

Welcome to the

Float Center

Business Plan Package

This is a fully customizable plan, based on the actual finances from running Float On over the last 5 years.

This plan is an incredibly powerful tool, and **we've designed it to be exceedingly easy to use** (and hard to mess up). It gives you access to data for every part of your operations (down to the cost of q-tips), and **it allows you to adjust everything** based on local costs and your own unique plans for build out and operations.

We'll be giving you a quick tour around how to customize everything, both in the written business plan and in the financials.

This is just a preview of the Float Tank Solutions Business Plan Instructions. The pages that you're looking at come straight out of the plan, and are a portion of what you will receive when you purchase the complete Float Center Business Plan Package.

Reach out if you want to know more!

We love talking to new center owners.

floattanksolutions.com

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Brief Overview: Written Plan

The business plan is broken into two main parts - the written plan and the financials. The written plan has a lot of template information and instructions included in it. Some sections, like the description of the owners, obviously needs to be completely fleshed out based on your own information. Other sections, like the industry summary, need almost no alteration.

All of the custom content is placed between double brackets `[[like this]]` to make it easy to search for (just do a search for '[['). It is also highlighted to make it easy to spot visually.

Where most of the content in a section is custom, you will occasionally see only highlighting, with no brackets.

Commentary

Any part of the plan that is commentary, has double brackets surrounding it and is highlighted blue like this: `[[Sample Comment]]`

You can see an example of this early on in the packet in the executive summary:

`[[A lot of the executive summary will need to come from the information that you fill out later in this packet. Because of this, we suggest editing the Executive Summary as the final step of preparing your business plan.]]`

`[[We've provided an outline below based on the SBA guidelines. We've also included sample]]`

Template Content

Any information that is meant to be replaced with your own content is surrounded by double brackets and is highlighted in yellow like this: `[[SAMPLE ITEM TO REPLACE]]`

You can see an example of this in the Executive Summary as well:

1.1 The Mission Statement

`[[COMPANY NAME]]` will provide `[[CITY NAME]]` and the surrounding areas access to floatation tanks

In some places, sample data is entered in already, but you should replace this with you own as you come up with your own information. The current numbers in the written plan reflect the default values in the financial spreadsheets. Here's an example from the Executive Summary:

Float tanks are an amazing alternative to all of these, and a wonderful complement to pre-existing health activities. Compared to high-end bodywork which costs \$125-250/hr, `[[75]]` for a `[[90-minute]]` float does not sound exorbitant. We will be opening a center with `[[5]]` float tanks, which we believe is the minimum that will be necessary to respond to the demand we can

Brief Overview: Financials

The financials are all contained in the single excel file that is provided.

One of your first steps should be to duplicate this file, so you have a backup in case you want to go back to the original state of the file.

We've included a zip file with backups for the materials as well, just in case.

Looking at the sheets, you see that there are a lot of them. There are pages for customizing all of the variables that go into running a float center (from number of tanks and hourly wages down to the cost of electricity and earplugs). There are also **five years worth of financials with the following financial projections.**

- 5 year Profit & Loss
- 5 year Cash Flow
- 5 years of Balance Sheets
- 5 years of Ratios
- Capital Expenditure Sheet (*startup costs*)
- Breakeven Analysis

These are typically what investors and lenders want to see, and are the sheets you'll be presenting along with your plan.

What to Edit and What to Leave Alone

Everything in the list above shouldn't be edited. These pages are locked in the excel file, although you can always unlock them if you really want to change something. In fact, **every single cell that you shouldn't be editing is locked**, making it difficult to break things in the finances.

There are **two main areas of the finances that can be edited**: the 'Fill out this page' sheet and any of the orange and bolded cells on the 'Equations' sheets.

'Fill Out This Page' vs 'Equations'

The 'Fill out this page' sheet is for all the major variables that go into your float center. These are things that are likely to change from area to area, and these will allow you to quickly see what your numbers would look like with different hours of operations, numbers of tanks, manager wages, etc.

The 'Equations' sheets are where the magic happens. This is where all of the calculations happen, which are pulled from to fill out the financial reports. Lots of these are complicated equations, which calculate things down to the cost of water per float that you run: you shouldn't edit these sheets unless you have a deep understanding of complex excel equations. **The numbers that are orange and bolded are the ones that you can adjust**, and these are generally more detailed levels of adjustment than on the 'Fill out this page' sheet.

Step 3: Understanding Your Equations Sheets

The equations sheets is where all of the heavy lifting for the business plan are done. **All of the variables and equations in these sheets are based on our 5 years of operation at Float On.** Everything in here is accurate, based on our own center's numbers, to what you can expect to pay for your center. This is true down to the average amount of gallons of water used per float, the cost per room of waterproofing, and the percentage of your floats each quarter that come from different tiers of membership.

Dig in and look around, and when you feel comfortable with things (and you start getting in different quotes from your city and your contractors) **go in and put in your real information** to replace some of the placeholder numbers from Float On.

General Equations

At nearly 450 lines, this is the largest sheet in the entire business plan. Again, remember that **the data here is meant to be edited, but only if you know what you're doing, and only the bolded and orange text is meant to be changed.**

The general equations control everything from your transition length, to your cost of earplugs and vaseline, to your capacity, to the percentage of income you get from different types of sales.

Once you've gotten comfortable playing around with the variables on the *'Fill out this page'* sheet, take a look around the general equations.

Here are some important items in here you may want to change in the *'General Equations'* sheet:

- Your cost of salt per pound
- Your cost of various monthly software subscriptions you will use
- Your insurance costs
- Your marketing budget for different times of year
- Business expense variables, like travel, meals, and education expenses
- Your capacity estimates for all 5 years
- Your % of total floats that are memberships, regular floats, and free floats

Capital Expenditures Equations

This is much like the General Equations sheet, except **the equations and variables here specifically relate to your *'Capital Expenditures'* sheet.** These are things like your overall construction costs per room, the cost of your initial supplies, your early business and marketing costs, and how much money you want in your bank account for your startup runway.

As with the *'General Equations'* sheet, only edit those cells that are both **orange and bolded**.

This sheet is the sheet that you'll edit as you get actual quotes back from your contractors for your construction. Make sure to divide their quotes among the number of rooms that you have, and to double check all of your totals after you've entered them to make sure that everything comes out correctly with the calculations that get applied.

Looking at the actual *'Capital Expenditures'* sheet to double check everything is always prudent after you mess with things here.

Breakeven Equations

This is one of the few *'Equations'* sheets that doesn't have any editable cells. That said, it is still one of the most interesting sheets to look at. **This is where you can see exactly what goes into running a single float, separate from your fixed costs, separate from the wages you pay out each month.**

Upon finishing the business plan, this was the sheet that yielded the most personal insights for us at Float On.

Graphs Equations

This sheet is fairly straightforward. Like the *'Breakeven Equations'* sheet **this is simply a reworking of existing data from the plan, laid out to make it easy to create meaningful graphs.** The top part of this page (which is already filled in) is locked, but you can use the bottom half to lay out any other data that you'd like to create graphs from.

IMPORTANT NOTE: Do not edit these cells, even to copy and paste them to new locations. Excel is very smart about keeping equations intact when deleting, adding, or cutting/pasting information, but graphs are not so smart. Adding rows, or moving content will break the graphs in the document.

Mailing List

This represents the size and growth of your mailing list over time. This is both interesting from a marketing perspective, and is **used to calculate (based on our own sales numbers at Float On) how much revenue you can expect to bring in when you launch a deal through your internal mailing list** (usually once, just as summer is beginning).

