**($3,051.42)**	**$1,150,435.13**	**$3,501,723.18**
Liabilities	**$68,964.29**	**$35,685.02**	**$0**
Current Liabilities	**$33,279.27**	**$35,685.02**	**$0**
Accounts Payable	$0	$0	$0
Income Tax Payable	$0	$0	$0

	2024	2025	2026
Sales Tax Payable	$0	$0	$0
Short Term Debt	$33,279.27	$35,685.02	$0
Long Term Liabilities	**$35,685.02**	**$0**	**$0**
Long Term Debt	$35,685.02	$0	$0
Equity	**($72,015.71)**	**$1,114,750.11**	**$3,501,723.18**
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	($122,015.71)	$1,064,750.11	$3,451,723.18
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.

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.

Interactive plans in no time

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Mariia Yevlash

Student, Sumy State University – Ukraine

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