



Food Delivery


BUSINESS PLAN


Your Favourite Food delivery Partner..




Prepared By

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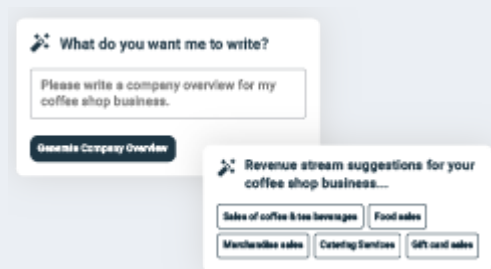
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1.

Executive Summary

Business Overview

Our vision and mission statement

Our Values

Objectives

Startup Summary



REMEMBER

Before you think about how to start a food delivery service, you must create a detailed Food Delivery 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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Business Overview

Houston Food Delivery

The management has come to establish two platforms under one unit which will cater to food delivery services. These platforms are Houston Food Delivery If at all, the COVID-19 pandemic has shown the whole world that digital space is the best place for business.

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Our vision and mission statement

Houston Food Delivery

Houston Food Delivery's mission is to allow our customers to have a fast and seamless trip to their choice of restaurant without leaving their homes. Our vision is to support the growth of the local economy by connecting the restaurants to the local community.

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Our Values

Houston Food Delivery

- **Entrepreneurialism:** Our approach fosters the highest level of professionalism, personal ownership, and entrepreneurial spirit in all our people while never compromising on their safety and well-being. This is important to our success and the

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Objectives

Houston Food Delivery

The following are the aims and objectives of the company:

• Become the leading on-demand food delivery in Houston, utilizing the latest technology

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Startup Summary

3 Year profit forecast



2.

Company Overview

Registered name and corporate structure

Company Location

Company Resources

The Financing

Investor Equity

Funding Required

Registered name and corporate structure

Houston Food Delivery

Houston Food Delivery is a start-up company that will be incorporated as a Limited Liability Company in Houston, Texas. Houston Food Delivery has not commenced its operations and will be treated as a start-up in this business plan. In the long run, we will a

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Company Location

Houston Food Delivery

Houston Food Delivery is physically located in Houston, Texas where it intends to serve the local communities through its mobile apps that are online-based. The company intends to start its operation in Houston, and it visualizes an operation scope that will

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Company Resources

Houston Food Delivery

The following are the resources that are used by the company:

- Company Website

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The Financing

Houston Food Delivery

To launch the commencement of the company's programs, as well as maintaining forward operations, adequate funding is needed. All potential avenues to funding will be approached to achieve funding will involve soliciting a loan, approaching third-party i

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Investor Equity

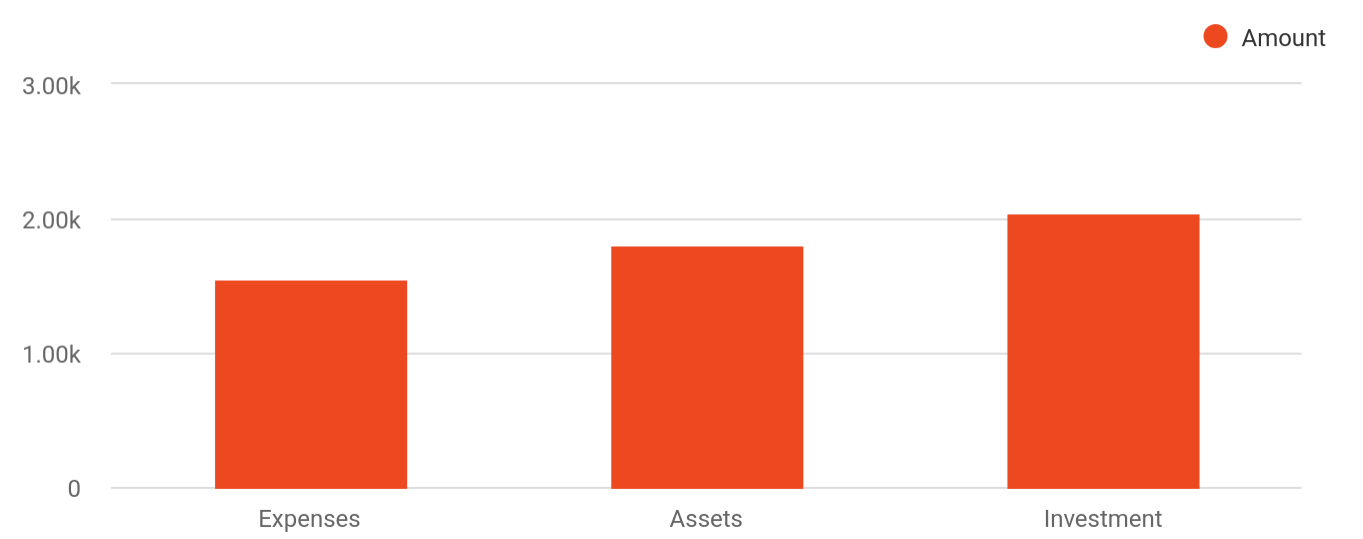
Houston Food Delivery

All funding acquired will be in exchange for an equity stake, which will be determined by the management. Additional incentives of a seat on the board of directors can be offered with a lower equity stake of 3.45% instead of the higher equity offer.

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Startup cost



| Cost distribution | Amount |
|-------------------|--------|
| Expenses | 1,550 |
| Assets | 1,800 |

| Cost distribution | Amount |
|-------------------|--------|
| Investment | 2,050 |

Funding Required

The detailed startup requirements and expenses are given in the table below.

| 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 |
| 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 |

| Start-up Expenses | Amount |
|---|-----------|
| 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 |
| 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

The Order Process For Both Sides

Regulatory Requirements



REMEMBER

Before starting a food delivery business, you must take many things into consideration such as you must consider what types of food delivery services will you be providing to your customers. De

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Products and services



On-demand delivery app

Provision of a community-based on-demand delivery app that connects the restaurant to the local community by providing on-demand delivery from local restaurants.



Offer & Deals

Houston Food Delivery will allow its users to browse through the number of different restaurants' offers, price-lists, and menus and easily order.



Managing all the orders online



Provision of deliverers who deliver the orders

The Order Process For Both Sides

Houston Food Delivery

The customer places the order via the app, and upon receiving the estimated delivery time confirm the payment method and then the order. Upon order confirmation, the partnering restaurant is being notified via Houston Food Delivery and can accept

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Regulatory Requirements

Houston Food Delivery

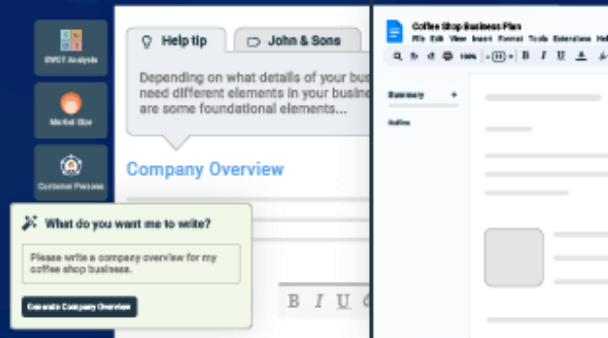
Houston Food Delivery will secure all necessary permits and licenses as mandated by the Federal Government of the United States to carry out its operations.

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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.



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.

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4.

Market Analysis

On-Demand Delivery Market

The United States Market



REMEMBER

The most important component of an effective food delivery service business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself.

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On-Demand Delivery Market

Houston Food Delivery

Statista pegged revenue in the online food delivery segment to \$94.385 billion in 2019. It estimated revenue to show an annual growth rate (CAGR 2019–2023) of 9.3%, resulting in a market volume of \$134.49 billion by 2023. The market's largest segment is

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The United States Market

Houston Food Delivery

The United States online food delivery market was worth US\$ 18.8 Billion in 2019. Online food delivery is the process of ordering food from a food service provider using a mobile application or webpage. These applications and web pages provide filters and various options to

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5.

Strategy & Implementation

SWOT Analysis

Threats Mitigation

Marketing And Sales Plan



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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SWOT Analysis

Strength

- Experience in using similar apps
- A unique app that is customized to the client's taste
- Well-established and efficient operational plan with the aid of technology
- Exceptional customer service
- Fast delivery service
- Focus on groceries, restaurants, retailers, etc.
- Boosting stores and restaurant sales and empowering drivers
- Simple-to-use, fast, transparent, reliable, and secure platform
- Safe and accessible storage type

Weakness

- Limited funds to start up
- Low brand recognition: We will leverage aggressive marketing in the first few years of operations to build brand awareness and gain the loyalty of users

Opportunity

- The growing mobile app market and increasing internet penetration worldwide
- The increasing rate of dining out and online order.
- Opportunity to penetrate prospective markets in various American regions with our interactive app
- Technological advancement offering improvements to mobile apps

Threat

- Intense competition from existing apps and platforms alike
- Susceptibility of the platform to cyberattacks
- Uncertainty about the economic outlook especially with the COVID-19 pandemic outbreak

Threats Mitigation

Houston Food Delivery

To minimize threats of competition, we will create unique features on the app that are tailored to users' needs and regularly update. We will also utilize a pricing strategy that is competitive to win more customers. Additionally, we will stay innovative to meet up with the market.

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Marketing And Sales Plan

Houston Food Delivery

- Grow the brand
- Drive sales/ app installs
- Improve customer retention


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Objectives

Start writing here..

Houston Food Delivery

- Ensure website and app is very simple to use, responsive, user friendly, and secure

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Pre-Launch

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Houston Food Delivery

- Release app on both App Stores, Google Play, and other stores
- Send our emails to prospective users announcing the app launch
- Contact the press to publish articles concerning the app

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Launch Day

Start writing here..

Houston Food Delivery

LAUNCH APP-INSTALL ADS:

- Launch app-install campaigns on Twitter, Facebook, etc., targeted at prospective users

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Post-Launch

Start writing here..

6.

Personnel plan

Average Salary of Employees



REMEMBER

A personnel plan is also an important component of an auto detailing 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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Houston Food Delivery

The success of our food delivery business will be anchored on the team, not on any individual. With the wide range of our service offerings, we are only expected to employ more than it is required to run a conventional food delivery business.

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Average Salary of Employees

The following table shows the forecast data about the salaries of the employees for the next three years:

| | Year 1 | Year 2 | Year 3 |
|-----------------------------------|-------------|-------------|-------------|
| Accountant | \$85,000 | \$95,000 | \$105,000 |
| Sales Executives | \$45,000 | \$50,000 | \$55,000 |
| Delivery Boys | \$550,000 | \$650,000 | \$750,000 |
| Managers | \$145,000 | \$152,000 | \$159,000 |
| Application/Web Developers | \$50,000 | \$55,000 | \$60,000 |
| Marketing Executives | \$87,000 | \$94,000 | \$101,000 |
| Customer & Support Representative | \$42,000 | \$45,000 | \$48,000 |
| Total Salaries | \$1,004,000 | \$1,141,000 | \$1,278,000 |

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 food delivery 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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Houston Food Delivery

The company will be financed by Richard himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the food delivery business start-up, no equity funding or outside loans will be required.

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Important Assumptions

The financial projections of the company are forecast on the basis of 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 | \$1,923,213.40 | \$4,047,885 | \$6,570,349 |
| Online Food Orders | \$757,418.40 | \$1,065,518 | \$1,597,202 |
| Unit Sales | 37,871 | 53,276 | 79,860 |
| Unit Price | \$20 | \$20 | \$20 |
| Subscription Service | \$1,037,135 | \$2,806,147 | \$4,691,882 |
| Users | 3,082 | 6,044 | 9,463 |
| Recurring Charges | \$50 | \$50 | \$50 |
| Catering Services | \$128,660 | \$176,220 | \$281,265 |
| Unit Sales | 257 | 352 | 563 |
| Unit Price | \$500 | \$500 | \$500 |
| | | | |
| Cost Of Sales | \$161,878.78 | \$274,972.81 | \$409,451.95 |
| General Costs | \$161,878.78 | \$274,972.81 | \$409,451.95 |
| Food Procurement Costs | \$132,160.70 | \$239,474.27 | \$366,709.87 |
| Fresh Ingredients Purchase | \$36,000 | \$37,080 | \$38,192.40 |
| Packaged Goods Purchase | \$96,160.70 | \$202,394.27 | \$328,517.47 |
| Delivery and Logistics | \$29,718.08 | \$35,498.54 | \$42,742.08 |
| Fuel Costs | \$20,118.08 | \$25,514.54 | \$32,358.72 |
| Vehicle Maintenance | \$9,600 | \$9,984 | \$10,383.36 |
| Revenue Specific Costs | \$0 | \$0 | \$0 |
| Personnel Costs (Direct Labor) | \$0 | \$0 | \$0 |
| | | | |
| Gross Margin | \$1,761,334.62 | \$3,772,912.19 | \$6,160,897.05 |

| | 2024 | 2025 | 2026 |
|----------------------------------|----------------|----------------|----------------|
| Gross Margin (%) | 91.58% | 93.21% | 93.77% |
| | | | |
| Operating Expense | \$1,716,392.63 | \$1,866,541.48 | \$2,039,060.56 |
| Payroll Expense (Indirect Labor) | \$1,565,136 | \$1,603,030.08 | \$1,641,908.52 |
| Management Team | \$226,200 | \$232,986 | \$239,975.64 |
| General Manager | \$124,800 | \$128,544 | \$132,400.32 |
| Finance Manager | \$101,400 | \$104,442 | \$107,575.32 |
| Delivery Staff | \$780,000 | \$795,600 | \$811,512 |
| Delivery Drivers | \$600,000 | \$612,000 | \$624,240 |
| Bike Courier | \$180,000 | \$183,600 | \$187,272 |
| Kitchen and Support Staff | \$558,936 | \$574,444.08 | \$590,420.88 |
| Kitchen Staff | \$270,000 | \$275,400 | \$280,908 |
| Customer Service Rep | \$144,936 | \$149,284.08 | \$153,762.48 |
| IT Support Specialist | \$144,000 | \$149,760 | \$155,750.40 |
| General Expense | \$151,256.63 | \$263,511.39 | \$397,152.04 |
| Marketing and Advertising | \$69,696.40 | \$134,636.56 | \$211,630.46 |
| Digital Marketing Campaign | \$12,000 | \$13,200 | \$14,520 |
| Print Advertising | \$57,696.40 | \$121,436.56 | \$197,110.46 |
| Operational Costs | \$37,095.96 | \$41,617.14 | \$47,499.58 |
| Office Rent | \$30,000 | \$31,500 | \$33,075 |
| Utilities | \$7,095.96 | \$10,117.14 | \$14,424.58 |
| Technology and Software | \$44,464.27 | \$87,257.69 | \$138,022 |
| Software Subscriptions | \$6,000 | \$6,300 | \$6,615 |
| Website Maintenance | \$38,464.27 | \$80,957.69 | \$131,407 |
| Bad Debt | \$0 | \$0 | \$0 |

| | 2024 | 2025 | 2026 |
|----------------------------------|-----------------------|-----------------------|-----------------------|
| Amortization of Current Assets | \$0 | \$0 | \$0 |
| EBITDA | \$44,941.99 | \$1,906,370.71 | \$4,121,836.49 |
| Additional Expense | \$14,841.98 | \$11,832 | \$11,832 |
| Long Term Depreciation | \$11,832 | \$11,832 | \$11,832 |
| Gain or loss from Sale of Assets | \$0 | \$0 | \$0 |
| EBIT | \$33,109.99 | \$1,894,538.71 | \$4,110,004.49 |
| Interest Expense | \$3,009.98 | \$0 | \$0 |
| EBT | \$30,100.01 | \$1,894,538.71 | \$4,110,004.49 |
| Income Tax Expense / Benefit | \$0 | \$0 | \$0 |
| Total Expense | \$1,893,113.39 | \$2,153,346.29 | \$2,460,344.51 |
| Net Income | \$30,100.01 | \$1,894,538.71 | \$4,110,004.49 |
| Net Income (%) | 1.57% | 46.80% | 62.55% |
| Retained Earning Opening | \$0 | (\$119,899.99) | \$1,774,638.72 |
| Owner's Distribution | \$150,000 | \$0 | \$0 |
| Retained Earning Closing | (\$119,899.99) | \$1,774,638.72 | \$5,884,643.21 |

Projected Cash Flow

| | 2024 | 2025 | 2026 |
|----------------------------------|-----------------------|-----------------------|-----------------------|
| Cash Received | \$1,923,213.40 | \$4,047,885 | \$6,570,349 |
| Cash Paid | \$1,881,281.39 | \$2,141,514.27 | \$2,448,512.50 |
| COS & General Expenses | \$313,135.41 | \$538,484.19 | \$806,603.98 |
| Salary & Wages | \$1,565,136 | \$1,603,030.08 | \$1,641,908.52 |
| Interest | \$3,009.98 | \$0 | \$0 |
| Sales Tax | \$0 | \$0 | \$0 |
| Income Tax | \$0 | \$0 | \$0 |
| Net Cash From Operations | \$41,932.01 | \$1,906,370.73 | \$4,121,836.50 |
| Assets Sell | \$0 | \$0 | \$0 |
| Assets Purchase | \$80,000 | \$0 | \$0 |
| Net Cash From Investments | (\$80,000) | \$0 | \$0 |
| Amount Received | \$500,000 | \$0 | \$0 |
| Loan Received | \$200,000 | \$0 | \$0 |
| Common Stock | \$300,000 | \$0 | \$0 |
| Preferred Stock | \$0 | \$0 | \$0 |
| Owner's Contribution | \$0 | \$0 | \$0 |
| Amount Paid | \$350,000 | \$0 | \$0 |
| Loan Capital | \$200,000 | \$0 | \$0 |
| Dividends & Distributions | \$150,000 | \$0 | \$0 |
| Net Cash From Financing | \$150,000 | \$0 | \$0 |

| | 2024 | 2025 | 2026 |
|--------------------|---------------------|-----------------------|-----------------------|
| Summary | | | |
| Starting Cash | \$0 | \$111,932.01 | \$2,018,302.74 |
| Cash In | \$2,423,213.40 | \$4,047,885 | \$6,570,349 |
| Cash Out | \$2,311,281.39 | \$2,141,514.27 | \$2,448,512.50 |
| Change in Cash | \$111,932.01 | \$1,906,370.73 | \$4,121,836.50 |
| Ending Cash | \$111,932.01 | \$2,018,302.74 | \$6,140,139.24 |

Projected Balance Sheet

| | 2024 | 2025 | 2026 |
|---------------------------------|---------------------|-----------------------|-----------------------|
| Assets | \$180,100.01 | \$2,074,638.74 | \$6,184,643.24 |
| Current Assets | \$111,932.01 | \$2,018,302.74 | \$6,140,139.24 |
| Cash | \$111,932.01 | \$2,018,302.74 | \$6,140,139.24 |
| Accounts Receivable | \$0 | \$0 | \$0 |
| Inventory | \$0 | \$0 | \$0 |
| Other Current Assets | \$0 | \$0 | \$0 |
| Long Term Assets | \$68,168 | \$56,336 | \$44,504 |
| Gross Long Term Assets | \$80,000 | \$80,000 | \$80,000 |
| Accumulated Depreciation | (\$11,832) | (\$23,664) | (\$35,496) |
| Liabilities & Equity | \$180,100.01 | \$2,074,638.72 | \$6,184,643.21 |
| Liabilities | \$0 | \$0 | \$0 |
| Current Liabilities | \$0 | \$0 | \$0 |
| Accounts Payable | \$0 | \$0 | \$0 |
| Income Tax Payable | \$0 | \$0 | \$0 |

| | 2024 | 2025 | 2026 |
|------------------------------|---------------------|-----------------------|-----------------------|
| Sales Tax Payable | \$0 | \$0 | \$0 |
| Short Term Debt | \$0 | \$0 | \$0 |
| Long Term Liabilities | \$0 | \$0 | \$0 |
| Long Term Debt | \$0 | \$0 | \$0 |
| Equity | \$180,100.01 | \$2,074,638.72 | \$6,184,643.21 |
| Paid-in Capital | \$0 | \$0 | \$0 |
| Common Stock | \$300,000 | \$300,000 | \$300,000 |
| Preferred Stock | \$0 | \$0 | \$0 |
| Owner's Contribution | \$0 | \$0 | \$0 |
| Retained Earnings | (\$119,899.99) | \$1,774,638.72 | \$5,884,643.21 |
| Check | \$0 | \$0 | \$0 |

Business Ratios

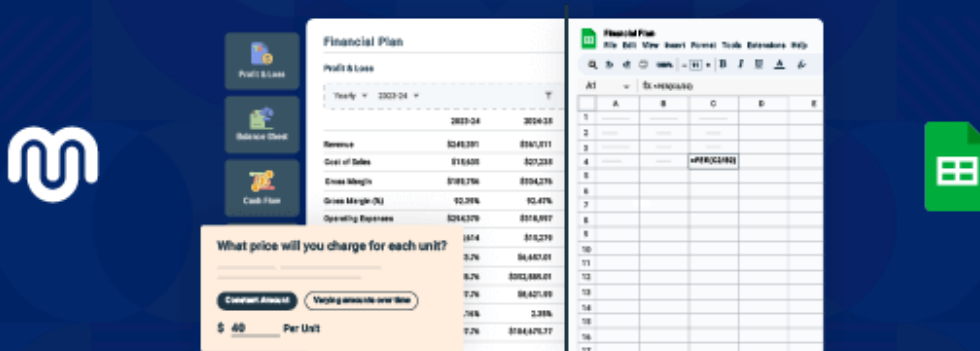
| | Year 1 | Year 2 | Year 3 | Industry Profile |
|--------------------------------|---------|---------|---------|------------------|
| Sales Growth | 4,35% | 30,82% | 63,29% | 4,00% |
| Percent of Total Assets | | | | |
| Accounts Receivable | 5,61% | 4,71% | 3,81% | 9,70% |
| Inventory | 1,85% | 1,82% | 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 shows a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar containing icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-04. It includes a table with columns for 'Revenue', 'Cost of Sales', 'Gross Margin', and 'Operating Expenses', with values in dollars. Below this, there's a section titled 'What price will you charge for each unit?' with a table showing 'Unit Price' and 'Per Unit' values. On the right is a screenshot of a Microsoft Excel spreadsheet, which appears cluttered with many empty cells and a complex formula bar. The Upmetrics interface is more intuitive and easier to navigate than the Excel spreadsheet.

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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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.**

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